

DISPLAY SPACE FOR
AUTO SHOW IS TAKEN

Mammoth Event Assured for
Week January 23-28.

DEALERS ARE IN CHARGE

Entire Main Floor and Basement to
Be Used for Autos—Balcony
for Accessories.

For the first time since the Port-
land annual automobile show has
been held in the municipal auditorium
the entire space of the main floor
and the basement floor will be given
over to automobile display. Hereto-
fore some space had been left, after
the dealers have made their reserva-
tions, for the use of specialty organi-
zations, paint jobs and the like, but
this year every available space has
been taken by the dealers.

The above statement is another way
of saying that the thirteenth annual
automobile show, which will occur in
the auditorium during the week of
January 23 to 28, will be one of the
biggest and best events of the kind
ever held in Portland or elsewhere in
the northwest. When the doors open
Monday, January 23, every available
space on the two floors will be filled
with automobile displays, while the
balcony will be crowded with acces-
sories and automotive equipment.

Posters Are Out.

Plans for the big show progressed
further last week under the guidance
of the board of directors of the
Automobile Dealers' Association of Port-
land, and now it is becoming just a
question of working out the last
minute details for the mammoth
event. During the week the con-
tract was let for 200 large posters and
a like quantity of smaller ones for
distribution throughout the city and
state. The posters are of local de-
sign and manufacture and are pro-
nounced particularly attractive and
striking. The larger posters, measur-
ing 24 by 42 inches, were printed
last week and distribution of them
has already begun. The smaller pos-
ters will be ready shortly, and before
the middle of the coming week the
city will be covered with the posters
and placards. Arrangements were also
concluded with the Stouffer band
to have that organization furnish mu-
sic for the show. Concerts will be
given both afternoon and evening
during the entire week, it is an-
nounced, and the band will play both
on the main floor and on the base-
ment floor of the building. Addition-
al musical features, in the form of
various special events of the
week, are being worked out and will
be announced later.

Unusually heavy attendance from
points throughout the state is looked
forward to this year, partially be-
cause of the special entertainment of
outside automobile men that is being
planned, and partially because of the
low rate which has been announced
by the railroads. Fare and one-half
will prevail during the week, on the
certificate plan, it is stated. This will
mean that people coming to the show
will purchase a one-way ticket to
Portland and be given a certificate.
Such persons will then register at the
automobile show and have the op-
portunity of putting a return
ticket at half price with their cer-
tificate at that time. This is contingent
upon over 100 people so registering,
but there is no doubt that the
total of visitors coming by railroad
will be many times that number. In
addition many will come by automo-
bile.

Dealer Meeting Planned.

A special dealer meeting for auto-
mobile men throughout the entire
state is being arranged and will in-
clude business discussion and social
features. A banquet on Wednesday
evening given in honor of the visiting
dealers will be a feature. Portland
members of the Old Timers' club, a
national organization composed of the
veterans in the automobile business,
will also arrange a number of events
in honor of the visiting automobile
men. These features are in the hands
of a committee composed of Bob Ro-
binson and Howard Covey.

Displays in the accessory and
equipment balcony are to be
limited to articles which are inter-
esting and instructive to automobile
owners, it has been announced, and
efforts are being made to make a part
of the show on a bigger and better
basis than ever before. Reservations
are being made rapidly and the en-
tire 39 available spaces are expected
to be taken within a few days.

SAFETY EXPERT CHOSEN

E. S. JORDAN APPOINTED ON
HIGHWAYS COMMITTEE.

Leader in Automobile Industry

Will Assist in Campaign to
Reduce Fatalities.

NEW YORK, Jan. 7.—Edward S.
Jordan, of Cleveland, head of the Jordan
Motor Car company, was ap-
pointed special representative in traffic
and safety by the highways com-
mittee of the National Automobile
chamber of commerce at a meeting
held last week. Mr. Jordan has been
actively engaged in the promotion of
safety work with relation to the
highways, and his appointment is an
additional step on the part of the
automobile industry to enlist its lead-
ing executives in the cause of educa-
tion in accident prevention.

"Education saves lives of children,"
wrote Mr. Jordan in his acceptance
of the appointment. "We can accom-
plish most by working through the
schools. We must speak for severe
penalties on speeding and careless
driving, but we can bring about the
best results in training the children
in safe behavior on the streets and
providing playgrounds for their lei-
sure hours."

Surveys of accident figures for var-
ious cities are the basis for this con-
clusion. Boston, after a vigorous
safety campaign, has been able to re-
duce her fatality record 30 per cent
in one year. Detroit, through in-
struction in the schools, education of
motorists, and the provision of a
large number of playgrounds, has cut
down its traffic fatalities 34 per cent
in the first nine months of this year
over the corresponding period of last
year.

Three typical opinions of officials
in some of our leading cities indicate
the views of traffic officers on safety
methods:

"Safety education in schools and
safety films in motion picture houses,
giving instruction both for children
and for motorists, will aid in reduc-
ing accidents."—Martin O'Brien, chief
of police, St. Louis, Mo.

"Our judgment is that the educa-
tion of both pedestrians and drivers

is necessary."—J. P. Townsend, man-
ager of safety council, Grand Rapids,
Mich.

"A campaign of education to teach
both children and adults to use
proper care, and severe punishment
for those who may be inclined to dis-
regard the law are the best means
of accident prevention."—Peter P.
Gilmartin, chief of police, Providence,
R. I.

COLUMBIA BATTERIES LOWER

New Prices on Pacific Coast Prod-
uct Are Announced.

Price reductions on all types of Co-
lumbia storage batteries were an-
nounced last week by the National
Carbon company, Inc., which main-
tains a large plant at San Francisco
for the manufacture of these well-
known batteries. News of the new
price schedule, which went into im-
mediate effect, was received by the
Columbia Storage Battery company,
Park and Couch streets, local dis-
tributors, which gave out the an-
nouncement locally.

The Columbia storage battery is a
Pacific coast product, being turned
out at a large factory of the National
Carbon company in California. The
concern which also builds Columbia
dry cells and Eveready flashlight bat-
teries. A statement issued by the
factory explains the price reduction,
as follows:

"A cut in the prices of all types of

WINTER TRIP OVER
SISKIYOU PICTURED

Gold Hill Resident Writes of
Delightful Ride.

HIGHWAY IN GOOD SHAPE

Snow Glistening on Mountains Adds
Touch of Enchantment to
Evening Drive.

A motor trip over the Siskiyou
mountains via the Pacific highway
in early evening, when the snow-clad
mountains possessed the unusual
winter glow which only winter mo-
torists can know, a trip of unusual
attractions and possessing no hard-

Grants Pass the pavement is con-
tinuous.

"When we have reached the line
we were still between four and five
miles below the summit. The grade,
however, is good, and our engine was
working in fine shape. The evening
glow, known only to those who have
been in and on the high mountains in
the winter, increased the weirdness
of the views. At one stretch, for per-
haps a mile and a half, there was a
couple of inches of snow on the pav-
ement, but this gave us no concern,
and we were making good time. The
Jackson county and the Oregon high-
way department keep men with great
wooden scrapers drawn by motors
passing up and down the mountain,
scraping the snow off to the side,
where it is piled in drifts. This
keeps the pavement almost entirely
clear. In fact, with the exception of
occasional patches in sheltered places,
there was absolutely no snow on the
pavement.

"When we reached the summit we
stopped to view the prospect. Far
below us lay California with lights
here and there. The trees were
loaded with their white mantels. Off
to the southwest and far below us
were the headlights of three massive
locomotives toiling up the heights
with a long freight train. To the
north we could see the outlines of
the Old Gristly mountains, and to the
north-east the snow-covered Cascades.
After a few minutes' observation we
proceeded down the mountain over
one of the finest and most picturesque

HERE'S A GOOD START FOR THE NEW YEAR, SIX FORD "COOPS" IN A SINGLE ORDER.



Fleet of cars sold by the Dunning Motor company, authorized Ford dealers, to the Crane company and ready for delivery. The two men in the picture are Sales Manager Dean (left) of the Dunning Motor company and Jack Newbold, Ford salesman who turned the deal.

Columbia storage batteries has just
been made which places these bat-
teries at lower prices than ever be-
fore, notwithstanding the low prices
which prevailed prior to the war. The
new prices are made possible through
the large buying power of the Nation-
al Carbon company, which enabled
the company to purchase in quanti-
ties at the lowest prices. In addition
there is a differential in favor of the
western manufacturer of storage bat-
teries that is a highly important price
factor. A great deal of the raw material
used in building a storage battery
comes from the middle west. In the
case of the Columbia this material is
purchased in quantity and shipped in
bulk to the Pacific coast. The bat-
tery is then completely manufactured
on this coast. Many eastern manu-
facturers ship the raw material from
the middle west to their factories in
the east and then ship the finished
batteries to the Pacific coast, paying
high transportation rates on this
class of goods. It is apparent that a
big saving in freight is effected by
manufacturing on the Pacific coast,
and this saving is being passed on by
the National Carbon company in its
new price schedule.

CANADIAN BUILDER IS DEAD

Robert McLaughlin, Pioneer Car-
riage and Auto Man, Passes.

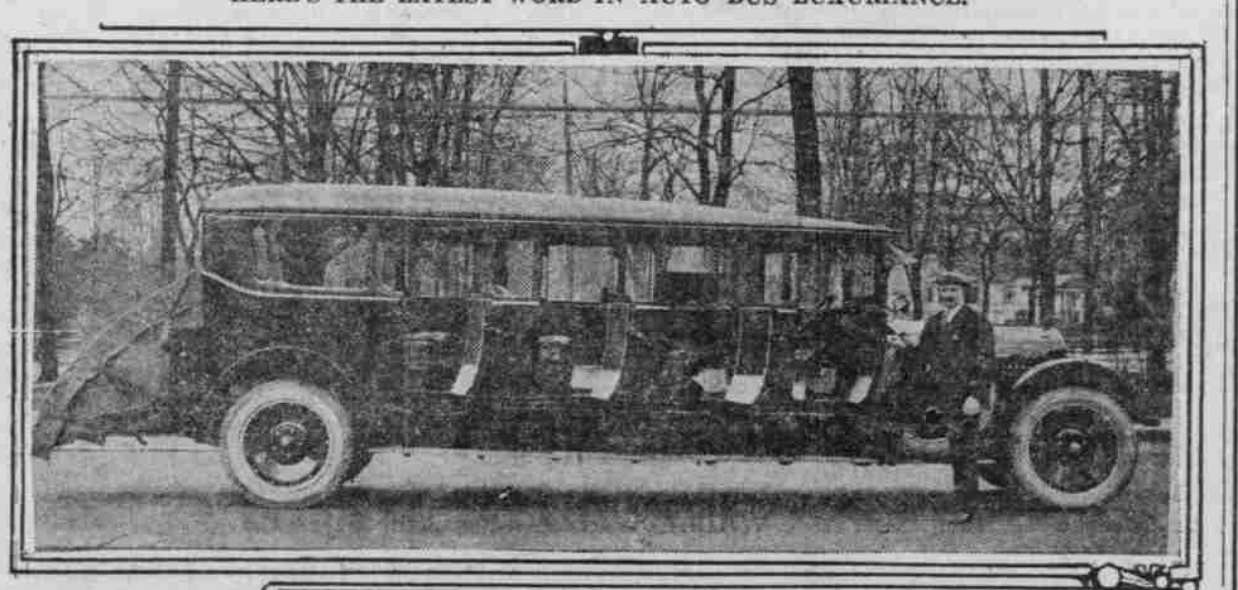
The death of Robert McLaughlin,
founder of the carriage works bear-
ing his name, and which concern
became one of the most important
in Canada, is reported from Oshawa,
Ontario. McLaughlin died at the age
of 85 years. It was in 1869 that he
started a little wagon and carriage
shop in the village of Enniskillen.
He was the designer, painter and
manager, and he employed three other
men, one being an apprentice. In
1871 the business had grown well
enough for the removal of the works
to a larger town, and Oshawa be-
came the headquarters for the busi-
ness, which later was to become one
of the largest industries in the Do-
minion of Canada.

Working in his shop with his com-
panions did not prevent McLaughlin
from spending time in study and re-
search work, the outcome being that
he invented a number of things which
he patented. It was in 1907 that the
carriage and buggy builder also start-
ed to become an automobile builder,
and the McLaughlin Motor Car com-
pany, Ltd., was then organized, with
McLaughlin as president. About eight
years later, due to the success of his
motor-car business, McLaughlin dis-
posed of his carriage business and
from that time on devoted all of his
attention to the automobile business.

Rear Seat Drivers Dangerous.

Rear-seat drivers are the most
dangerous kind of passengers. They
constantly keep their feet working
an imaginary pedal and give verbal
direction in the operation of the car.
They are nervous individuals who do
not know the difference between driv-
ing and getting the real driver nervous.

HERE'S THE LATEST WORD IN AUTO BUS LUXURIANCE.



HANDSOME CAR BUILT ON WHITE CHASSIS JUST ARRIVED HERE AND PUT ON LOCAL RUN.
The above bus is one of the latest entrants into the bus field in Portland and is, perhaps, the handsomest car of the kind yet seen here. The body was built by the California Body Building company of San Francisco upon a sturdy second-hand White chassis. The car has five seats with four outside doors, and will hold 20 persons. The interior is of excellent quality, the finishings are handsome throughout, upholstery and electric push buttons to notify the driver to stop when a passenger wishes to alight, are provided. A unique feature of the construction of the car is that it is so arranged it can be thoroughly flushed out with water to be cleaned, the water draining away and the car drying rapidly. The bus is owned by W. Olson, 114 Wygant street, and is operated by him on the run between Portland and Forest Grove.

PAIGE REDUCES
PRICES

Effective January 2, 1922

6-66 Lakewood, 7-Passenger Touring	\$2195
6-66 Larchmont II, Sport Type	2245
6-66 Daytona, 3-Passenger Roadster	2495
6-66 Sedan, 7-Passenger	3155
6-66 Limousine, 7-Passenger	3350
6-66 Coupe, 5-Passenger	3100
6-44 Touring, 5-Passenger	1465
6-44 Sport Type, 4-Passenger	1595
6-44 Roadster, 3-Passenger	1465
6-44 Sedan, 5-Passenger	2245
6-44 Coupe, 4-Passenger	1995

Cord Tires Standard Equipment on all Models

All Prices F. O. B. Factory, Tax Extra

COOK & GILL CO., Inc.

Eleventh and Burnside

PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA

BUICKS AT NEW FIGURE

PRICE CUT IS ANNOUNCED BY
HOWARD AUTO COMPANY.

Lower Manufacturing Cost as Re-
sult of Quantity Production
Makes Action Possible.

Interesting news to motorists was
the announcement made by the How-
ard Automobile company, Buick dis-
tributors, through George W. Dean,
manager, that the 1922 Buick models
had received a substantial slash in
prices at the hands of the officials
of the Buick Motor company. The
new prices went into effect January 1.
In making this latest reduction the
Buick factory has followed its previ-
ous plan, and the plan upon which
automobile manufacturers have oper-
ated during the present readjustment
period more perhaps than members of
any other industry, of giving the mo-
toring public the benefit of lower cost
of production, due to the purchase
of raw materials at prices below those
formerly paid and also due to con-
tinued quantity production and efficient
management at the new Buick plants
at Flint, Mich.

"For many years the Buick has been
a leader both in advanced ideas in
motorism and in setting the pace for
price readjustment," said Manager
Dean in announcing the new prices.
"With the ability of the Buick engi-
neers to turn out cars at a maximum
production compatible with quality,
production has reached a quantity
where it is possible materially to
lower cost of manufacturing. The
buyers of automobiles are thus being
given the benefit by this latest re-
duction."

"At this new price we feel that the
Buick of today is the best equipped
and most modern automobile ever
turned out by the Buick factory. In
glancing back over the 20 years that
this company has been building valve-
in-head cars, and summing up all of
the various models which have pre-
ceded the 1922 line, we are given a
glimpse of the giant strides made in
the automotive industry and how the
purchasers of Buick cars have bene-
fited by the foresight and business
policies as well as the mechanical
ability of the Buick makers."

"We are looking forward to the

coming year eclipsing all previous
years in number of sales, and this in
spite of the fact that during 1920
the volume of sales of the Buick
reached such a high point that the
national automobile chamber of com-
merce, the national organization of
automobile manufacturers, again an-
nounced that the Buick outdid all
other makes of cars but one, and con-
sequently was awarded first choice
for spaces at the two national auto-
mobile shows in New York and Chi-
cago this month.

"Among the features of the 1922 car
which we feel will increase Buick po-
pularity more than ever during the
coming year may be mentioned the
following: Alenite lubricating sys-
tem, cord tires, full floating rear axle,
Delco ignition, multiple disc dry plate
clutch, automatically lubricated uni-
versal joint, freeze-proof oil circula-
ting system and carburetor auto-
matic heat control."

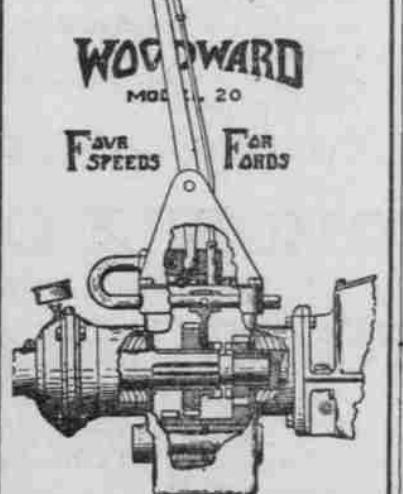
BOATS AND AUTOS DISAGREE

Who Has Right of Way in Case of
Flood Is Question Asked.

OLYMPIA, Wash., Jan. 7.—William
H. Nelson, an employee in the King
county engineer's office, spends a
part of his recreational time in over-
hauling speeders and other automo-
bile law violators as a special officer
in the service of the state highway
patrol. The recent flood conditions
in King county brought a letter to
L. D. McArdle, director of efficiency,
from Nelson the other day which said
in part:

"I have studied the law of the state
highway patrol and cannot find who
has the right of way in case rowboats
and launches meet automobiles on
public highways. When the former
are threatened with arrest for hav-
ing no horns, brakes nor state license
plates in front or rear, they retaliate
by demanding that we show a pilot's
license for operating in inland waters.
Also that we show a red light to port
and a green light to starboard as
well as whistling the prescribed num-
ber of times when crossing or pass-
ing."

"It seems to me that the depart-
ment of the highway patrol is dilatory
in not anticipating these condi-
tions."



Unit Power Plant
Positive Gear Lock
WOODWARD SALES CO.
62 Cornell Street
Near 23d and Wash. Sts.
Some Territory Open
Salesmen Wanted

QUALITY CONSIDERED MAKES
THE
STEPHENS SALIENT SIX
TRULY COMPETITIVE

Automotive Sales Co.

State Distributors
Fourteenth and Morrison Streets