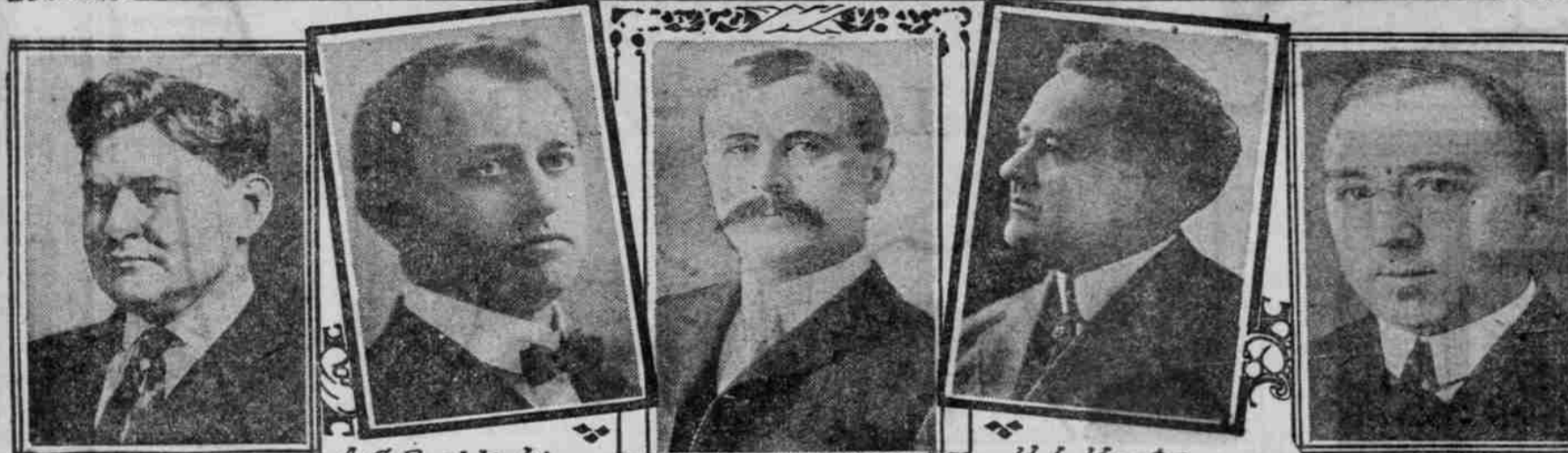
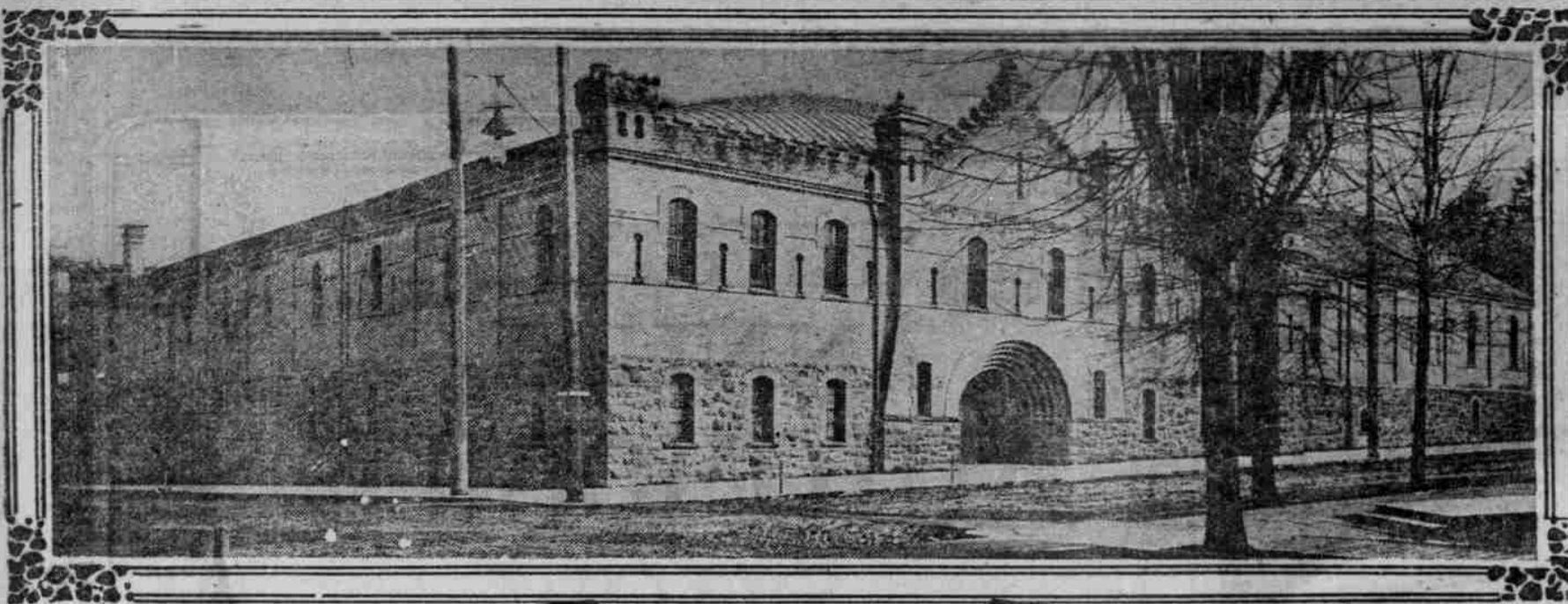


TOOT YOUR HORN LOUD AND LONG, FOR BIG SHOW OF NEW AUTOMOBILES WILL OPEN AT THE ARMORY NEXT SATURDAY

Eighth Annual Show for Portland Expected to Exceed in Brilliance Anything That Has Been Attempted in Realms of Motordom in This Section Herebefore. Special Sections Arranged for Higher-Priced and Low-Priced Cars and for Trucks.



M. O. Wilkins,
President Auto
Dealers
Association

A. G. Rushlight,
Member Dealers
Show Committee

A. B. Manley,
Chairman Dealers
Show Committee

H. L. Keats,
Member Dealers
Show Committee

Joseph M. Rieg,
Mgr. Automobile
Show

NOW, just as the automobile industry is emerging from its teens to dash forth swiftly on its 20th year, comes Portland's eighth annual Automobile Show, with more exhibitors, more vehicles of perfection, more harmony and more enthusiasm than have ever before combined to make motor-car display time notable in Oregon.

Fifteen years ago the automobile was an object of curiosity; a decade back it was the plaything for children of fortune, but today it is just as necessary as the electric fan, the doctor book or the school course in local geography, and quite satisfactory as a substitute for each and all. At the present moment there are more than 25,000 automobiles in Oregon, one for every group of 25 persons, yet more are arriving on each freight train and the point of saturation has merely been approached.

The person living in the year 1917 who doesn't own an automobile or possess some sort of hold on a relative or kind friend who does, is entirely out of luck, and he who doesn't feel a hankering desire to own a vehicle some day that will place the great out-of-doors at his elbow is hardly a human being, now is he?

Show Opens Saturday.
When the curtain is lifted on the 1917 exhibition at the Armory building, Tenth and Couch streets, at the stroke of 7:30 o'clock next Saturday evening, approximately 136 pleasure cars and motor trucks will be on display, with the selling organizations of some 40 Portland automobile firms in the receiving line.

To make the matter of marketing more pleasant and more convenient for the show visitor, all of the cars selling for less than \$1000 are to be grouped in the ballroom on the second floor of the Armory, where the accessories held forth last year, and all of the motor trucks are to be placed in a special annex 40x150 feet in dimensions, to be erected on the Eleventh-street side of the Armory building.

All of the machines selling for over \$1000 will be found in the main room, with the exception of the Mitchell cars, which are to divide space with 120-hour entries and accessories, with Fred Dundee's exhibit probably as the feature, in the artillery-room, where the motor trucks were stable last year. This arrangement was imperative in view of the sharp demand for space this year.

Quality Prime Consideration.
A year ago Portland staged its largest show of history, with some 91 vehicles in the Armory, while this year space has already been purchased for 268 pleasure cars and 28 trucks, a total array of 136, with some yet to be heard from.

But it isn't in size alone that this year's exhibition may be differentiated from the 1916 event. Then harmony was conspicuous by its absence, with a full-fledged auto show staged by two of Portland's largest dealers in the lobby of the Multnomah Hotel, and with a few of the other big firms remaining on the outside of the Armory. Now every automobile dealer has joined the Dealers' Motor Car Association of Oregon, the organization that is conducting the show, and each and every dealer, bar none, has his foot on the accelerator to assist matters in common as best he may. There is no grudge, no grudge. Harmony rules.

Joseph M. Rieg, who successfully guided the destinies of all previous shows in Portland, is manager in charge again this year, with M. O. Wilkins, president of the Dealers' Motor Car Association, and a dealers' show committee, consisting of A. B. Manley, chairman; H. L. Keats and A. G. Rushlight, acting in advisory and supervisory capacity.

Colors Are White and Blue.
For the decorations this year Manager Rieg has chosen white and blue

bunting for the ceilings, burlap for carpets and old-fashioned picket fences as the means of laying out the wide aisles between the lighted square posts, which, as in years past, will announce the names of the various cars to be seen in the respective booths. Potted plants and palms will be stationed here and there throughout the display rooms, the decoration scheme being planned for all of the display-rooms.

During the show period, which opens next Saturday night, and, skipping Sunday, endures until the following Saturday night, the doors will be

wonder what special features or sensations are in store for their eyes. Twelve months ago, you will remember, every next person was bothering his head with making comparisons of the 12, eight, six and four-cylinder motors and not a few were predicting without qualification that another year would see 16-cylinder engines. Others carried the multiplication scale even further.

But, lo and behold, the 16-cylinder motor has not arrived, and, though the "12s" and "8s" have certainly held their own, being continued by the manufac-

and rumor has it that a few sensational surprises are to be unworked along about Saturday night. American engineering skill and coach building ingenuity have spent themselves along different avenues during recent months and as a result the features of the 1917 season are to be centered around matters of appearance. Motor cars perform better and better as time advances, but the mechanical attributes are already so nearly perfect that neither the makers nor the users worry much about utility any longer. Both classes are fairly well satisfied that the cars will do just about any reasonable task to which they are directed. Furthermore, the one chassis idea is growing in popularity and the experts have more time to spend on details of architecture which have heretofore been neglected, more or less, by the rush to incorporate some favorite mechanical design or device in advance of the other factories. Now the principal aim of engineers is simplicity.

The new body refinements pertain especially to seating arrangements with the idea of making passengers comfortable by inviting them to sit as they please, not as in times past, as they had to sit. Lounger wheelbases have provided more room for the front, as well as the back and tonneau Jack seats, and the upholstery is deeper.

New Models Attractive.
Nattler, more graceful exteriors feature nearly all of the new cars with all-year tops and fancy painting jobs coming more and more into vogue. A few years ago all cars were painted in a few conventional colors, but now the Eastern craze for colorful cars is commencing to take hold in Portland and motor car dealers rejoice at the tendency because there is nothing which spreads contagion of automobile fever quite like a bright, beautifully painted motor car.

Oh, yes, another point should be mentioned, though, of course, no one ever concerns himself in this modern day about the mere matter of money. Last year, when cylinders were mounting up, prices were still in the process of going down, though manufacturers would frankly pointed out that prices would have to rise unless the European war came to a halt.

Of late months motor cars have ascended steadily in price, due to the scarcity and high cost of both materials and labor. Virtually without exception the cars cost more than they did a year ago. The cardinal rules of arithmetic indicate that the increases for all makes of car have struck an average of 37 a car, so when you stalk the aisles of the Armory next Saturday night or during the following week you had better take along at least 37 more than you carried in your wallet last year.

Will you do it?

But there will be plenty to see at the auto show in the way of improvements.

Railroads Grant Rates.
Special rates have been granted by the railroad and transportation companies and a large number of upstate dealers will come to Portland for conference with their distributing connections during the show, in view of the fact that the municipal auditorium will be available for the show next year the coming exhibition will probably be the last to occur at the Armory, which has for years been the scene of Portland's annual motor car review.

It is estimated that the Portland automobile firms are spending a total of \$10,000 on the 1917 show. They are paying \$2400 for display space alone and the cost of getting special "jobs" here, of arranging their exhibits, together with advertising and other costs will be increased to \$10,000, according to an estimate given yesterday by President Wilkins. The public may rest assured that the show is to be conducted on strict business principles with ample bond insurance and they may feel as secure in entering the Armory as they would in stepping into a permanent business institution.

Insurance Taken Out.
Insurance has been taken out by Manager Rieg, for instance, to insure the dealers against loss during the time their cars are being hoisted up to the second floor ballroom by a special electric motor. Several of the dealers, enthused with full confidence in the ability of their cars to climb up the side of a wall, offered to drive their cars up the stairway, but cooler heads prevailed upon them to resign the steering wheel in favor of the electric motor and, thanks to the insurance regulations that gasoline must not be used in the display rooms, the cooler heads won out in the argument.

Naturally, as they anticipate stepping from booth to booth at the Armory, motor car fanciers probably will

LIST OF EXHIBITORS AT PORTLAND'S AUTO SHOW AND SPACE THEY HAVE RESERVED.

PLEASURE CARS.	
Boss & Peake Company, Hudson and Maxwell dealers.....	eight cars
Brady Auto Company, Franklin Scripps Booth dealers.....	three cars
Covey Motor Car Company, Cadillac and Dodge dealers.....	eight cars
Ford Motor Company, through seven retail dealers.....	five cars
Gerlinger Motor Car, Chandler dealers.....	3 1/2 spaces
Howard Auto Company, Buick dealers.....	five cars
H. L. Keats Auto Company, Chalmers dealers.....	four cars
Manley Auto Company, Hupmobile, National, Grant dealers.....	eight cars
H. L. Mann Motor Car Company, Haynes dealers.....	four cars
Mitchell, Lewis & Slaven, Mitchell car.....	six cars
Northwest Auto Company, Reo, Cole, Marmon, Dort.....	eight cars
Oakland Auto Company, Oakland.....	three cars
Oldsmobile Company, Oldsmobile.....	two cars
Oregon Motor Car Company, Studebaker, Locomobile.....	six cars
Overland Pacific Company, Overland, Willlys-Knight.....	seven cars
Pacific Kieselkar Branch, Kiesel, Briscoe.....	eight cars
Paige Motor Sales Company, Paige.....	four cars
Pierce-Arrow Auto Company, Pierce-Arrow.....	three cars
Saxon Motor Sales Company, Saxon.....	four cars
D. C. Warren Motor Car Company, Velie.....	3 1/2 spaces
White Company, White car.....	two cars
Winton Company, Winton.....	three cars
MOTOR TRUCKS.	
Ballou & Wright, Smith Form-A-Truck.....	two trucks
Columbia Carriage & Auto Company, G. M. C.....	three trucks
Koering Machine Company, Steering.....	three trucks
McCraen Motor Car Company, Moreland.....	two trucks
Northwest Auto Company, Reo, Stewart, Indiana.....	five trucks
Oregon Motor Car Company, Denby, Loco, Studebaker.....	three trucks
Pacific Kieselkar Branch, Kiesel, Federal.....	four trucks
Pierce-Arrow Auto Company, Pierce.....	one truck
Roberts Motor Car Company, Republic.....	three trucks
White Company, White.....	two trucks

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The Verdict of the Motor Car Users

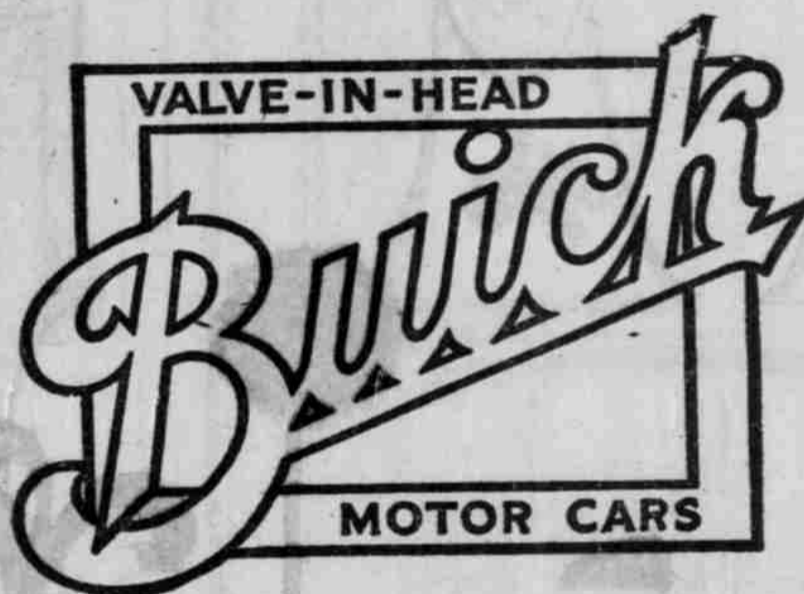
reflected in the presenting of this gold medal.



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ADDITIONAL
AUTOMOBILE
NEWS
WILL BE FOUND
IN
SECTION FOUR