

SHOW PROGRAMME GIVE FINAL DRAFT

1922 Auto Fiesta Will Be Complete With Surprises.

EVENT ONE WEEK AWAY

State Day, Old Timers' Day and Society Night Among Special Features Planned.

BY H. W. LYMAN

Special entertainment features which will make each day of the 13th annual automobile show distinctive and of unusual interest to automobile men and the general public alike are promised, according to the tentative show programme which was worked out by the board of directors at sessions held during the past week.

Far more than merely a display of automobiles is promised for the big show this year, and one visit to the event will not exhaust it for the spectator by long odds. The event will be on such a large scale and so many different features are planned that a visit each day will find little repetition, and many automobile fans are expected to take in the big event every day.

Monday will be opening day, according to the programme, and Monday afternoon and evening large crowds are expected to visit the show and get their first glimpse of the new cars and the handsome interior of the auditorium, as it will be decorated for the fiesta. Monday evening the members of the Automobile Dealers' association will be hosts to the guests of the local dealers. In view of the large number of invitations, accompanied by special guest admission cards, have been sent out by dealers to their friends and others interested in their particular makes of cars, and during Monday evening these special guests will be welcomed by the automobile men and will be personally conducted through the various booths.

Wednesday will be a particularly big day for automobile dealers and all others associated with the automobile industry. A state-wide meeting of automobile dealers has been called for this day and several hundred men, including dealers from all parts of Oregon, are expected to be in attendance. Dealer problems and prospects for the coming year will be discussed. On Wednesday evening will occur a big banquet for the automobile dealers, at which the dealers from outside of Portland will be the guests of the local dealers. In view of these plans Wednesday has been designated as "State day," and special efforts will be made to entertain all visitors from outside the city whether engaged in the automobile business or not.

In this connection it is announced that the railroads will have rates of fare and one-half round trip, effective for those coming to Portland for the show. The rates will be in force January 20 to 26, with the return limit set at February 1. When buying tickets the visitor to the show should tell his ticket agent that he is coming to the automobile show at Portland and the agent will give him a one-way ticket and a certificate. Upon arrival at the automobile show in Portland the visitor should turn over his certificate to a validating clerk who will be on duty at the automobile show, and secure a return ticket at half price from him at that time. While thousands from outside Oregon, particularly on the Pacific highway, are expected to motor to Portland for the show, large numbers are expected to come from the trains, particularly from eastern Oregon. The fact that the Columbia river highway is still blocked west of Cascade mountain, will be a disadvantage for motorists in the central and eastern portions of the state to come by automobile and the fare and one-half rate will have been of boon to them in coming to the show.

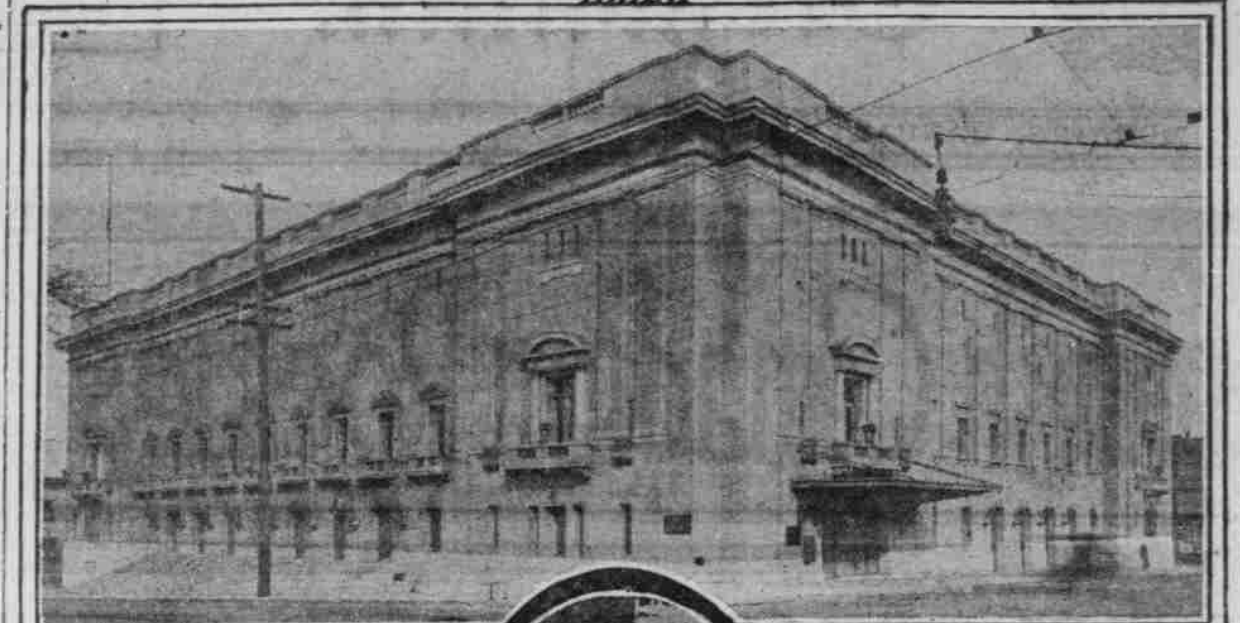
Old-Timers' Day Planned. Thursday will be known as "Old-Timers' day" at the show and will be one of the outstanding days of the entire week. Many of the outside visitors who have been in the automobile business for ten years or longer, A. S. Robinson and H. M. Covey are in charge and will be assisted by the other Old Timers of the industry in Portland. A parade at noon Thursday, with all the old automobile relics of the city in line, and a banquet for Old Timers in the evening are among the features planned.

Friday evening will be society evening at the show and a festive occasion, in line with similar society evenings of the past, is looked forward to. On Saturday evening, the closing night of the show, an unusually lively occasion is promised, with a number of stunts in the nature of a surprise to those present. It is also possible that a dance may be arranged for that evening, with the cars on the floor moved to provide the necessary space.

In regard to new cars the show this year will be as interesting as ever, and some unusually snappy jobs are already being put in shape by local dealers. Among the models which will be given their very first showing next week are the Mitchell and the Valle. Both of these companies have brought out new models which promise to command unusual interest. Perhaps the outstanding note of the show this year will be the matter of value. Price reductions already made since the first of the year, which may be made between now and the show have brought the automobile, generally speaking, to the point where it is cheaper, considering the material involved, than ever before in the history of the industry. From the standpoint of the prospective buyer of automobiles the show this year will be of more real value than any other show ever held in Portland, and automobile values truly astonishing in nature will be offered.

The decision of the Portland Motor Car company to enter the show was welcomed last week. This well-known firm secured four spaces on the main floor and four on the lower floor, as a result of slight shifting of spaces held by several other firms, and will show a full line of Packard and Nash automobiles.

PLACE WHERE 1922 AUTO SHOW WILL BE HELD AND OFFICERS WHO ARE DIRECTING IT.



Municipal auditorium, where great Portland automobile show will take place during the week of January 23 to 25, inclusive, and officers and directors of the Automobile Dealers' association of Portland, which is in charge. The association officials are as follows: 1—A. H. Brown, president, 2—A. C. Stevens, vice-president, 3—C. L. Boss, 4—H. W. Roberts, 5—E. W. Dunning, 6—Harry Hays, 7—Charles G. Irwin, 8—W. R. Delany, 9—H. M. Covey. The last seven are directors.

\$1000 FRANKLIN SHOWN

NEW CAR HAS FOUR-CYLINDER AIR-COOLED MOTOR.

Volume Production to Start Early in 1923, Says Announcement From New York.

NEW YORK, Jan. 14.—A \$1000 car is to be put on the market by the Franklin Automobile company, Syracuse, it was announced today by H. H. Franklin at a meeting of eastern Franklin dealers. A chassis of the new car was exhibited privately on this occasion.

The car has a four-cylinder, air-cooled engine, weighs 1350 pounds and is of five-passenger size. Production will commence early in 1923, the actual date depending upon completion of patterns, tools and the securing of machinery. Quantity deliveries are in prospect by April, 1923, at which time output will be nearing the 100-car-per-day mark. The new car was developed in 1918 and 1919 and was to have been produced in 1920 but was postponed when business depression hit the country. Franklin officials anticipate that the new car will come on the market at a time when general conditions will be most favorable for volume sale. The outstanding features of the car, aside from its low price, will be its easy riding and handling, roadability, gasoline and tire economy and the air-cooling system. It will be a "world-wide utility car," Mr. Franklin states. Besides the \$1000 touring car, a sedan is also in the works, the price of which, although not yet fixed, will be equally low. Merchandising of the \$1000 car will extend to world-wide markets and mean considerable expansion of dealerships in this country, the meeting disclosed.

EFFICIENCY GAUGE INVENTED

Portland Man Has Device to Show Any Loss of Motor Power. Invention of a gasoline motor "efficiency gauge" by a Portland man, Fred J. Koehler of 423 Eleventh street, has been announced by the Associated Industries of Oregon. The object of the device is to show any loss of efficiency by an automobile or truck motor over its average performance. The gauge, it is stated, may be installed upon any car, with

an indicator on the dash alongside the other instruments. There is no means at present of showing approximately but quickly any decrease in motor efficiency through improper carburetor adjustment, sticky valves, improper packing, leaky rings or other loss of compression, and the device is designed to fill this need, says the report from the Associated Industries. The device functions on the vacuum in the manifold, and is arranged to transform the maximum and minimum impulses of the motor into average impulses, the strength of which are shown on the dash indicator. After a driver has become accustomed to the position of the indicator when the motor

is operating efficiently he can tell any loss of power through a change in the position of the indicator and measure the loss by the amount of alteration of position. The gauge, it is claimed, would be particularly desirable for trucks, showing loss of power by overloading and otherwise improperly handling the truck. The first one of the gauges to be completed by the inventor is now in use on a Dodge car, and is claimed to operate with entire success. In France, powerful motorcycles, with side cars able to carry, if necessary, four policemen, are now part of the equipment of all the Paris police stations.

NEW BUILDING FOR MASON TIRE & RUBBER COMPANY UNDER CONSTRUCTION.



Construction work was recently begun on the building pictured above, which will be occupied by the Portland branch of the Mason Tire & Rubber company, Kent, O. The structure is located at 110 North Eighth street, between Flanders and Gilliam streets, and is 50 by 100 feet, with two stories. The building is being erected by James Muckle, and the tire company has taken a five-year lease with the option of further extending it at that time. Charles W. Ertis is the architect and builder. All modern conveniences for handling tires in large lots will be provided. The lower floor of the building will be occupied by offices and solid tire equipment, while the second floor will be used entirely for storage and display of Mason pneumatic tires. The local factory branch handles the wholesale for Oregon, Washington, Idaho and western Montana, and when in the new building will continue to do only jobbers' business, as at present. The new structure is expected to be completed by March 1, at which time the company will move from its present location at 82 North Broadway.

AUTO WORLD FACES MORE STABLE YEAR

Essentiality of Motor Vehicle Held Proved.

CONDITIONS SUMMED UP

Future for Individual Manufacturers Uncertain, But Not for Industry as Whole.

NEW YORK, Jan. 14.—Summarizing conditions in the automobile field, Automotive Industries says: "One of the most anxious years in the history of the automotive industry came to a close with conditions vastly more stable than those which prevailed at the beginning of 1921. The essentiality and the popularity of the motor vehicle have been established beyond question in a period of depression. What the future holds for individual manufacturers and dealers is uncertain, but there is no uncertainty about the future of the industry as a whole."

It is expected that, so far as passenger cars are concerned, the first quarter of 1922 will be materially better than the corresponding period of last year; the second quarter a little better than in 1921; the third not quite so good, and they are considerably better. The truck market will improve with general business conditions.

Losses Written Off. The most important achievement of 1921, next to the production and sale of approximately 1,700,000 passenger cars and trucks, has been the whitening down and balancing of inventories, the writing off of losses and the payment of debts. There have been few liquidations. Many have been forced to reorganize, but most of them will pull through.

One of the gratifying developments of the year was the spirit of co-operation shown by the different branches of the industry in supporting the structure as a whole. Merchandise creditors of motor-vehicle makers have consistently maintained a constructive policy. This has resulted in the gradual reduction of past-due accounts and collections from manufacturers now are virtually on a current basis.

Releases on old commitments have come through as steadily as the vehicle manufacturers could use them, and parts accessory manufacturers have moved large shares of the materials they had on hand January 1, 1921. There have been few defaults in payments in comparison with the volume of business. Nearly all vehicle companies which were solidly established will survive the depression.

Year Entered Confidently. The industry has entered 1922 with a feeling of confidence which was lacking 12 months ago. It knows in general the position of the market and can trim its sails accordingly. With inventories down, buying in the future will not be on the hand-to-mouth basis which has prevailed for more than a year, although there will be no more piling up of huge supplies. Passenger-car manufacturers are confident that the coming year will be at least as good as the one just closed, and truck makers expect a steadily expanding volume of business as the year advances. Even if there is no expansion of vehicle production, parts manufacturers will have a better year than in 1921, while inventories have been reduced to a point where it is necessary to buy supplies for current needs.

NEW CANADIAN ROAD PLAN

(Continued From First Page.) Good hotels at both the former places. Beautiful drives radiate in all directions, the most popular of which are perhaps, that to Toby Creek canyon, which crosses the creek eight miles and returns through Wilmer. The road ascends by a series of switchbacks are wide-sweeping panoramas of great beauty and majesty. The road to Horseshoe glacier with its mysterious lake of hanging glaciers and great ice tunnel starts here, too, and through wonderful scenery with high mountain peaks often in sight. Leaving Crow's Nest the road passes through the windings of Michel creek for nine miles to Michel and on to Natal, 20 miles beyond it meets the Elk river and turns south for a 40-mile stretch along that stream, crossing it at Hosmer, which nestles at the foot of the 8000-foot peak of the same name. From this point the trail leads through a veritable wonderland, passing Mount Proctor (6000 feet), Trinity (5870 feet), and Mount Fernie (5000 feet), where it again crosses the Elk river and enters Fernie, the largest town in southeastern British Columbia. Fernie is beautifully located, being surrounded by no less than eight great peaks ranging from 5900 to 9370 feet in height.

Snow-Crowned Rockies Tower.

The western end of the Banff-Windermere link is passed at Sinclair creek and the direction is followed north to Golden, on the main transcontinental line of railway, from which point cars can be shipped to Lake Louise in the direction of the west, and also Big and Little Vermilion creeks, then Spillimachee, which marks the northern boundary of the lake district, is reached. Every mile affords views of magnificent towering snow-crowned Rockies to the east and massive Selkirk to the west, with the silvery Columbia winding through fertile meadows always in the foreground. From a slight eminence just before reaching Spillimachee, if the day be clear, one may get a good view of Mount Sir Donald to the west. This peak can be recognized by its snow-leaf appearance. It is 50 miles away.

Golden, about 54 miles north of Windermere, marks the end of motor-

ing in that direction. Cars are shipped to Lake Louise from this point at an expense of \$37.50 freight charges and from one to two days' time. This delay may be used to advantage in exploring charms of Lake Louise inaccessible by motor. One of the pleasures in climbing the trail of the Lakes-in-the-Clouds, which stretches off and up to the right as you face the lake from the chateau. The marvelous panoramas appear. It is an awe-inspiring scene, the edge of blue Louise and on to the eerie green of Mirror lake and up to Lake Agnes, a dark little tarn cupped by jagged peaks. Here a rustic tea house, built to rest and refreshment ere beginning the descent, or before continuing the trail to the top of Mount St. Piran, from which a marvelous panorama of peaks, glaciers, lakes and valley unfolds. To the left of the chateau Lake Louise trails lead off to the Saddleback and to Lake Moraine with its exquisite setting of ten peaks. The latter is also accessible by motor.

The first motorcar to negotiate the

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35 miles of motor road between Lake Louise and Banff did so in 1920. The season of 1921 saw a constant stream of cars running between these two famous mountain resorts. Banff is the starting point for many delightfully thrilling motor rides among the surrounding mountains, one of the most popular being that to Johnson canyon. This is 16 miles of good summer road running its entire length between ranges of snow-tipped peaks. Eighty miles of road, in splendid condition during the summer season, and all down grade, lie between Banff and Calgary beyond the foothills. After the swift ride tourists may look back from the prairie city and see the mountains bulked like great shadows against the western sky. Fertile Wheatlands Are Seen. A return route to Spokane is over the road which led off from Cranbrook, the first leg leading due south from Calgary 110 miles to Macleod through the fertile wheatlands of southern Alberta, thence due west through wonderful scenery with high mountain peaks often in sight. Leaving Crow's Nest the road passes through the windings of Michel creek for nine miles to Michel and on to Natal, 20 miles beyond it meets the Elk river and turns south for a 40-mile stretch along that stream, crossing it at Hosmer, which nestles at the foot of the 8000-foot peak of the same name. From this point the trail leads through a veritable wonderland, passing Mount Proctor (6000 feet), Trinity (5870 feet), and Mount Fernie (5000 feet), where it again crosses the Elk river and enters Fernie, the largest town in southeastern British Columbia. Fernie is beautifully located, being surrounded by no less than eight great peaks ranging from 5900 to 9370 feet in height.

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