

**ANNUAL AUTO SHOW
TO OPEN TOMORROW**

Galaxy of Handsome Cars to Hold Sway at Auditorium.

ALL NOW IN READINESS

Programme for Week Makes Every Day of Big Show Cramped Full of Interest.

BY H. W. LYMAN.
Portland's 13th annual automobile show will open tomorrow, and for six days a brilliant galaxy of motor cars, latest models from the factories in many cases rushed to Portland especially for this occasion, will hold sway at the municipal auditorium. The public building, which will be occupied, main floor, basement floor and balcony, has already been decorated for the occasion and will present, perhaps, the most handsome appearance in its history.

Here are the salient features of the big show:
The dates—Monday, January 23, to Saturday, January 28, inclusive; place, the municipal auditorium, Third street between Clay and Market; number of exhibitors of automobiles, 23; number of exhibitors of accessories, 25; number of different makes of automobiles shown, 31, including several models of each; total number of cars on display, between 125 and 150, including the latest and handsomest models turned out by the automobile factories of America; admission fee, 50 cents; how to get there, take any North and South Portland street car, or by automobile south on Third street (note—parking is allowed in the vicinity of the auditorium and a group of watchmen will be on hand under direction of the automobile show management to keep watch on parked cars at all times); auspices, management of the Portland Automobile Dealers' association and directly in charge of the board of directors of that association.

Programme Is Given.
Six big days of automobile display, with entertainment features of all kinds are promised for the coming week, according to the dealers, which has been arranged. This programme may be informally given as follows:

Monday—This will be the opening day of the show, and as such will command more than usual interest. Rules have been announced which make it compulsory on all dealers to have their displays completed before the show opens Monday morning and it is declared that the big event will be just as finished and as ready for visitors when it opens tomorrow as when it closes Saturday. Monday evening the automobile dealers of the city will be the hosts at an informal reception to which the public is invited and to which a large number of invitations accompanied by complimentary admission tickets have been sent out by the dealers. Monday will also be trade day, and members of the automobile industry in all lines in the city will be on hand in force. A special feature for the school children has been announced for Monday afternoon in the way of a reduced admission. Throughout the afternoon and until 6 P. M. admission for the youngsters will be but 10 cents.

Tuesday—The old-timers will hold sway on Tuesday, and a number of features, including a parade of old-timers at noon and a banquet for old-timers at night, are announced. The old-timers club is a national organization of men who have been in the business five years or more and have held dealer contracts. Wednesday will be State day, and particular welcome will be given visitors from throughout the state. Automobile men from practically every section will be here on the day and special plans for them, including a banquet at 6 o'clock that evening at the Benson hotel, at which the Portland dealers will be hosts, are being made. In the morning a state-wide session of automobile men will be held at the Portland Press club rooms at which it is proposed to form a new state association, embracing all phases of the automotive industry. Thursday—The feature of Thursday will be society night in the evening. Society night at the Portland show has always been a popular event, and this year's programme is expected to be the equal of past events. Special entertainment and music is planned. Friday—This will be music day at the show and throughout the afternoon and evening a continuous programme of music will be rendered. To this end a number of musical organizations have been secured to give concerts and local musicians secured for solos, both instrumental and vocal. These musical numbers will be in addition to the regular programme of the Stoumeneyer band, which has been designated as official show band, and will give musical numbers every afternoon and evening of show week. Saturday—This day will see the show draw to a close. While definite arrangements have not been concluded for additional features on this day, the dealers plan to make it one of the big days of the week, and will "let go" Saturday night for a big time, possibly rolling the cars aside in the evening for a dance.

Entertainment Is Featured.
From the above, which at best tells only a part of the story and tells that part briefly, it may be seen that the show this year will be the most entertaining and instructive in the history of the automobile business in Portland. Every hour of the afternoon and evening something will be going at the auditorium, and it is expected that motor fans will not be satisfied with one visit to the show, but will come back every day of the week to enjoy the additional attractions.

The board of directors of the automobile dealers' association, in charge of the show, is composed of the following: A. H. Brown, manager of the Portland branch of the Northwest Oakland company, president; A. C. Stevens, of A. C. Stevens company, vice-president; directors, C. L. Boss, C. L. Boss Automobile company; H. M. Covey, Covey Motor Car company; W. R. DeLay, DeLay Motor company; C. W. Dunning, Dunning Motor company; H. C. Hays, manager Portland branch Willis-Overland Pacific company; H. W. Roberts, Roberts Motor Car company; C. G. Irwin, Westworth & Irwin.

Additional details of Portland's 13th annual automobile show will be found elsewhere in this section.

FORD BRANCH AT LOS ANGELES

New Plant Will Make Springs, Seats and Sedan Bodies.

LOS ANGELES, Cal., Jan. 21.—The Ford Motor company has established a \$1,000,000 manufacturing plant in Los Angeles. The work was done so quietly that few outside those direct-

**Cars at the Auto Show
Main Floor**

**New, Lowered
Prices**

on all 55 and 75

HAYNES CARS

Effective January 1, 1922

**Haynes 55 Six-Cylinder Models
121-inch wheel base**

| | |
|----------------------------------|--------|
| 55 five-passenger Touring..... | \$1595 |
| 55 two-passenger Roadster..... | 1645 |
| 55 five-passenger Sedan..... | 2595 |
| 55 three-passenger Coupelet..... | 2295 |

**Haynes 75 Six-Cylinder Models
132-inch wheel base**

| | |
|---|--------|
| 75 seven-passenger Touring..... | \$2395 |
| 75 four-passenger, four-door Tourister..... | 2395 |
| 75 two-passenger Special Speedster..... | 2595 |
| 75 five-passenger Brougham..... | 3095 |
| 75 seven-passenger Sedan..... | 3395 |
| 75 seven-passenger Suburban..... | 3395 |

**Standard Haynes 75 Six-Cylinder Models
132-inch wheel base**

| | |
|---|--------|
| 75 seven-passenger Touring..... | \$2295 |
| 75 four-passenger, four-door Tourister..... | 2295 |
| 75 two-passenger Special Speedster..... | 2495 |
| 75 five-passenger Brougham..... | 2995 |
| 75 seven-passenger Sedan..... | 3295 |
| 75 seven-passenger Suburban..... | 3295 |

All prices quoted are f. o. b. factory

A. C. STEVENS

Distributor

529-531 Washington Street.

MOTORIST BUSINESS BIG

Denver Tourist Bureau Tells of Activity in Colorado.

DENVER, Jan. 21.—Retail shopping in Colorado by tourists formerly centered in Indian curio; in 1921, when 65 per cent of the travel to national parks and forest and resort places was by private automobile, sales included staples and auto accessories on a large scale. The result is that August, formerly the duldest in the business man's calendar, is next to December, the heaviest month, in point of sales according to merchants and automobile dealers. Tourists in 1915 left perhaps \$5,000,000 in Colorado; last year, with an estimated 600,000 tourists by auto and rail, camp and hotel accommodations and retail sales in general amounted to \$35,000,000, according to the tourist bureau of the Denver Civic and Commercial association. Activities of the bureau during the first seven years of its existence entailed the distribution of free literature, which, if stacked in a pile, would be 15 times as high as the Eiffel tower in Paris and 23 times as high as the Woolworth building in New York city. An endless belt for unloading motor trucks has been invented. The power for operation is made by the rear wheels of a truck resting on rollers.



ALLENITE LUBRICATOR CO. Tooth and Oak Sts.

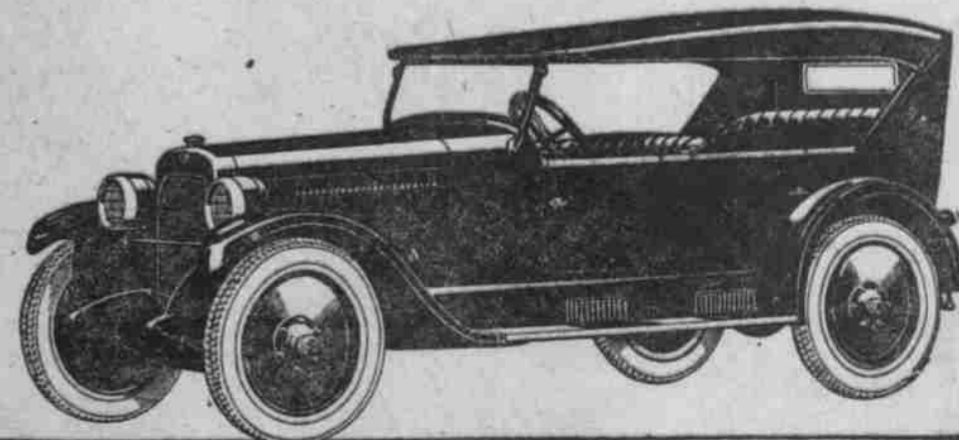
**New Series
Chalmers Six \$1295**

Finer six-cylinder possibilities have been developed in the New Series Chalmers Six—first product of the new Chalmers organization.

The wonderful results of a solid year of six-cylinder engineering, as embodied in this New Series, will impress themselves instantly upon the man who has driven other fine cars.

All Models Equipped with Disc Steel Wheels and Cord Tires Exhibited at the Automobile Show

Covey Motor Car Co.
Washington at 21st.



The
**CHALMERS
SIX**

ly connected with the concern has been installed to manufacture all sedan bodies for the west coast district. The capacity will be 25 sedan bodies per day and 100,000 seats and backs and sets per year. This plant will use California products largely.