

OLD CAR PARADE TO AGAIN OPEN SATURDAY

Unique Event of Year Ago Will Be Repeated.

DECORATOR IS CHOSEN

Portland's 14th annual automobile show, set for February 9 to 18 inclusive, will open on Saturday, instead of on Monday as has been the case with past shows, and the opening day will be one of the biggest of the entire show, according to tentative plans drafted at a meeting of the board of directors of the Automobile Dealers' association of Portland last week.

An "old car" parade, in which all the relics of Portland's pioneer motoring days, the "one-lungers" which in their glory were the pride of the city, will occur Saturday noon, the parade winding up at the auditorium in time for the official opening of the show. The old car parade was first held in connection with the auto show of a year ago and proved one of the distinctive events of that show. As was the case last year, the general public will be asked to enter cars in the old car parade and prizes will be given for the oldest cars in line, the only provision being that cars must run on their own power.

Monday to Be Trade Day. Monday, as in the past, will be trade day at the show, and will be especially given over to guests of the automobile industry. Large numbers of special invitations will be sent out by the dealers for this day. While the main program of the show has not been mapped out it has been decided that Tuesday shall be state dealers' day, during which important trade conferences will be held. Thursday will be the day of the annual automobile fashion show, which is sure to draw thousands of visitors.

Saturday, February 2, in addition to being the opening day of the show, will be children's day. It is announced, and arrangements will be made for letting all school children in free on that day.

Decorating Contract Let. The contract for decoration of the auditorium was last week awarded to John L. Sisk, a Portland man, and as a result the most beautiful decorations which the auditorium has ever seen is forecast. Elaborate drawings and designs submitted by Mr. Sisk were adopted. The decorations at the forthcoming show will be a general Persian design. The ceiling of the main floor will be draped with red, yellow and blue bunting, while pillars of bright colors adorn a quiet background which against the walls. Bright colored vases and oriental rugs will be clustered here and there, carrying out the scheme. The lower floor will be decorated along similar lines, as will the stage, and the main floor to the lower floor.

The Portland show has reached proportions now where it is acknowledged as one of the most important shows held each year on the Pacific coast, the other being the Pacific Automobile show at San Francisco. The Pacific show this winter will occur the week following the Portland show and it is expected that a considerable number of prominent automobile manufacturers of the east will take advantage of this proximity of dates to come west and take in both events.

Anticipating such a desire on the part of many of the Automobile Dealers' association last week sent special telegrams of invitation to the following: Harry G. Moore, president of the Jordan Motor Car company; George M. Graham of the Chandler Motor Car company; B. L. Graves of Los Angeles, Pacific coast representative of the Ford Motor company; Captain E. V. Rickenbacker of the Rickenbacker Motor company, and Ray Sherman, secretary of the Automotive Equipment Manufacturers' association.

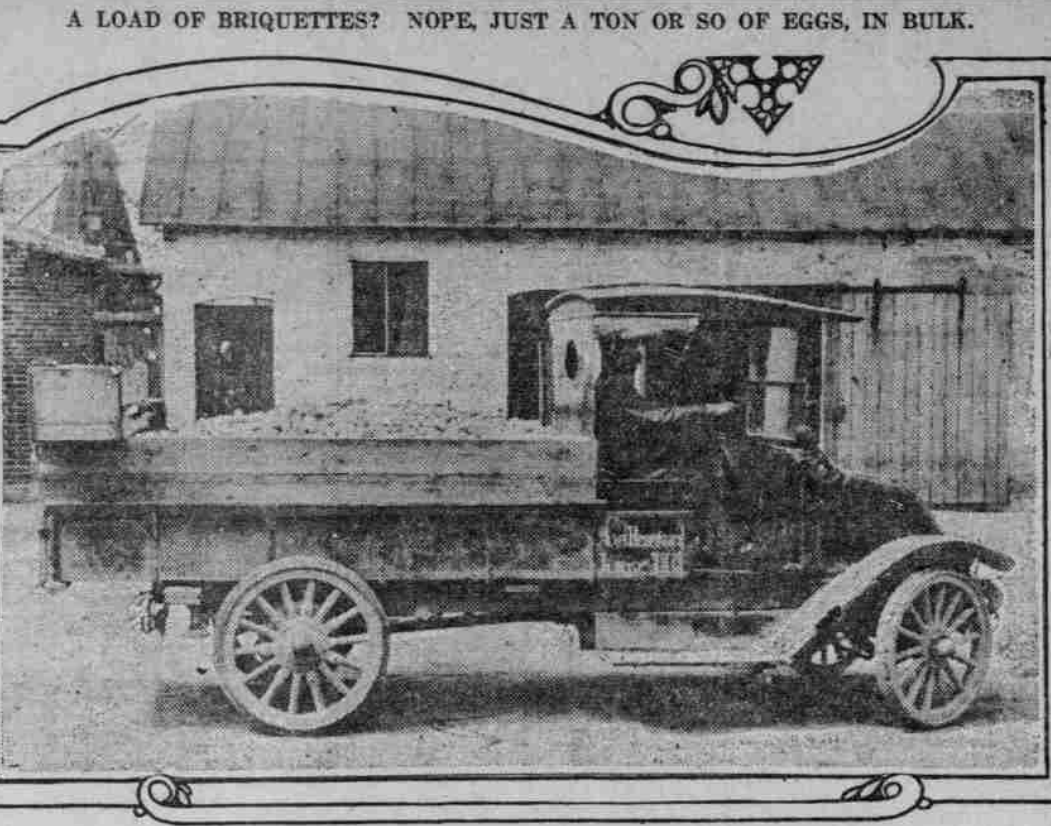
TIRE TRADEMARK ADOPTED
Local Concern Almost Ready to Start New Industry Here.

The trademark of the Columbia Tire corporation, Portland concern which within a couple of weeks will commence manufacture of automobile tires and tubes at its new plant in Kenton, has been adopted and was given out to the public last week through the medium of an enormous electric sign on top of the building at the southwest corner of Broadway and Burnside streets. The first floor quarters of the building have been taken by the corporation as Portland retail sales office.

The company trademark, declared to be one of the most distinctive in the tire field, consists of two sturdy arms upholding an emblem upon which are worked the letters "C. T. C." in unique design. The new tires will be marketed under the trade name "C. T. C." It is announced, and the trademark will appear upon the side of each tire. Machinery for the plant at Kenton is now practically all on hand and actual production will commence before the end of January, it is stated. When the wheels start moving at the Kenton plant a brand new industry, that of automobile tire manufacture, will start in Portland.

SEATTLE MAN IS PROMOTED
E. G. Norris Pacific Coast Manager for McQuay-Norris.

E. G. Norris, Seattle branch manager of the McQuay-Norris Manufacturing company of St. Louis has been appointed western manager of the company, effective January 1, 1923, according to announcement made by C. L. Derrickson, vice-president and general sales manager. He will have jurisdiction over the sales and distribution of McQuay-Norris piston rings, pistons and pins in California, Oregon, Washington, Idaho, Montana, Utah, Nevada and Arizona.



HERE'S HOW THEY HANDLE 'HENFRUIT' IN DENMARK.

Every day brings news of some new uses for motor trucks, but one of the most novel recently received is shown in the photograph above, which reached the International Harvester company of Chicago, makers of International motor trucks, from Karise, Denmark. The illustration shows a 3000-pound capacity International motor truck with a load of 22,000 eggs, weighing approximately 250 pounds. The truck belongs to Axel Brøsgaard, an egg buyer, and he purchased it two years ago from H. C. Peterson & Co., International representative at Copenhagen. Since then he has been operating it continuously, calling upon about 400 farmers weekly, buying eggs from them and hauling the product to the large centers. The above load is declared to be an average one. A regular express body with high flare boards is used in handling the eggs. A layer of straw three-quarters of an inch thick is placed between every layer of about 1300 eggs each for the first nine or ten layers, and after that no protection is placed between the eggs. There is little loss from breakage, it is asserted.

PEERLESS OFFICER HERE

BIGGEST YEAR IN INDUSTRY FORECAST FOR 1923.

Output at Cleveland Factory Now 75 Per Cent Enclosed Cars to 25 Per Cent Open.

With the last half of the present year, the period since the new Peerless models were brought out, easily surpassing any like period in the history of the Peerless Motor Car company, that big Cleveland (O.) company is swinging into 1923 on a larger scale than ever before. Such in the words of D. A. Burke, general sales manager, who paid a brief visit to Portland last week and conferred with W. R. Delay and others of the Velic Motor company, Peerless and Velic distributors for this territory.

"The new Peerless model, which has been well received in all parts of the country, was brought out about August 1. During the period from last August to next August, marking the first year for the new car, the Peerless company will produce 10,000 automobiles," said Mr. Burke. "This is nearly twice the number ever produced before by the company in any 12 consecutive months.

Mr. Burke is making a swing around the west studying business conditions and finding out the needs of the dealers. He arrived here from San Francisco and left for a brief visit in Seattle. He expects to return to California again before proceeding east.

Mr. Burke has been associated with automobile production for a dozen years and during almost the entire period since the Peerless organization and recognized as one of the leaders in the high-class motor car field. Collins, who was for a number of years with the General Motors and was president of the Cadillac under Durant, purchased a big interest in the Peerless a year or so ago and became president and general manager. The new Peerless, which was received in Portland last fall, is the Collins product. Mr. Burke entered the automobile field back in 1913 directly through the activity of Collins, he explained, the latter naming him as district manager for the Peerless product. Mr. Burke entered the automobile field back in 1913 directly through the activity of Collins, he explained, the latter naming him as district manager for the Peerless product.

SEDAN PARTITION IS OUT

HUDSON INTRODUCES DEVICE FOR ITS CLOSED CARS.

Glass Window on Top of Back of Front Seat Transforms Sedan Into Limousine.

The Hudson Motor Car company, which during the past year has distinguished itself as a leader in closed-car development and pioneered the famous coach type of closed car, which has been so popular, has taken another interesting step in this direction in the perfection of interior window equipment for the sedan, which turns the Hudson sedan, which but little effort, into a limousine.

News of the new device was received last week by C. L. Boss, head of the C. L. Boss Automobile company, Hudson and Essex distributors, in the form of a bulletin from the factory. It will probably be available in January, however, before any

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64-66 Broadway

distributors for

Thermoid

CARBIDE COMPOUND TIRES

Auto Accessories, Equipment and Parts

Across From the Artisans' Building and One Door North

of the new equipment is received here, he stated.

The device consists of a series of windows set within a frame, which fastens securely on top of the rear of the front seat of the sedan and extends to the top. One broad window is provided at the center and two narrower windows, one at each side, these latter being set at an angle to conform with the swing of the back of the front seat at either side. This center window is divided into two panes, which fold back and forth so that as much as half of the window may be open at one time.

The effect of the device is to transform the regular sedan into a limousine with rear seat entirely enclosed in glass and a partition between the front and rear seats. The sliding window provides communication when it is desired.

The entire equipment, it is stated in the description, is made to fit securely into the regular Hudson sedan without any alteration to the rear of the front seat and is constructed to be water-proof. The finish is made to conform with the interior finish of the sedan. Putting in or removing the entire equipment is but a matter of a few minutes, it is stated.

MOUNTAIN ROAD PRAISED

RAINIER OFFICER AMAZED AT OREGON ACHIEVEMENTS.

T. H. Martin Forecasts Pacific Highway Will Be Most Travelled Road in Country.

SALEM, Or., Dec. 30.—(Special.)—Admiration for the work that has been done through the mountain districts of Oregon by the state highway department was contained in a letter received here today by Herbert Nunn, state highway engineer, from T. H. Martin, general manager of the Rainier National Park company, with headquarters at Tacoma.

"I have recently returned from an automobile trip through Oregon and California," said the letter. "We drove with a party of six from Tacoma to Los Angeles and return. This was my first trip over the Pacific highway.

"I am writing now to express my appreciation for the work that has been done through the mountain districts by your highway department. I was astounded to learn the extent of your accomplishments through regions where work has been both difficult and expensive. I feel that the country at large is greatly indebted to Oregon for this splendid accomplishment.

"I believe implicitly that the Pacific highway will immediately establish itself as one of the world's most traveled highways in the world. The people of the southwest coming to the Pacific northwest in the summer, our people traveling to the southwest in the winter, plus the travel from other states moving over this highway during the summer months, will make an aggregate of travel hardly equalled by any other highway of considerable length in this country, and possibly in the world.

"It seems to me quite as important to our people to visit California as it is for the people of California to come to us. Our people have a lot to learn about the meaning and value of tourist travel and I know of no other way in which they may gain this information so well as to go personally to California and see what tourist travel has accomplished there."

CHEVROLET OPENS NORTHWEST ZONE

Portland Headquarters of Factory Organization. RICHMOND WILL RETURN

Ex-Portland to Manage Branch Here Covering Oregon, Washington, Idaho, Montana.

Establishment of a separate zone for the Pacific northwest by the Chevrolet Motor company, with headquarters in Portland, has been announced at the Pacific coast headquarters of the Chevrolet company at Oakland. Portland will be the headquarters of the Pacific northwest zone, which will include Oregon, Washington, Idaho and western Montana.

The establishment of Pacific northwest headquarters here by the Chevrolet company is looked upon as a decided forward step for the industry and indicative both of the way the industry has recovered from the period of depression and of the way in which the larger manufacturers are looking forward to 1923 as a banner year.

W. J. Richmond, well known here as traveling representative for the Chevrolet factory for this territory for a considerable period and for the past several months assistant to the Pacific coast sales manager, with headquarters in Oakland, will return as manager of the northwest zone, and is expected here during the coming week to take active steps to open headquarters here.

Portland was originally made headquarters for Zone 19 about three years ago under an expansion plan of the company and the large warehouse at East Second and Salmon streets was erected, being completed a little over two years ago. Shortly after that, however, the depression forced a change of plans and the local headquarters were abandoned, the entire Pacific coast region being consolidated into one zone. Under the new scheme going into effect January 1 the coast will be divided into three zones, the Pacific northwest zone, with headquarters in Portland; the northern California zone, with headquarters in Oakland, and the southern California zone, with headquarters in Los Angeles.

The big Chevrolet building at East Second and Salmon will be at once reopened under the new plan and general offices will be maintained there, and a stock of cars sufficient to supply the needs of the northwest territory will be kept on hand. Gradually the force will be increased, it is stated, and large supplies of parts and cars will be maintained. The building, covering an entire half block, and with two stories and a basement is one of the largest and finest in the city devoted to the automobile industry. It contains 60,000 square feet and is conveniently located on trackage. It has facilities for storing from 300 to 400 cars at a time, in addition to parts. This will care for the needs of the Pacific northwest amply, it is stated. "The reopening of the plan here will be a big thing for the city of Portland as shown by the fact that under the new plan between 15,000 and 20,000 Chevrolet automobiles, representing around 100,000,000 in value, will be distributed from Portland to Chevrolet dealers all over this territory, instead of being sent direct as during the last couple of years.

BIG CAR DEMAND FORECAST

Western Swing Discloses Splendid Business, Says Rickenbacker.

DETROIT, Mich., Dec. 30.—Unprecedented business in the middle west, the Pacific coast, with Los Angeles and San Francisco reporting the greatest volume of fall sales ever known, is the encouraging report made by E. V. Rickenbacker, vice-president and director of sales of the Rickenbacker Motor company, who on his recent return from a study of conditions abroad immediately made a flying trip through the middle west to the Pacific coast and northwest, visiting the distributors of his product.

"My survey convinces me that 1923 will eclipse all previous records," says Rickenbacker, "while for our own product there is an evident demand greater than we can hope to supply.

"There is no mystery in the wonderful demand the automobile industry enjoyed during the past year. We are now and will be for the next two years replacing the war-time product—which, truth to tell, was not up to standard—and filling up the gap left by the war-time famine of motor cars caused by turning many plants over to war work.

"The demand will continue through the winter. I look for a deluge of orders in the coming months."

New Hummobile Prices

Touring Car	\$1115
Roadster	\$1115
Special Touring Car	\$1215
Special Roadster	\$1215
New Two-Passenger Coupe	\$1385
Four-Passenger Coupe	\$1535
Sedan	\$1675

Effective January 1

These Prices F. O. B. Detroit—Revenue Tax Extra

Have you noticed that this is steadily becoming a Hummobile town?

Manley Auto Co.

A. B. Manley, President. K. K. Burkhardt, Sales Manager.

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NEW REO 5-PASSENGER SEDAN \$1885

Built and Priced to Establish a New High Standard of Sedan Value

ENDURING steel pan-fitting covers a sturdy frame work of selected hardwood, braced with drop forgings and fitted to foil the ravages of time and travel.

The seat cushions and form-fitting backs are unstinted in their use of coiled springs, curled hair and wadding. Over them is a heavy woolen body cloth, smoothly soft to the touch but of leather-like wearing qualities.

Body longevity is definitely promoted through the shock-absorbing design of the double-framed chassis. Radiator, engine, clutch and transmission are suspended in an inner frame, cradled within the outer member. Thus the weight of these units, instead of being superimposed at one point of the main frame, is distributed over half its length.

Fifty horse-power is developed by the famous Reo 6-cylinder motor, offering an abundance of speed and stamina for highway or byway. Whether high-gearing through city traffic, or bucking the sand and gumbo of the transcontinental run, the Reo owner is calmly confident of power aplenty.

Inside is seen a true example of how eye-pleasing and body-resting comfort are completely embodied when master coach-builders do their best.

Enduring beauty—craftsman-built body—arm-chair comfort—costly materials that look the part—down-to-the-minute completions—unflinching reliability. Where else will \$1885 buy as much motor car?

REO MOTOR CAR COMPANY, LANSING, MICH.

NORTHWEST AUTO COMPANY, INC.,
Fred W. Vogler, President
18th and Alder Streets. Phone: Broadway 1460.

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Remember: A used car is only as good as the firm with which you deal.

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