

AUTO PURCHASERS HAVE WIDE CHOICE

38 Makes of Motor Car and More Than 100 Models to Select From at Show.

PRICES FROM LOW TO HIGH

Any Taste and Any Pocketbook Can Be Satisfied From Among the Cars on Exhibition, All of Which Feature Practical Utility.

The prospective purchaser of a motor car will have a very wide range to select from at the coming automobile show.

The number of different makes of passenger cars that will be represented at the show totals 38. Space has been reserved by the exhibitors for 122 different models.

While the number of models may be slightly reduced by last moment changes, and the possible failure of a few models to arrive from the East in time for the opening, due to freight congestion, it is certain to be well over 100.

There will be cars at the show for every variety of taste and for pocketbooks of every size. The lower and medium priced cars will predominate. This year's cars embody features that are most desirable to the owner, from the point of view of greater economy and durability. The effect of the war has been pronounced in influencing changes tending to increase the efficiency of the motor car and to reduce its upkeep cost to the very minimum.

The motor car manufacturers have taken the view that the buyer of a car is more interested in its durability and low upkeep cost than he is in first cost, and that what he wants is a car that will prove itself in continued service.

Among the predominating new features are improvements in carburetion and motor efficiency that make possible not only the efficient use of the lower grade gasoline available today, but actually obtain much better mileage on it than before from the higher grade gasoline which is now reserved for aeroplanes.

This has come about by reason of the fact that automobile engineers and manufacturers have been concentrating their efforts for months on improvements to make the motor car an even more efficient public servant than it has ever been before.

Vastly more attention has been directed to improvements of this nature than to those tending merely toward luxury. At the same time, neither comfort nor style has been neglected. There will be far fewer "dolled up" cars at the coming show, however, than has been the case at any time before.

Efficiency and utility will be the predominating notes. And it is particularly fitting that this should be so.

Miss Helen Cudahy, daughter of Patrick Cudahy, millionaire packer, is to drive a motor truck on the French front and is taking a course in motor mechanics to fit herself for this service. Her work will be piloting a truck with supplies from the hospital center at Paris to outlying field stations.

MEMBERS OF COMMITTEE IN CHARGE OF ARRANGEMENTS FOR BIG AUTOMOBILE SHOW.



A. W. Regnon

M. D. Wilkins, Manager

H. H. Eling



C. N. Menzies, Secretary

A. B. Manley, Chairman

ROADS WORKER ACTIVE

SENATOR BANKHEAD, 76, MAKES MORE THAN 100 SPEECHES.

Advantages of Federal Road Co-operation Preached by Senator Who Fathered the Plan.

What one man can do in promoting good roads was emphatically demonstrated by Senator John H. Bankhead, chairman of the Senate committee on postoffices and postroads, in the recent road trip over the Washington-Atlanta leg of the Bankhead highway, which ultimately will extend from Washington to the Pacific Coast.

Thought the father of the Federal aid road act is in his 76th year, he talked day in and day out during the round trip, until he had accumulated a speech-making total in excess of 100. President T. R. Prewitt, of the Bankhead Highway Association, is another

who has exceeded three-score and ten and his record of educational talks nearly equaled that of his fellow-Alabamian.

In city after city and town after town, and not forgetting numerous crossroads of the country store variety, there was an uninterrupted chain of enthusiasm, expressed in bounteous hospitality, parades of school children, and all sorts of meetings. Senator Bankhead predicted that if the present partnership between the National Government and the several states produced real roads that will weld the country together, it would be possible at the expiration of the five-year period during which the \$75,000,000 is expended to obtain a yearly appropriation of from \$50,000,000 to \$100,000,000.

MOTORCYCLE VALUABLE IN WAR

Convention Decides American Army Should Have Cycle Equipment.

At the annual convention of the Motorcycle and Allied Trades Association, just closed, at New York, it was the unanimous sentiment that the first and only thing that should be consid-

ered was how the industry could help to win the war. Motorcycles have been used in this war more extensively in Europe than in America, in military matters, and it was agreed that every effort should be made to equip our American armies with adequate motorcycle equipment.

TAIL LIGHTS MUST BE SHOWN

Many Motorists Leave Cars With Tail Light Not Burning.

Failure of motorists to observe ordinary statutes concerning use of tail lights is attracting the attention of the authorities, following reports last week that this feature of the regulations is receiving less and less care at the hands of drivers. During a single evening one driver last week counted seven cars without tail lights burning. It is nothing uncommon for pedestrians to note cars passing without the prescribed red light in the rear. Because of the importance of observing this precaution in maintaining road safety, the authorities are planning to prosecute rigorously any neglect which is discovered.

AUTO IS NECESSITY

Motor Car Speeds Up Industry and Business for War.

OUTPUT WILL BE SMALLER

We Could Do Without Automobile, Yes—Just as We Could Do Without Telephone, Typewriter or Locomotive.

Could the American people get along without the automobile? Undoubtedly they could, but no easier than they could get along without typewriter, telegraph, telephone, streetcar and elevator. It is necessary in order to maintain present standards of human efficiency. It is one of the things that has made this country great in achievement, because it has kept us in closer touch with others. It has reduced miles to yards, hours to minutes.

There is, therefore, a feeling in official, as well as in business circles, that after the automobile plants have fulfilled their obligations, and handed over to the Government whatever facilities are necessary for the manufacture of munitions, they can best fulfill their duty to help win the war by building plenty of cars.

Thus this year will see many factories busy all night and day supplying the boys "over there" with their requirements and the folks left behind with theirs. In both these duties—to the soldier and to the civilian—the automobile industry will be helping materially to rout the enemy.

Just as physical fitness in the soldier is the prime essential on the battlefield, so it is equally important that there be at hand every aid to prompt and energetic action on the part of those at home.

There is scarcely a phase or feature of business life which the automobile has not entered with beneficial results. It carries thousands where railroads and streetcars cannot penetrate. It is ready at call.

These facts are more generally realized than ever since America entered the war. People have ceased to think of the automobile in terms of pleasure only. They know, by proof of eye and personal experience, that it is a great and indispensable utility.

There will not be the usual output of cars this year—that is impossible. It is, therefore, good advice to order early if early delivery is desired, for all signs point to a great demand for cars.

Lee L. Gilbert—By Himself.

New Harroun Distributor Invites Everybody to See the Car at Show.

I WILL take advantage of this opportunity to introduce myself to the many readers of The Oregonian as new distributor for the Harroun car—a car that I guarantee will cause a veritable sensation in this territory. It is a light car, weighing only 1900 pounds, with a four-cylinder valve-in-head motor that develops 42 horsepower. The car is designed by Ray Harroun, the noted automobile engineer and racer. Every person who attends the automobile show is herewith extended a personal invitation to inspect the Harroun car.

ANNOUNCING THE 1918 Metz

Positively unequaled in its endurance, body design and finish at its price.

On the boulevard or open highway, the METZ chassis answers superbly every demand of the most exacting motorist for flexibility, power, speed and stamina.

Absolutely the only way the Metz can sell itself to you is by personal test, in direct comparison with every other car made.

INVESTIGATE

Prices F. O. B. Portland
Touring Car—5-passenger\$755
Roadster\$755

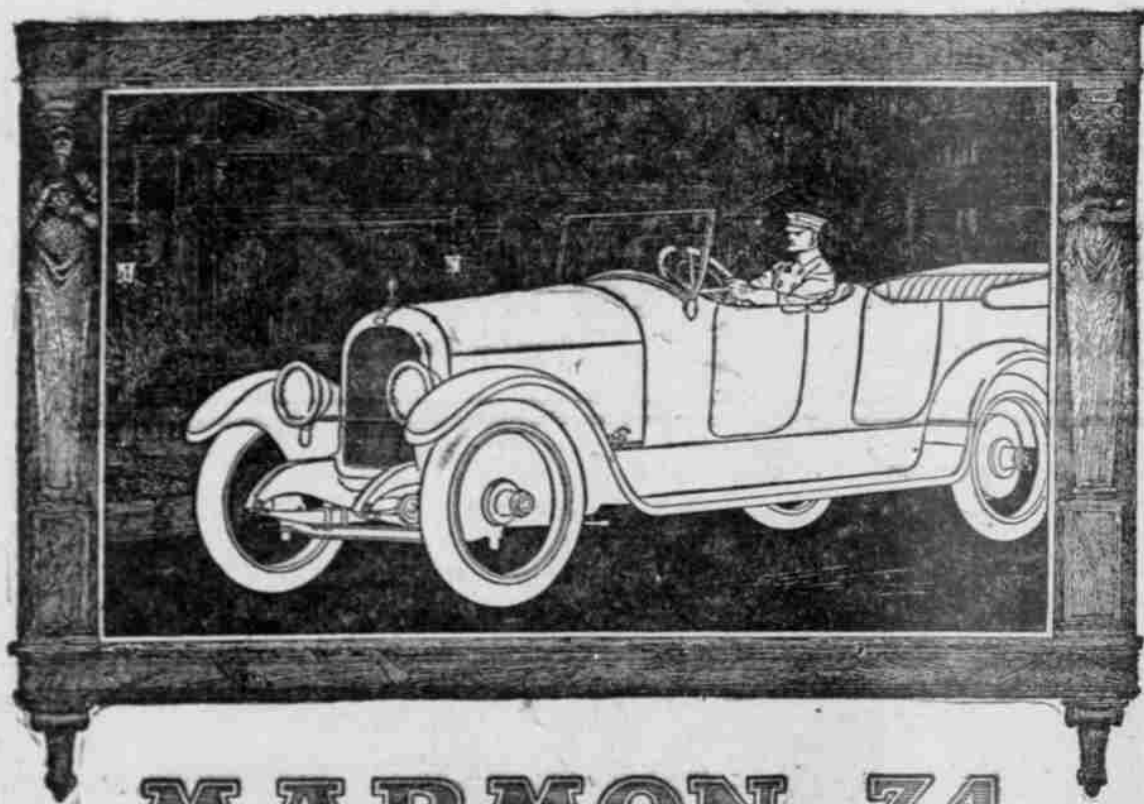
SHARPMOTOR CAR CO.

Distributors for Oregon Main 3966
514 Alder St.

so favorable an impression since being introduced here last Summer. Though I have been in Portland since 1906, when I left San Francisco at the time of the earthquake, I am a late addition to automobile row. Only a year and a half ago I began selling America at any price, I know I shall succeed.

Then I became sales manager for A. C. Stevens. A month ago I bought out Mr. Stevens' interest in the Egin Six, obtained the Harroun agency, and am in business for myself. With two of the finest cars made in America at any price, I know I shall succeed.

The cream of the show



MARMON 34

Advanced Engineering

An invitation to those who attend the Portland Motor Show. Our exhibit will include models of the new series of Marmon 34. They comprise not only interesting attractions from the buyer's standpoint, but constitute a factor of first importance to dealers in this territory. The open cars are a half-ton lighter than those of equal size and power, while the enclosed models weigh less than the open cars of competitive build. The Marmon chassis will be found the same for all types of bodies—136 inches wheelbase. May we not hope to have the pleasure of showing you the new Marmon excellencies as a matter of interest to you and of justifiable pride to ourselves?

DUPLEX THE ORIGINAL 4-WHEEL DRIVE TRUCK

Duplex trucks, designed by men thoroughly experienced in building and using motor trucks, are constructed of standard, accepted units. Every nut and bolt is built with the same big margin of over-strength as the axle or frame.

Duplex trucks are durable, dependable and powerful because they are built to give satisfactory service—to haul capacity loads under most severe and difficult conditions, where other type trucks lay down.

Performance of Duplex trucks is never neutralized by the failure of a minor part. The original four-wheel-drive motor vehicle is on the job Spring and Summer, Fall and Winter, proving a profitable investment by building bigger business for owners everywhere.

Duplex trucks have enlarged the hauling radius and effected a definite, figurative saving in haulage and delivery costs for contractors, manufacturers, road builders, lumber operators—business men in all lines of industry.

Let us give you Duplex haulage facts for your particular business. Let us thoroughly demonstrate and prove that the Duplex will be a profitable investment for you.

Northwest Auto Co.

Factory Distributors - F.W. Vogler, Pres.
Broadway at Couch Sts. C. M. Menzies, Manager

The Line Complete
Portland, Oregon