

# GREAT AUTO SHOW TO OPEN THURSDAY

## Hundreds of Lights to Flash On as Governor Withycombe Presses Self-Starter.

### RAILROADS GRANT RATES

#### Visitors to Biggest Show Ever Held in Northwest Will See Finest in Serviceable Cars, Trucks and Tractors That Can Be Made.

BY LAIR H. GREGORY.

Now comes the great automobile event of 1918 in the Pacific Northwest, Portland's ninth annual automobile, truck and tractor show, which will open in the Portland city auditorium next Thursday night, February 7, at 8:28 o'clock.

The Auditorium doors will be opened to the public at 7 o'clock. But the formal opening of the show will be at 8:28, when Governor James Withycombe will press his foot against an automobile self-starter on the stage.

Until that moment the main floor of the Auditorium will be kept in darkness. The only illumination will be in the balconies, where the audience will be seated.

#### State Officials to Attend.

At the conclusion of the Governor's address the main floor will be opened to the visitors and the show will be on. For those who come before the formal opening, a special musical program has been arranged. From 7:30 until 8:15 Professor W. H. Boone will give an organ recital on the great Auditorium organ.

M. O. Wilkins, manager of the show, at 8:15 will begin the brief formal exercises with a few words of welcome. Then will come a vocal solo, after which Mr. Wilkins will introduce Governor Withycombe.

Among those who will attend the show as guests of honor on opening night are Governor Withycombe, Secretary of State Olcott, State Treasurer Kay, members of the State Highway Commission and other state officials, county officers, Mayor Baker and city officials, members of the State Supreme Court and judges of the Circuit Court, Frank E. Watkins, president, and James D. Abbott, secretary, of the Oregon State Motor Association.

Governor Lister, of Washington, was invited to be present. In a letter expressing regret that he cannot do so, he wished the show every success.

Opening on Thursday night at 8:28, the automobile show will continue until the following Wednesday night at 11 o'clock. It will be open every day from 1:30 to 5:30 in the afternoon and from 7:30 to 11 o'clock at night.

Interest in this coming automobile show is greater than in any other ever held in the Northwest. Every day Mr. Wilkins receives letters from dealers, good roads workers and others many Oregon and Washington towns saying they will come to Portland for the show.

#### Seattle Dealers Coming.

A big delegation of Seattle automobile dealers will come either on opening night or later in the week. Spokane and Tacoma probably will send delegations.

The motor-truck and farm tractor department of the show are arousing much interest among the farmers, who more and more are turning to the motor-truck and the farm tractor to speed up feed production, replace man power departing for the war and increase the efficiency of their farming work.

Special one and one-third round trip rates to the automobile show on the certificate plan have been granted by the railroads from all Northwestern points. The purchaser of one of these tickets may still face to Portland, but obtains a receipt which he presents at the show for validation. This receipt then entitles him to return for only one-third the regular rate.

The coming show will be by long odds the greatest ever held in the Northwest. It is also the only show to be held in the Northwest this year. More cars will be shown than ever before.

Thirty-eight different makes of passenger cars, 23 makes of motor-trucks and 11 makes of farm tractors will be shown. Several models of some of the cars and trucks have been entered. There will be more than 100 different passenger cars, at least 25 trucks and probably 15 tractors.

#### Cars Better Than Ever.

Visitors to the automobile show this year will see the very finest in serviceable passenger cars, motor-trucks and farm tractors that the manufacturers can produce.

They will see how the third largest industry in America has responded to the needs of war and made the motor-car more economical, more serviceable, more efficient, more useful than ever.

If there are any who have doubted whether the motor-car is really essential, what they see at the show will surely give them a new attitude and a new realization of the vital necessity of the motor-car if America is to keep up the industrial and commercial and transportation pace necessary to win the war.

It is, indeed, true that we could do without the automobile. We could also do without the telephone, the telegraph, the electric light, the locomotive. But who thinks of them as anything but necessities?

Suppose the use of the automobile were stopped during the war. Suppose the manufacturers were told to make no more cars. To what would we turn to fill the place in transportation now taken by the automobile?

To the horse? Yes, and where would the horses come from, even supposing for a moment that they could replace the motorcar? For three years this country exported every horse it could spare to the allies. Now there is an actual horse shortage. All the remaining horses are needed for our Army.

#### Horses Eat Food Needed for Men.

Suppose again it were possible to produce the millions—yes, hundred million horses necessary to take the place of the motorcar? What would be left for the allies to eat? It takes five acres to raise foodstuff for one horse and every horse less is just that much gained in the race with the submarine.

The matter of gasoline shortage, which alone has caused the use of privately owned passenger cars to be curtailed in England and France, does not enter the question at all. There is no gasoline shortage in America. That fallacy has been officially exploded.

## SOME PORTLAND LIVE-WIRE AUTO DEALERS—JUDGING FROM SMILES, BUSINESS IS GOOD



## MOTOR CAR HAS BIG YEAR HERE IN 1917

### More Autos Sold Than Ever, and 1918 Will Be Better Yet, if Cars Arrive.

### WORKERS GOOD BUYERS

#### And Hark to the Dealers Tell Own Stories of Themselves, Their Cars and Business, With All Censorship Rules Off.

Portland automobile dealers have had a pretty good year of it since the last automobile show. More cars than ever have been sold and deliveries from the factories can only be maintained, 1918 will be a better year by far even than 1917.

It is notable that the months of December and January, always the quietest of the year, when a dealer figures that his books are certain to show entries in the red, were better than has ever been the case.

The people of Oregon are good buyers of motor cars. It is a state of long distances and its people naturally take to automobiles. As the roads are improved the number of cars in the country districts will be greatly increased. The field has scarcely been tapped yet.

The total number of motor vehicles for which licenses were issued up to November 15, when Secretary of State Olcott closed the 1917 license period, was, in round numbers, 48,700. This is an average of one car to about 16 persons.

#### Ship Workers Buy Cars.

The extent to which the automobile business was better in 1917 than in 1916 is indicated by the number of new cars sold in the state in each of those years. In 1916 10,842 new cars were sold. In 1917 the number was 14,814, an increase of considerably better than 40 per cent.

The principal reason for this increase was, of course, the fact that business conditions generally in Oregon were more healthy than in the previous year, when the state was just getting on its feet again after a long spell of depression.

In 1917 the wheat farmers and the stockmen got good prices for their wheat and wool for the third year in a row. Those who had not already bought cars hurried to do so. In Portland and other cities of the state the industrial prosperity brought on through operation of shipyards and other war activities and the resulting large payrolls opened the market for a great many more cars.

The day has passed when the motor car is only for the very rich. One of the best fields for the sale of low-priced cars this last year in Portland was among the workers in the shipyards. The same conditions that livened up the automobile market so well in 1917 are working this year, only to greater extent. The question of selling a large number of cars this year depends entirely on the number of cars dealers can get from their factories.

#### Dealers Tell Who's Who.

Rail transportation is the big factor, though at the same time there has been a curtailment outright of about 40 per cent in the number of automobiles manufactured. If the railroads can bring the cars to Oregon the dealers will sell them. Every additional car sold in Portland or the state outside is that much added to the resources of this state of much mileage, where one man in an automobile can accomplish several times the work of one not so equipped.

Portland is favored by having an exceptionally active and live set of men in its automobile row. For the most part they are young men and there isn't a really old one among them, nor a slow one.

Historians it has been a sort of fine old annual custom to tell something about these dealers along about show time. This year The Oregonian is reversing the custom. Instead of telling about the dealers it is letting the dealers tell about themselves.

The censorship rules are off for this occasion. Anything a dealer wants to say about himself or about his car goes this once, if he can get it into 300 words. Starting off with Howard M. Covey, as dean of the automobile men in Portland from point of service, who doesn't use his full 300 words in telling about it, note what the boys have to say about their favorite automobile dealer on this and following pages:

#### H. M. Covey—By Himself.

Dodge and Cadillac Distributor, Dean of Portland's Auto Dealers, Has Handled Cadillac Since "One Lung" Days of 1905.

MY AUTOMOBILE business was started in February, 1905, at the northwest corner of Lowndes and Alder streets. And it happens to be my good fortune to have survived to the point where I am now the oldest dealer in Portland in length of service. The business has not been a bed of roses, as many of the public have been inclined to believe. I have seen many dealers come and go, which goes to prove my point. What measure of success I have had I attribute to my good care in selection of cars to sell and the continuous and conscientious effort so to conduct the business as to merit the good opinion of my customers.

My first experience in selling cars was with the famous "one-lung" Cadillac of 1905. It certainly is a far cry from that day to the present, and the present Cadillac illustrates the wonderful progress made in the industry as well as anything could.

I gained quite a bit of publicity and somewhat of a reputation as a driver by winning the Portland Auto Club's mile road race in 1909 and 1910. I drove a Cadillac on both occasions.

In the Spring of 1911 I moved to my present location, which I believe I can safely say is the largest and most complete garage, sales and service station in the Northwest, employing approximately 75 people.

#### COLD WATER AND CYLINDERS

##### If They Are Too Hot, Sudden Cold May Crack Them.

In the main there is no danger in pouring cold water into the cooling system of the engine, no matter how hot the latter may be. But if so much of the water has been lost that the tops of the cylinders are uncovered, the engine should be allowed to cool off before the water system is filled. The reason is obvious; if cold water is poured directly on the hot cylinders where they are exposed, there is danger of cracking them, owing to the contraction due to the rapid cooling effect of the water.

**WHO THEY ARE:**  
H. H. (Bert) Eling, Manager of Overland-Pacific Branch in Portland; A. W. Regner, of Regner & Fields, Inc., "Abba Boys"; Greer A. H. Knapp, of the Twin States Automobile Company; H. M. Covey, Dean of Auto Row in Portland; Del Wright, Manager of the Pacific Kieselkar Company; D. C. Warren, of the D. C. Warren Motor Car Company, introducing G. F. Horn, of Apperson Motor Car Company; C. D. McPhail, State Distributor; J. T. Keena, New Manager of Portland Motor Car Company; C. L. Boss, Talking Up Good Points of the Hudson; C. M. Menzies, of Northwest Automobile Company; E. D. Van Dersal, of Motor Sales Corporation; W. H. Wallingford, Liberty and Premier Dealer; James McNaughton and J. A. Dougherty, of Western Motor Car Company; Edward E. Cohen, of Oldsmobile Company of Oregon; Lawrence E. Theriault, Sales Manager for Brly Auto Company; W. C. Garbe, of Oregon Motor Car Company; Isaac Bruna, of Bruna Motor Car Company; Lee L. Gilbaré, New Harroon and Elgin Distributor; Harry W. Lyon, of Cook & Gill; A. B. Manley, President of Manley Auto Company; George W. Dean, Manager Howard Auto Company; F. W. Vogler, President of Northwest Auto Company, Who Was Too Busy to Pose for His Photo.