



ANNUAL AUTO SHOW IS GREAT SUCCESS

Week of Keenest Activity Is
Brought to Close.

MANY THOUSANDS ATTEND

Praise Extended Auto Dealers for
Splendid Way in Which Big
Event Was Handled.

BY H. W. LYMAN.

After six days chock full of big events for the automobile industry of Portland, days in which Portland's newest motor cars arranged in handsome displays at the municipal auditorium, held the center of the Portland stage, the 13th annual automobile show came to a close last night.

The event this year will go down in history as one of the most successful shows ever held in Portland, particularly in view of the adverse conditions which have been faced by the industry for the last several months and which are only now beginning to be dispelled. Crowds exceeding the hopes of even the most optimistic dealers flocked to the show every day of the week, and best of all the crowds included large numbers of live prospects and no small number of actual buyers. Purchases at the show this year easily exceeded purchases last year, while the number of live prospects proved much greater. Scores of people who held off buying last year on account of the price uncertainty in the automobile industry and the general depression of business acknowledged that they "expected to buy a car some time this spring," and spent their time at the automobile show carefully inspecting the various cars in the particular price classes they were interested in and collecting catalogues and taking notes which will no doubt be the subject of interested scrutiny during the next few weeks or until the actual purchase is made.

Past Year Trying One.

The Portland automobile industry has passed through a trying period, just as has the automobile industry all over the country and just as have almost all other industries in the country. But the sun is just beginning to peep from around the edge of the black cloud, and the period of price uncertainty and general depression of the industry is believed fast coming to an end.

Portland automobile dealers feel, because of the unexpectedly keen interest displayed at the show this year, that the show marks the close of one epoch in the industry and the beginning of another. The closing period is one which most of the dealers do not care to look back on. It was a period of small buying and falling markets, during which enormous losses had to be sustained in the value of second-hand cars.

The coming period, it is believed, will be one of sane, straightforward dealing, with new automobiles being sold in good numbers in a business-like way, and second-hand cars turned over in a way that will enable the dealer to make a small profit and at the same time ensure the best of value and service to his customer.

Many Prospects Secured.

"We secured an average of 29 real prospects every day at the show," said one dealer last night. "These are real live prospects, too, not just fancied ones—people who assured us that they intended to buy a car this spring in our price class. Naturally we intend to take full advantage of this list and are looking forward to a good business in new cars from now on. Fully one-half of the prospects said they were interested in closed cars and rather thought they would purchase a closed instead of an open model. Interest in the closed models has mounted continuously and this year we expect our business to run close to one-half closed jobs."

"We feel that the show this year has been a big success," said President Brown, of the dealers' association, while like sentiment was expressed by A. C. Stevens, vice-president, and A. S. Robinson, president of the association last year, and others. Many declared that the number of prospects secured at the show has been unusually large, while actual sales were above those of last year by a considerable margin.

Value of Cars Feature.

The feature of the show, according to many of the dealers, was the value represented in the cars. Reductions of motor car prices have brought the cars now to a point where they are worth, dollar for dollar, more than they were in 1918 or 1917, or even before in the history of the industry. In actual price some of the cars are selling for less than they ever have, while others are selling for the same or slightly more. When the improvements of the past several years which have been put into these cars are considered, however, it can be stated unequivocally that greater value for the money was never offered. This fact, probably, impressed itself more than any other upon the minds of the thousands of visitors at the show, who saw and carefully went over the cars in their handsome settings at the auditorium.

While the success of the show this year was due in no small measure to the co-operation displayed by all the participating dealers, the event reflected great credit upon the board of directors of the Portland Automobile Dealers' association, which was in charge, and to Ralph J. Staehli,

Sturdy Trees Add Beauty to Oregon Roads



A Mighty Monarch on the Lower Columbia Highway

DEALERS ATTEND SHOW

OVER 200 OUTSIDE AUTO MEN
HERE FOR ANNUAL EVENT.

All Parts of State and Many Other
Sections of Northwest Represented on Register.

Nearly 200 automobile dealers from throughout Oregon and points in Washington and Idaho, which lie within the recognized Portland trade territory were in attendance at the thirteenth annual automobile show last week. The large attendance of outside dealers was, in fact, a noticeable feature of the show, and every section of Oregon was represented. In addition some score or more dealers from Seattle, Tacoma, Olympia and other Puget sound points were present.

Following is the list of visiting dealers from Oregon and nearby points to other states, as taken from the register kept at the automobile show by the dealers' association. The names are in alphabetical order:

W. D. Achley, Tillamook; C. P. Alken, Hood River; F. G. Atkinson, Redmond; O. Anderson, Albany; Albert Amann, Bend.

W. E. Burns, Salem; J. F. Burk and Clarence Burk, Grants Pass; J. G. Barnett, The Dalles; W. E. Bliss, Vancouver; H. Brown, Corvallis; W. W. Black, Salem; Frank Brotherton, Walla Walla; James Boyd, Spokane; Miss Stella Brown, Corvallis.

P. O. Earhart, Vancouver; L. E. Caul, Baker; M. P. Cady, Hillsboro; Walter Coombs, Bend; C. A. Case, Hood River; W. C. Carnahan, Grants Pass; M. C. Christian, Vancouver; E. R. Campbell, Astoria; O. K. Cole, Salem; E. C. Crozier, Eugene; George N. Croftfield, Wasco; Mark Cameron, Hood River; B. M. Collins, Grants Pass; A. H. Christian and D. E. Dean, Hood River; R. A. Dickson, Hood River; E. B. Day, Albany; G. W. Day, Albany; J. H. Dupes, Baker; A. N. Duncan, Salem.

P. O. Earhart, Vancouver; Otto Erickson, Hillsboro; C. A. Elliott, Hood River; B. D. Braley, Maplin; Joe Goodfellow, The Dalles; D. W.

Guinn, Fossil; M. J. Goss, LaGrande; W. V. Grider, Condon; T. W. Gorman, Baker; D. C. Willama, Oregon City; Salem; W. T. Greer, Salem; C. E. Greig, Salem; G. I. Hess, Union; W. W. Harvey, Walla Walla; L. D. Hodge, Hubbard; O. I. Huff, Hillsboro; G. E. Halverson, Salem; W. J. Johnson, The Dalles; M. Jordan, Wasco.

Charles Kirk, Albany; H. R. Kirkpatrick, Albany; J. R. Kaseberg, Wasco; Charles O. King, North Bend; Fred Kirkwood, Salem; M. King, Marshfield.

Charles W. Latourell, Heppner; Thomas Lovell, Astoria; Sherman Lovell, Astoria; F. E. Leadbetter, Springfield; Ralph Laraway, Eugene; J. W. Leiser, Oregon City; E. M. Locke, Corvallis.

C. N. Murphy, Albany; W. E. Maunula and A. E. Maunula, Astoria; J. B. Mordock, Willows; Frank L. Miller, Aurora; A. J. Moore, Bend; H. L. Miller, Hubbard; G. A. Martin, Tillamook; Claude Morse, Salem; C. A. Nyquist, Astoria.

R. G. Parker, Oregon City; L. A. Porter, Lewiston, Ida.; E. L. Perkins and K. C. Perkins, Hillsboro; Charles Pankow, Tillamook; G. W. Patterson, Salem; Harry Pierson, Salem; Earl Pettit, Oregon City; Robert E. Perlick, Salem; E. M. Quiston, Medford; J. W. Riley, Corvallis; H. F. Royce and B. F. Royce, Bend; P. A. Robinson, Salem; M. A. Richard, Corvallis; Homer Rosa, McMinnville; J. W. Robinson, Bandon; R. Stoller, Camas; Norris Staples, Astoria; Mahlon Sweet, Eugene; C. J. Shreve, Dallas; T. V. Stoller, Camas; V. E. Storer, Vancouver; G. C. Skinner, Independence; W. C. Skottman, Tigard; W. M. Stout, Hillsboro; L. E. Shelby, Condon; A. S. Skyles, Astoria; T. G. Skyles, Astoria; H. F. Schorr, Corvallis; Jack Spence, McMinnville; C. O. Thomas, Newberg; Albert Taylor, Newport; Ralph Thompson, Salem; George L. Treckler, Medford; G. L. Tibbels, McMinnville; J. L. Van Huffel, Bend; A. J. Wick, Salem; Ben Vick, Forest Grove; Al Vernon, Salem; W. H. Vanatta, Vancouver; John Volstraff, Hood River.

O. J. Wilson, Salem; O. W. Walker, Medford; Ed Wright, Hood River; G. L. White, Canby; Clark Wivesick, Oregon City; A. L. Williams, Oregon City; E. J. Wyman, Yakima; E. Wellner, Eugene; G. B. Wallace, Pendleton; F. L. Wager, Salem; D. E. Wallace, Pendleton; M. J. Wilson, Oregon City;

BALCONY SHOW SUCCESS

ACCESSORY EXHIBITS PROVE
BIG DRAWING CARD.

Displays of Auto Equipment One
of Interesting Features
of Auto Show.

One of the distinctive successes of the Portland automobile show this year was the accessory exhibit in the balcony of the auditorium. Throughs visited this part of the show and expressed themselves as delighted with the arrangement and orderliness of the exhibits. The accessory show this year was as large or larger than any show of the kind in the past, and was larger and better arranged than last year, when considerable confusion marked the event and detracted from the enjoyment of spectators.

Every booth in both the north and west wings of the balcony, the only sections available for the show, was taken, and included among the exhibitors were the leading accessory and equipment dealers of Portland. Several prominent dealers from Seattle and other points were also on hand with displays, while several Portland manufacturers had exhibits of Portland-invented and Portland-made automobile accessories that attracted wide interest.

Following is the list of exhibitors at the accessory show (all are of Portland unless otherwise specified): North wing—Andersen & Jeffway; Automotive Gear works, Seattle; W. L. Richey company; H. M. Nibbel company; Tri-State Air Control & Co.; M. D. Baker company; Colby Compression Tube company; Pacific Ace Manufacturing company; Tacoma; Kane Shock Absorber company; George R. Hurd company; Parsons Disk Wheel company; West-ern Auto Supply company; Day and Night Auto Signal company; Frank P. Walborn; Handy Auto Bed company; Patterson Parts; West-Maid Camping cot.

West wing—Laher Springs company; Hugo Ford steering wheel; King Bed spark plugs; Lane-Mattson motor; Classy Manufacturing company; Alenite Lubricator company; Reeves dirigible headlights; Motor Equipment company; Pacific Automotive Service company; Distel wheels; Veedol lubricants; Hartford Windshield company; Prufo products; Double Seal piston rings; West & Witherspoon; Stewart Products company; Air Compressor & Equipment company; Brown Equipment company; Auto Pal Distributing company; Timesaver Patch company; White-Austin company; Lehnher-Rose company; N. E. Davenport; Kin-Ro headlight dimmer; Automobile Glass House.

Fatalities from automobile accidents in Oregon in 1921 aggregated 95, according to reports from county coroners gathered by the Associated Press. Records of the state board of health show that the number of such fatal accidents in 1920 was 89, in 1919 the figure was 79, and in 1918 66. Multnomah county led with a total of 28, while 11 counties had none. Accidents were most numerous in those counties traversed by the paved highways where traffic was heaviest. The coroner of Crook county, reporting no accidents, added: "Crook county people drive carefully. Our roads don't stand speeding. Too rough." Reports by counties follow:

Baker, none; Benton, 1; Clackamas, none; Clatsop, 8; Columbia, 5; Coos, 1; Crook, none; Curry, none; Deschutes, none; Douglas, 3; Gilliam, none; Grant, 1; Harney, none; Hood River, none; Jackson, 5; Jefferson, none; Josephine, 1; Klamath, 2; Lake, 1; Lane, 2; Lincoln, none; Linn, 3; Malheur, 2; Marion, 7; Morrow, none; Multnomah, 28; Polk, none; Sherman, none; Tillamook, 1; Umatilla, 2; Union, 1; Walla Walla, 1; Wasco, none; Washington, 2; Wheeler, 1; Yamhill, 1. Total, 95.

To meet the world supply of automobile tires, American manufacturers will require 275,000,000 pounds of crude rubber each year.

MOTOR ORDERS ARE ALREADY PILING UP

Continental Reports Fine
Outlook for Year.

MOOCK HAS STATEMENT

Performance to Count This Year,
Says Head of National
Auto Dealers.

DETROIT, Mich., Jan. 28.—Most encouraging prospects for the automotive industry for 1922 are seen in the annual report of President R. W. Hudson of the Continental Motors corporation, issued to stockholders this week. Operations of this company are considered a barometer of future conditions in the industry and the announcement that the Continental has orders amounting to \$50,000,000 presages a most successful year for activities in the automobile business in the opinion of motor manufacturers.

In presenting his annual report to the stockholders President Hudson said:

"While the problem of readjustment during the past year has been acute, nevertheless bedrock has, we believe, been reached and a healthy, permanent, progressive business relationship is now building on the foundations laid upon the sacrifice and deflation of 1921.

Conditions Now Improved.

"The early part of the last fiscal year coincided with the worst period of the buyers' strike in the automotive industry with the result that the plants of the corporation were practically non-operative for a period of four to four and one-half months.

"In contrast, conditions for the equivalent period of the new fiscal year find this corporation with plants operating at a substantial degree of capacity and steadily increasing production. Not only is this true of the passenger car situation, but our commercial car motor business, which was severely hit during the last fiscal year, is reviving in a substantial and satisfactory way. The fact that the inventories of our customers are entirely depleted of motors as compared with a year ago puts the situation on a decidedly encouraging basis."

Detroit Show Held.

With total value of exhibits approximately more than \$2,000,000, Detroit's 21st annual automobile show under the auspices of the Detroit Dealers' association was held in the immense new Morgan & Wright building on Jefferson Avenue East this week.

More than 200 passenger cars, 75 commercial cars and 100 accessory exhibits were on display.

"The renewed buying interest and the record crowds which have attended the New York and Detroit auto shows proved that the public is in the market for motor cars," said H. H. Shuart, manager of the Detroit show.

"The reductions in prices made by various manufacturers proved to be an accelerator of public interest, and the officers of the Detroit Automobile Dealers' association are confident that Detroit has set a record for crowds and probably for sales from the show floor at the event just closing, although figures are not yet available."

Price cuts are not going to sell automobiles this season, according to Harry G. Moock, general manager of the National Automobile Dealers' association, who has issued a statement relating to the outlook for the coming year.

"Price cuts, new models, hot spots, gear boxes and any other so-called features are not the things that will bring buyers into the market this year," said Moock. "Mechanical features served their turn when it was a rising market, but the public is not coming back this year for any of those things. Something more is demanded this year." He further said:

"As I view it, the market this year is going to consist of about 150,000 new buyers—that is, persons to whom owning an automobile will be a new thing, and the balance will be replacements.

Performance Will Count.

"The replacement market is going to be dominated by people who have a pretty definite idea, gained by actual experience, with a certain make of car, some of the replacement buyers are going right back to the dealers who supplied them with a car in the first place. They will go back to the dealer who supplied them a meritorious automobile and who gave them sufficient and reasonably priced service. The car that has not stood the test, the dealer who hasn't stood the test, the factory that hasn't stood the test, will not be given another chance in 1922.

"The public in 1922 will not buy on a promise. The public has bought for four or five years back on promise, but the public in 1922 is going to buy motor cars that have made actual performance records during those five years. There is going to be a good business for those dealers and manufacturers who kept the promises they made in that five-year period. Those dealers and manufacturers who did not keep their promises during that period are going to have a tough battle for business."

"I do not look for any such business in 1922 as was done by the dealers in 1920; 1922 probably will be as good a year as 1921 for those dealers and factories that are producing meritorious automobiles."

Artillery workshops, ammunition, gun powder and fireworks factories in Germany are manufacturing all sorts of machinery for automobiles, trucks and motorcycles.