

DECORATION SCHEME FOR SHOW IS DECIDED

Auditorium to Be Beautified for Big Auto Display.

PRICES AGAIN INTEREST

Drops in Cars Focus Keen Attention on Annual Auto Show January 23 to 28.

BY H. W. LYMAN.

Harmonious decoration of the public auditorium from a complete unit, from basement floor to balcony, with individual display spaces carrying out the same general design, is planned for the 26th annual Portland Automobile show, scheduled for the auditorium for the week of January 23 to 28 inclusive.

A contract for decoration of the big building which will insure the above plan, and which means the beautification of the auditorium beyond that achieved at any previous automobile show was let by the board of directors of the Portland Automobile Dealers' association last week to John L. Stark, Portland decorator, who, with several others, had submitted elaborate plans for the decoration of the building. With Mr. Stark is associated Benjamin D. Larsen, an experienced interior decorator, and the two men promise something in the line of decoration that will be entirely new and highly effective.

The Portland Automobile Dealers' association has charge of the show again this year, and the board of directors is meeting nearly every day to decide important matters of detail in connection with the big event. Not a stone will be left unturned that will go towards the success of the big show, and an event that will surpass anything heretofore held in Portland from the point of view of entertainment and educational value is promised. The decision to carry out the handsome decoration scheme for the auditorium, in spite of the fact that this work will cost a large sum, is an example of the way in which the directors are going ahead to make the show the most successful yet.

Decoration Plans Outlined. Under the decoration plan of Messrs. Stark and Larsen, which has been tentatively selected, the entire auditorium will be given a touch of pagan splendor. Wall decorations depicting a pagan temple will be provided and under the new arrangement that will be kept in the new year is the arrangement whereby all display spaces are to be decorated in harmony with the general decoration scheme. Heretofore each automobile dealer displaying at the show decorated his own space as he pleased, and while the individual effects were frequently very beautiful they were sometimes not in harmony with the general scheme of decoration or with each other. Under the new arrangement one car of each dealer, whatever car he may designate, will be framed in a decorative setting worked out in harmony with the general decoration scheme. One of these settings will be the most elaborate and for each dealer displaying at the show.

Sensational price reductions which have been announced in a number of lines have again focused the attention of the motoring public on the subject of automobile price and value, and this keen interest will undoubtedly be reflected in the interest displayed at the forthcoming show. The show will be a very big one, and because of this fact thousands of people are expected to throng the big show every day that it is open to compare values and make up their minds relative to the purchase of cars.

Dealers' Banquet Planned. The occurrence of the Portland show will be taken advantage of by automobile dealers throughout the entire state for the holding of a big dealers' conference. Details of this event, which it is expected will be beneficial to the entire automobile industry of Oregon, are being worked out by officials of the Portland Automobile Dealers' association and the Oregon-State Automobile Dealers' association. While the programme has not yet been settled, one of the big events in connection with this gathering has been decided upon in the way of an automobile dealers' banquet on Wednesday night of next week. Every automobile dealer in the state holding an authorized contract for the sale of new cars will be invited to attend.

Plans for the accessory and automobile equipment show, which will be held in the auditorium balcony, are going ahead rapidly. Contrary to first plans the Automobile Dealers' association will have direct charge of this event also, and present indications are that the balcony will be crowded with interesting displays. Last year this feature of the show proved one of the most interesting, and no pains will be spared to bring about the same result again this year. Ralph J. Shastil, secretary of the dealers' association, who is making the arrangements for the show, states that reservations for display spaces are rapidly coming in and present indications are that all spaces will soon be sold. Some of the best spaces still remain unspoken for, however, he states, and accessory and equipment manufacturers and dealers who desire space and have not already secured it are urged to get in touch with Shastil at his office in the Henry building at the earliest moment.

NEW FORD AGENCY UNDER WAY

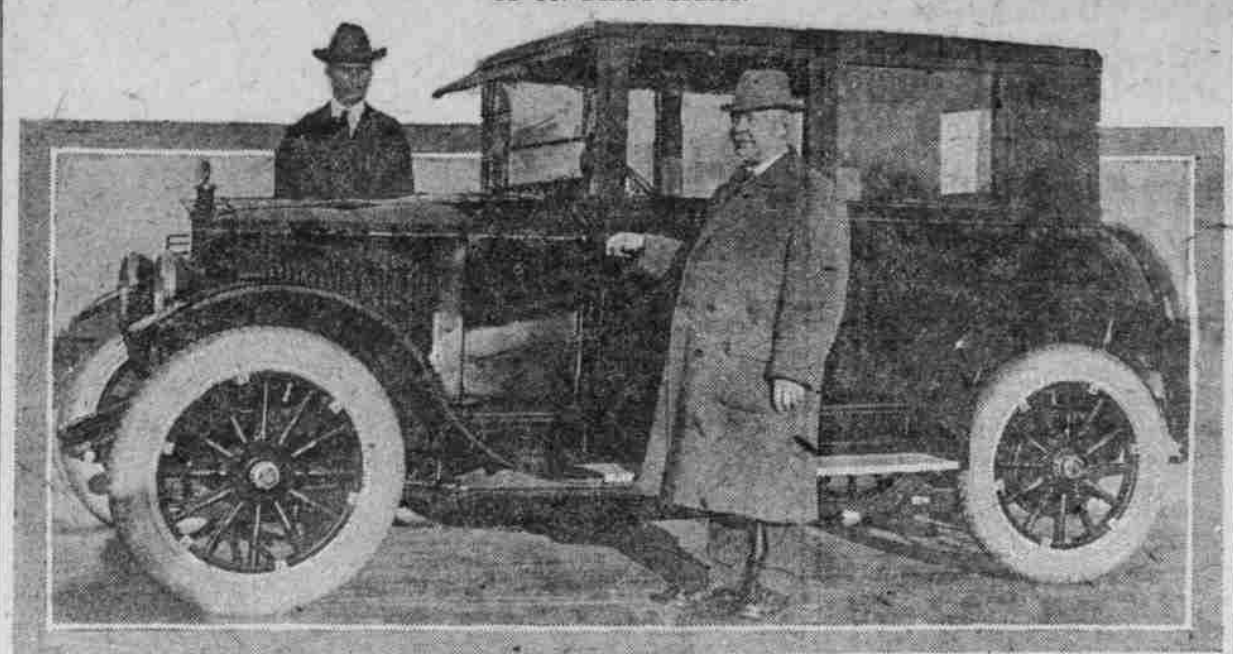
Attractive New Building Occupied by Armentrout-Wicke.

The new Ford agency in the Lewis district, the Armentrout-Wicke Motor company, has moved into its new building and is now a going concern, dispensing both sales and service for the "universal car." The firm is composed of T. J. Armentrout and Paul A. Wicke, both former salesmen with a Portland automobile concern and well known along automobile row.

The agency of the company is located in a new building at the corner of Eighth-second street and Foster road, built at a cost of \$15,000 especially for the new firm. In addition about \$3000 was spent on shop equipment. The building is a one-story structure of concrete and tile, 70 by 100 feet. The firm is also agent for the Fordson tractor and expects to handle this line actively with the farmers of that section.

Despite the enormous tourist trade through the beautiful playground of Switzerland, the native population of the little town of St. Moritz refused to allow the roads to be opened to automobiles and bicycles.

FIRST OF NEW ESSEX COACHES TO BE SOLD IN PORTLAND, AND ITS OWNER, WHO BOUGHT IT ON FIRST SIGHT.



On the first day the new Essex coach reached Portland, Charles A. Russo, president of the Thompson Optical Institute, went up to the salesrooms of the C. L. Boss Automobile company to take a look at it. He liked it so well that then and there he bought the car. Mr. Russo says this new, compact, little, enclosed car is exactly what he has been looking for since he became the owner of one of the first Oldsmobiles a good many years ago. He has owned 22 cars, including that first one, but the Essex coach takes his fancy more than any of them. Mr. Russo is shown at the side of the car, and on the other side is John Vaughn, territory man for the C. L. Boss company, through whom the sale was made.

AUTO ROUTE EAST OPEN

NORTH BANK ROAD AND FERRY MAKE TRIP POSSIBLE.

Pendleton Can Now Be Reached But Run Not Advisable, Says Motor Association.

Motorists seeking to go from Portland to eastern Oregon or vice versa will now find the trip possible, although difficult and inadvisable, according to latest information received at the office of the Oregon State Motor association, 273 Pine street, which since the recent storms has done valuable work in securing latest road information and giving it out to motorists.

The trip eastward is made by making use of the North Bank highway as far as Stevenson, then taking a ferry which has been placed in operation from Stevenson to Menominee, a station about two miles west of Hood River. From this point to Hood River and on east to Pendleton the Columbia river highway is open and may be used, although there are several places where caution and careful driving are necessary. The Columbia river highway is still closed from Mist Falls to a point east of Shell Rock mountain, and from all present indications it will remain closed until the spring thaw.

In regard to the North Bank route the Oregon State Motor association reports that the road is paved to Camas and excellent to Washougal. From Washougal to Stevenson the road is gravelled, but rough with some high centers. It is not an advisable road to travel except from necessity. The trip on the ferry is a long one, as Menominee is several miles up the river from Stevenson. The ferry makes but one trip a day each way, leaving Stevenson at 8 a. m. and Menominee on the return at 12 o'clock. The fare is \$6 for small cars and \$8 for large ones, this including passenger fares and tax. The ferry has a capacity of 14 or 15 cars, and thus is capable of taking care of the traffic. Following the original storm which closed the Columbia highway at the gorge this ferry was put into operation, but was forced off the run after a short time because of the ice in the river. By the middle of last week storm conditions had so subsided that the ferry resumed the run. The Columbia river highway from Menominee to Hood River is good, but from Hood River to The Dalles there are a number of difficult places, where narrow lanes have been cut through the snow, and where the pavement is slick and icy whenever the temperature is below freezing.

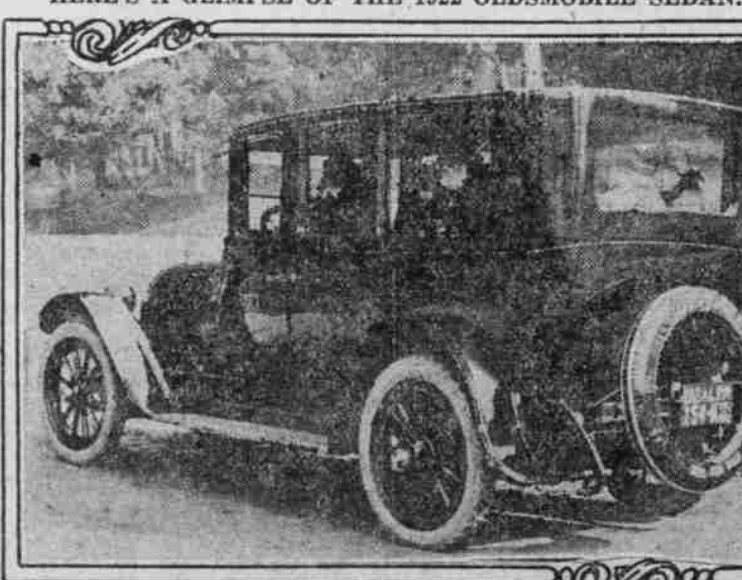
East of The Dalles the highway is open to Pendleton and reported in good shape. The Pacific highway is open throughout its entire length, although the trip to California is not advisable at this time, the Oregon State Motor association reports. Snow is falling in northern California frequently, and the road from Weed to Dunsmuir is difficult to negotiate. A report from California to the Oregon State Motor association is to the effect that cars continue to get through, but that the trip is not advisable. Throughout its entire length in Oregon the highway is in good shape and no difficulty of any kind is being encountered. Northward the road is open as usual, although some rough roads are reported between Kelso and Castle Rock. Those making the run north are advised to go to Goble on the lower Columbia river highway and ferry to Kalama, rather than to go direct via Vancouver, as the road between Vancouver and Kalama is rough at a number of places and some grading work is in progress.

BIG TRUCK ORDER IS PLACED

City of New York Gets Fleet of 87 Pierce-Arrows.

In competition with leading truck makers of the country the Pierce-Arrow company has been awarded a big contract to New York city, according to word received by C. C. Fagan company, local Pierce-Arrow distributor. As a result of its bid the company was awarded a contract for 87 five-ton dual-valve trucks to be used by the city.

HERE'S A GLIMPSE OF THE 1922 OLDSMOBILE SEDAN.



This popular enclosed car will be more popular than ever in the coming season, for it has many improvements over previous models, including fine heating and ventilating system, arm rests on the rear seat and shock absorbers. This model, the Oldsmobile eight sedan, seats seven passengers.

TIMKIN DEALER NAMED

COLYEAR TO HANDLE PARTS ON PACIFIC COAST.

Important Step to Benefit Motorists Taken by Big Axle and Gear Company of Detroit.

Announcement has been made that the Colyear Motor Sales company, one of the largest distributors of automobile parts on the Pacific coast and let a contract for a fleet of the dual-valve equipment for immediate delivery, the bulletin said.

EMPLOYEE PARTY IS BIG EVENT

Auto Department of Mitchell, Lewis & Staver Is Host.

Employees of Mitchell, Lewis & Staver company enjoyed a big dance and party last Wednesday evening on the sales floor of the company's building at Broadway and Everett streets. The event was given by the members of the automobile organization of the company in honor of the members of the farm machinery department.

The big floor was cleared of cars and waxed for the occasion. Music was furnished by a five-piece orchestra and games were arranged for those not dancing. During the evening short talks were made by H. W. Mitchell, president of the company, and W. O. Russell, general manager. These officials expressed their pleasure in the get-together spirit manifested in the evening's festivities.

During the evening refreshments were served. The party broke up in the wee small hours, and promises were exchanged that this would be the first of a series of such employees' parties. The committee selected from the employees of the automobile department to have charge of the event were: Mrs. Charlotte Alkemade, Miss Olga Doehring, Miss Floren Morrison, H. E. Jagger, Ed Ostendorf, and J. H. Madden. The committee received a vote of thanks from the 175 guests for the efficient way in which it handled the event.

FRUIT MAN BOLD DRIVER

MOTOR PARTY FIGHTS SNOW TO REACH PORTLAND.

Entiat, Wash., Orchardist and Daughter Here on Way to California.

HOOD RIVER, Or., Dec. 31.—(Special.)—Local garagemen declare that J. Ellis Slater, manager of a large orchard at Entiat, Wash., is the boldest motorist who has recently visited Hood River. Mr. Slater, who left his home the middle of last week, started on the last lap of the journey to Portland, Thursday, aboard a scow, headed for Stevenson, Wash., whence he took the North Bank highway.

Mr. Slater, accompanied by his daughter, Miss Katherine Slater, attempted to reach Goldendale, after touring through the Yakima valley. Their automobile became stuck on the desolate region south of the Yakima country, and the two were forced to spend an entire night in the open. "Getting our car free at last we headed for Roosevelt," said Mr. Slater, "expecting to ferry across to Arlington, but the ferry was tied up because of floating ice. We drove back to Walla Walla and crossed over to Pendleton, coming on down through Umatilla to The Dalles, thence here."

Mr. Slater was stranded here for two days, ferry service between here and Stevenson having been interrupted by floating ice. The visitor and his daughter are en route to southern California to spend the remainder of the winter. Mr. Slater's orchard place yielded 45,000 boxes of apples the past season.

"I have shipped all of the apples," said Mr. Slater, "and they are satisfactory. We are on the way south to relax following the strenuous days of harvest."

PRICE DROPS SET MOTOR ROW AGOG

Hudson, Essex, G. M. C., Buick, Nash, Cadillac Act.

STEP PROVES SURPRISE

No Decline Anticipated by Ford Says Telegram Received at Local Branch.

Drops in prices of some of the best-known makes of automobiles have again broken out along automobile row and focused the attention of the public to the question of automobile prices and values. Following the action of the Hudson and Essex in making the initial drop December 24, the Nash announced new prices, effective December 28, while the Buick, Cadillac and G. M. C. truck, these last three all General Motors lines, came out with new prices effective today.

The decline in the price of the Cadillac was not unexpected, as no reduction in the high end of the line had been made. R. H. Collins, former head of the Cadillac, had guaranteed the price of the car to January 1, and then had stepped out of the company. The new Cadillac officials stated by the agreement, but new prices were looked upon as a certainty when the guarantee expired on New Year's day. The new prices were a surprise in one way, however, and that was that they showed a greater reduction than even the most sanguine had been looking for. H. M. Covey, local Cadillac distributor, acknowledged that the reduction, which amounted to approximately \$500 on the touring car and corresponding amounts on the other models, was several hundred dollars more than he had anticipated.

The drop in the Hudson, Essex, Nash, Buick and G. M. C. truck, all of which had recently received substantial reductions since war-time prices, did come as a surprise, however. Well informed men along automobile row who have recently returned from the east or have kept in touch with friends in the automobile industry in the east are unanimously of the opinion that any further reductions which are planned will come almost immediately, prior to the national automobile shows in New York and Chicago in January.

It is generally believed that these shows will see all the new models and the new price schedules definitely established for the year, and that after the show no further reductions will come. Many hold to the opinion that increases in prices for spring or early summer, particularly if factories do not run at full capacity, are far from being an improbability.

No change in Ford prices are anticipated for the first of the year or for the immediate future, according to a telegram received by Manager Goodwin of the local Ford branch. The telegram, which is from the Ford Motor company main office at Detroit, says: "Our attention has been called to recent newspaper articles and rumors to the effect that there is to be a price drop January 1. There is no foundation to such rumor and as we are not contemplating any price changes, we have no hesitancy in making a denial of the report."

LIGHTHOUSES ARE PLANNED

State of Nevada to Put Lights to Flash Warnings on Highways.

RENO, Dec. 31.—The Nevada highway department has announced that two highway lighthouses, flashing red danger signals at ten-second intervals, are to be immediately installed on the Reno-Sparks road. Another lighthouse is to be erected on the Washoe summit of the Reno-Carson City concrete highway.

The Reno-Sparks highway is considered the most hazardous traveled at night road in Nevada, and the lighthouses will be built at each end of the reverse curve. If the signals prove as satisfactory as anticipated, other important highways will be likewise protected.

SHASTA MAY BE CONQUERED

Los Angeles Man Proposes to Build Highway and Cable Line.

SISSON, Dec. 31.—Returning from Washington, D. C., H. D. Brown, Los Angeles man who is finishing a palatial summer home here, has announced that he submitted at Washington a proposal to build a highway up the sides of hoary old Mt. Shasta to the timber-line, then a cable line.

Special Oakland Guarantee

When a motorist buys a new car, he is not only getting a car, but he is getting a guarantee. The Oakland Motor Car Company guarantees its cars for a period of three years or 50,000 miles, whichever comes first. This guarantee covers all parts and labor, and is a guarantee that no other car company can match.

Oakland Motor Car Company
LOCAL DEALER
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These Oakland Features Make Possible The Special Guarantee

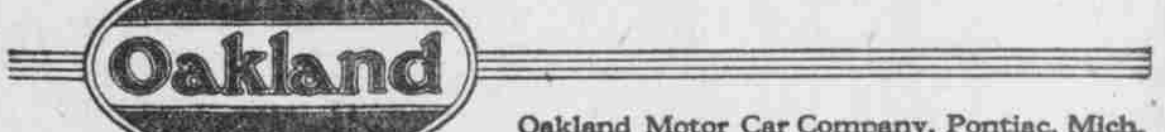
The new and remarkable features embodied in the Oakland engine—features which have made possible the sweeping Oakland guarantee—are causing considerable comment throughout the automotive industry.

Oakland's special design and construction of cylinders, pistons and piston rings have supplied the much-sought-for means of eliminating an annoying trouble familiar to drivers of motor cars—"oil pumping."

Just how fully Oakland engineers have solved this problem for motorists—particularly in these times of low grade fuels and oils—is best proven by the terms of the Oakland 15,000 mile written guarantee against "oil pumping."

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Automotive Sales Company
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Oakland Motor Car Company, Pontiac, Mich.
Division of General Motors Corporation

to the top, where he would erect a giant searchlight.

Brown says he submitted the proposition that if the government did not care to construct the road he would build it, the government to give him a franchise until his money was returned with reasonable interest, when he would turn it back to the government.

The matter, Brown says, will be taken up by western representatives in congress.

NEW LINES FOR CONTINENTAL

Six and Special Bus Model.

DETROIT, Dec. 31.—Continental Motors corporation is about to start production on two new distinct lines of engines—a light six to be known as model 6Y, which is designed to enable manufacturers who have been building big sixes exclusively to build a smaller vehicle, rounding out their line; and a special bus model for vehicles of 4½ to 5½ tons, which will be known as model 4L.

Manufacturers using the light six engine will build it into cars selling at about \$1000 to \$1200, and it is expected that cars thus equipped will be seen at most of the shows of the 1922 season. With the light six, the Continental passenger line will now include the light, medium and big six, in addition to its special models manufactured for special factory designs. The bus model is specially designed to meet speed requirements and lubrication facility. The truck models made by the company are also undergoing revision along lines permitting of greater speed.

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A Better Truck Has Not Been Built to Date.

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State Distributor,
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NEW TOP New Paint

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