AUTOMOBILE SHOW IS SHAPING UP IN FINE MANNER THIS YEAR

Big Exhibit Is Already an Assured Success and Local Dealers Are Pleased.

ENTERTAINMENT PLANNED

Out-of-Town Guests to Be Taken Care of; Musical Part of Program to Excell.

The great underlying feature which will characterize the Portland Automobile show, which will be held in the Armory from January 23 to 30, and which is already becoming evident, is the earnest cooperation between dealers and car owners toward bringing to the northwest as large a percentage as possible of the tourists who will visit the coast this summer. One of the strongest inducements which can be offered the eastern visitor is the excellent touring facilities in the northwest, especially in the neighborhood of Portland, and, what is still more important, the many points of interest which are easily accessible.

The automobile show is already an assured success. Manager Rieg says that never before have the dealers and the public alike expressed so much active interest. The great auditorium will be filled to capacity with pleasure cars and trucks, and a special section will be reserved for a display of automobile accessories.

The accessory department this year will be of special interest. There are many new devices brought upon the market to increase the pleasure of the automobile owner. The great array of new accessories which have been placed upon the market this year—many of which will be seen in Portland for the first time at the auto show—are doing a great deal to revolutionize automobiling. Each of these new articles adds something—either to increase the efficiency of the car or to save work for the driver.

Entertainment Planned.

Plans are being perfected for the entertainment of the out-of-town dealers and automobile owners who have announced their intention of attending the show.

The musical program of the show will surpass anything heretofore attempted. A splendid 15-piece orchestra has been engaged. Singers will entertain in the auditorium and in the accessory department, and will render a varied program.

Beginning tomorrow the interior of the Armory will present an animated appearance. A score or more workmen, electricians and decorators will be turned loose with instructions to metamorphize the big structure into a fairyland, and if present plans do not miscarry the orders will be fulfilled.

During the past two weeks men have been engaged in the construction of trellises, columns, electrical fixtures and a hundred odd things that will go toward beautifying the building and rendering the exhibits more attractive.

Flowers in Profusion.

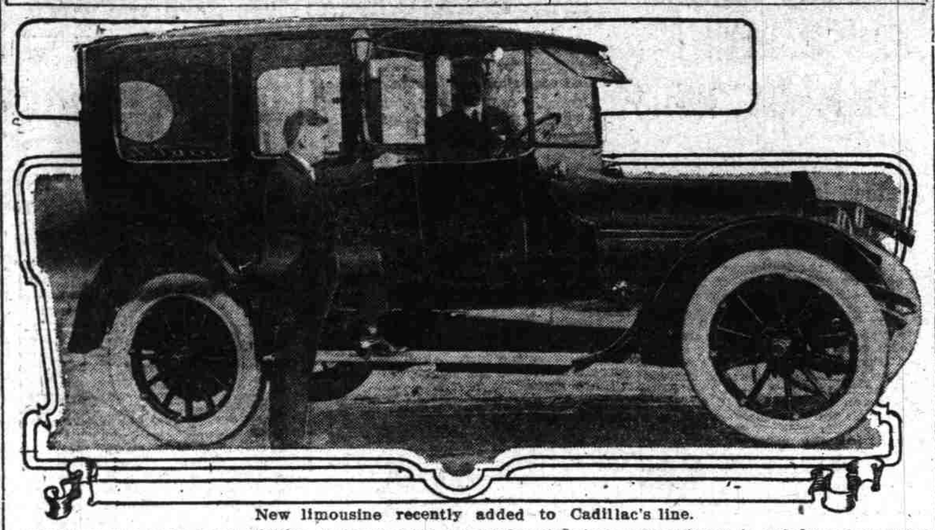
Flowers will be used in profusion. Each booth will be divided one from the other by white trellises, topped off with flower pots overflowing with blossoms. In addition to the indirect lighting system that will be installed, each booth will have its own system of illumination. The name of the cars and dealers handling them will be done in colored glass lighted by electric bulbs.

Members of the Portland Automobile club will feel right at home the moment they step into the Armory, for the reason that their club colors will be draped from the ceilings from one end to the other of the show rooms.

There is no doubt but that the show will be the biggest ever held thus far in Portland, and dealers are preparing to spring a number of surprises in the shape of new car models.

Society already considers the show in the light of a social event and the occasion will be surrounded by a number of "show parties," among other things.

HARD TO SUGGEST WHERE LUXURY COULD BE HEIGHTENED



New limousine recently added to Cadillac's line.

The Limousine is the latest addition to the line of enclosed cars now being shown by the local Cadillac agents at their salesrooms. In point of comfort and elegance it is difficult to suggest wherein the luxury or convenience of the Cadillac enclosed cars could be heightened.

The enclosed car is coming into more popular favor each year, and due to the many improvements in body styles, their use is not restricted to the winter season only. The Coupe and Sedan models are now so built that when desired one can enjoy the out-door air as freely as is possible in the open body car.

The Limousine accommodates three passengers in the rear seat. There are also two comfortable auxiliary seats which fold into recesses out of the way when not in use. The passenger compartment is upholstered in Friezette, the richness of trimmings being enhanced by a belt line of inlaid Circassian walnut. In addition to the standard lighting equipment, two interior quarter lights and dome light are provided and a pair of pillar lights outside.

The local agents anticipate more general use of the enclosed car type during the coming season.

RECOGNIZED RACES IN 1914 WERE 120

Summary of Sanctions Is Issued by American Automobile Association.

New York, Jan. 16.—A summary of sanctions issued by the American Automobile association for 1914 indicates that there were a total of 120 officially recognized automobile racing meets and runs as compared with 100 for 1913, 182 in 1912, 117 in 1911 and 166 in 1910. In the last five years 1910 stood first in the contest field. 1912 was next, followed by 1914. The two poorest years were 1911 and 1913.

A further analysis shows that 52 were on half-mile dirt tracks, 36 on one mile dirt tracks, 10 were road races, eight reliability tests, two hill climbs, four certified trials and one each of beach races, commercial vehicle tests.

On January 1, William H. Pickens, Oldfield's former manager, who has been under suspension for three years, was reinstated.

Many records made on speedways and tracks for the year were allowed, these including Indianapolis speedway records up to 500 miles, made on May 30. Oldfield, in the Stutz, gets two of these marks, namely 20 and 25 miles, and all of the others above this go to the foreign cars.

Concern Announces New Line of Trucks

Statement Is Made by Packard Motor Car Company; One to Six Ton Is the Series.

The Packard Motor Car company has just announced a new line of trucks, the series ranging in capacity from one to six tons. The one ton Packard is a new addition to the Packard truck family and marks the entrance of the concern into the light weight field.

Centralized control is one of the features of the trucks. The new models have a left drive and left side levers. The motor is automatically governed to prevent overspeeding. Provision also is made for electrical cranking and lighting apparatus and also a power take off for operating independent mechanism.

Says Newberg Road Regular Quagmire

R. P. Knight Will Make No More Trips to Town up Valley Until Roads Become Materially Better.

"Never again will I attempt to drive to Newberg in my automobile until road conditions are vastly improved," said R. P. Knight, wholesale hay and grain dealer of this city, upon his return from a trying journey to Newberg in his 30 horsepower Buick roadster.

Under good road conditions, Mr Knight is a frequent visitor to Newberg, and places his average driving time at 50 minutes for the journey.

Exactly two hours was consumed this last week by Mr. Knight in driving from Portland to Newberg via the Rex-Tigardville road.

He found the road a veritable quagmire, and near Sherwood was compelled to abandon the main road and follow a wood road in order to reach Newberg at all.

Billy Carlson Is Benedict.

Indianapolis, Jan. 17.—Billy Carlson, first entrant in the next Indianapolis 500 mile race, is now a benedict, his bride being Miss Marguerite Mazzini, daughter of an old Grandee family of Santa Ana, Cal.

FUND TO AID HORSES

The Royal Society for the Prevention of Cruelty to Animals is raising a fund for aiding British horses at the front, according to President Charles T. Jeffery of the Thomas B. Jeffery company, who is now abroad making the final arrangements for the shipment of several hunded auto trucks to the fighting nations of Europe.

Mr. Jeffery reports that the R. S. P. C. A., under the chairmanship of the Duke of Portland and with the sanction of the British army council, is raising the money to provide 2000 shelters for wounded horses, to cost about $25 each; 25 horse ambulances and motor wagons; 5000 rugs, new or old; 5000 woolen blankets, 5000 ordinary head collars and 5000 halters.

In a letter to an American friend, Mr. Jeffery deplores the enormous fatality among the splendid horses at the war, but takes a great personal pleasure in the fact that the auto truck is making unnecessary the slaughter of many thousands more of these noble animals. This remarkable machine, which drives, brakes and steers on all four wheels, is doing much of the work of the army transport on the firing line, going into places where ordinary rear drive motor trucks are unable to go, and usually escaping unscathed where horses would be simply mowed down by a hail of bullets and shrapnel.

WONDERFUL EFFECT OF GOOD ROADS IS SHOWN IN VIRGINIA

Estimated That $100,000 Spent Saved the Farmers $140,000 in One Year.

The Republican Herald of Winona, Mo., remarks editorially in a recent issue "that an improved road will increase vastly the productiveness of the area through which it runs has now been satisfactorily demonstrated by studies conducted by the United States department of agriculture in Virginia.

"Conditions in Spottsylvania county, Va., were investigated with particular care and results have proved surprising. In 1909 the county voted $100,000 to improve 40 miles of road. Two years after the completion of this work the railroad took away from Fredericksburg, the county seat, 71,000 tons of agricultural and forest products. Before the improvement of this road these totaled only 49,000 tons annually. In other words, the quality and quantity of the county's produce has risen more than 45 per cent.

"Still more interesting was the increase shown in the quantity of dairy products. In 1909 these amounted to 114,815 pounds; in 1911, to 272,028 pounds, an increase of practically 140 per cent in two years. In the same time shipments of wheat have increased 59 per cent, tobacco 31 per cent and lumber and other forest products 48 per cent.

"Of course the increase in quantity reduced the cost of hauling per ton materially. In other words, the farmers not only produce more, but produce more cheaply.

"From this point of view it is estimated that the $100,000 spent in improving the roads in Spottsylvania county saved the farmers of that county $140,000 a year."

These figures are interesting as showing the value of good roads to the farmer and should be taken into consideration when local bond issues are under consideration for the improvement of the Lincoln highway. If the farmers of the rural districts located along this great route can net 40 per cent on the money invested in improving the Lincoln highway and its connecting routes it would be worth while for them alone to construct the entire road.

CHICAGO TO REQUIRE FENDERS ON ALL CARS

Number of Accidents and Fatalities Cause of Passage of Ordinance.

Aroused by frequent accidents and several fatalities due to fenderless auto trucks, Chicago has passed an ordinance compelling the use of fenders on all motor trucks operating within the city limits.

The ordinance, however, does not go into effect until March 1, and by that time it is expected that a fender which will operate satisfactorily will have been discovered.

With this in mind the city officials have conducted a series of tests with different fenders but so far have found none that will work satisfactorily under all conditions.

In the tests, leather dummies, one representing a child, another a youth and the last an adult, are being used.

Tests last week with three types of fenders were used, and drivers struck the dummies at all angles and speeds ranging from 3 to 15 miles an hour.

Dummies were struck and rolled along the ground by the fenders in all tests where the machines traveled faster than seven miles an hour, while at three miles an hour a dummy was thrown in front of the fenders.

The tests are being continued.

DEALER FOUND ROAD IN PECULIAR SHAPE

Notwithstanding Snow Upon Ground Thoroughfare Is Actually Dusty.

Mr. and Mrs. George Cornelius, of Colfax, Wash., were in Portland this week on their way home after having spent the holidays with Mr. Cornelius' parents at Turner, Or. Mr. Cornelius is the pioneer automobile man of the Palouse grain region. He declares that business is good.

In speaking of road conditions, Mr. Cornelius describes a most unusual condition.

When he left home there was about 4 inches of snow on the ground, but the light dry snow had been cut out of the roadway, and although the sides of the road and the entire country was covered with snow, the roadway itself was actually dusty.

MOTORCYCLE CLUB IS PLANNING FOR LONG TOUR IN CALIFORNIA

Feasibility of Scheme Is Left to Committee to Investigate and Report.

AN EARLY SUMMER DATE

Expected That Between 300 and 500 Riders Would Make Trip If Pulled Off.

The Portland Motorcycle club has launched a movement for a big motorcycle tour of California during the late spring or early summer and has appointed a committee which has been instructed to ascertain the feasibility of the scheme and invite other northwestern cities to join.

The committee probably will report at the next regular meeting of the club.

The plan was broached at the last club meeting and was informally discussed. At the time the sentiment appeared very much in favor of it.

Should the proposition be carried through it is estimated that between 300 and 500 motorcyclists would take the trip.

The plans call for a general gathering of outside motorcyclists from such cities as Seattle, Tacoma and Spokane at Portland. Here the tour would be started officially. From Portland the Pacific Highway would be followed. Although the tour would end officially at San Francisco, scores, it is said, would penetrate further south on their two wheelers.

The distance between Portland and San Francisco is roughly 750 miles and has frequently been negotiated in three days without experiencing hard riding.

The plans, of course, are still unchristalized, but the club members are enthusiastic and take the stand that they are able to pull off the stunt, particularly in view of their recent success in handling the New Years' endurance run.

Takes Position With Gerlinger Company

W. M. Burns Quits Sales Force of J. W. Leavitt Co. to Take Like Position With Other Firm.

W. M. Burns who has been with the J. W. Leavitt company on the sales force in Portland for the last three years has just resigned to take a similar position with the Gerlinger Motorcar company. He will handle the new King eight cylinder which is being introduced to Portland for the first time this coming week.

Mr. Burns came to Portland from San Francisco with Mr. West, former sales manager of the Leavitt company here and now sales manager for the Gerlinger company.

Special "Auto Show" Section Next Sunday

Next Sunday's Journal will contain a special "Automobile Show" section of eight pages that will be given over entirely to automobiles and things related to them.

The front page of the section will be printed in colors, and will depict a small stretch of Oregon's wonderful scenic road—the Columbia Highway.

Inside the covers will be found illustrations of all the latest motor car models, among other things; also newsy articles. In short, the show edition will be up to The Journal's usual standard—clean-cut and interesting.

Those who plan to attend the auto show should not miss this number. The pages will be brimming over with "auto information," conveyed by picture and story.

A French physician recommends aviation as a remedy for nervous disorders.

CREED FOR SALESMEN IS JUST COMPLETED

C. M. Menzies, sales manager for the Northwest Auto company of this city, has just completed a "Sales Creed" for the benefit of the agents and salesmen connected with the concern.

It is based on his own experience in the automobile game and is here reprinted just as it came off his typewriter.

1. A firm and unshakable belief in the goods you are selling.
2. Absolute faith in and loyalty to the factory whose product you sell.
3. Honesty of purpose and the desire to please your customer.
4. Enthusiasm—and lots of it.
5. "Charm of manner." If you haven't it, be sure to cultivate it; it is very important.
6. Never treat a customer with indifference after getting his money.
7. Try to be helpful to others in the trade. Any "tips" or information you can give to other salesmen often act as a boomerang for your own good.
8. Don't talk too much, but try always to talk effectively and to the point. "Concentration is the life of trade."
9. Above all things, work, work, and work hard.
10. Have full confidence in your ability to put the sale over and attack each sale with determination. Do not permit doubt and fear to undermine your efforts.
11. In attempting to make a sale, go at it with the full expectation of selling your customer and not in a half-hearted or doubtful way.
12. Try to recognize the "psychological moment" then "put it over" and get the money. This calls for the sixth or intuitional sense, which we should all endeavor to cultivate.

STATE'S RIGHT TO TAX ALL MOTORS UPHELD BY SUPREME COURT

Cars From Without Boundaries Must Pay if They Come Inside, Is Decision.

EFFECT ON TOURS FEARED

Automobile Men Will Try to Stop Further Legislation Lest Interstate Driving Be Curtailed.

The constitutionality of Maryland's automobile law which imposes a tax on all motors from out of the state which traverse her highways was upheld by the United States supreme court last week and lets down the bars to such laws throughout the nation.

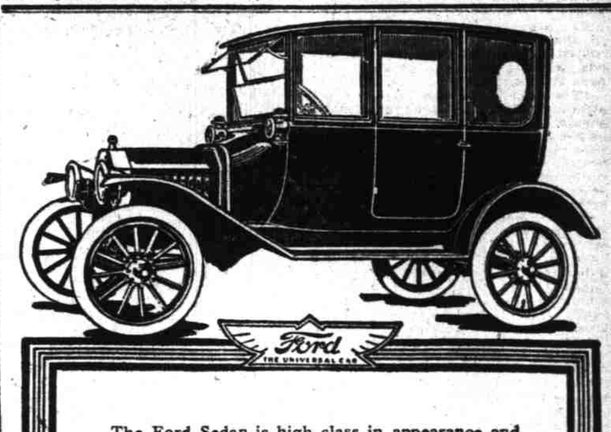
In short, every state in the union can take a shot at the visiting motorist by saddling a tax on him the moment he drives within the state lines if it wishes.

The decision was rendered by Justice McReynolds and in affirming the decision of the lower court he said in part:

"He (the plaintiff)) decided to make a test case of the matter and it was argued before the supreme court in November of this year. The decision establishes the right of a state to require an automobilist living in another state to take out a license before traveling over its roads.

"It is understood that eastern automobilists already are preparing to take some sort of action to prevent the adoption of such a law by other states, on the grounds that its enforcement would act prohibitorily in regard to long touring trips. They point out that in the west particularly, the mecca of eastern tourists in greater numbers each year, such laws would act as a positive detriment. The state as a whole, they say, would gain a few dollars and citizens would lose hundreds in trade by the operation of a foreign license measure."

Journal Want Ads bring results.



Ford
THE UNIVERSAL CAR

The Ford Sedan is high class in appearance and appointments. All the luxurious conveniences you desire in a family car. It carries five passengers comfortably. The seats are restful, and splendidly upholstered with cloth of the highest quality. Large doors give convenient entrance on either side. Plate glass windows give the qualifications of the closed limousine for inclement weather, and plenty of fresh air when open. With high quality in detail is economy in maintenance—less than 2c a mile.

Ford Sedan $975; Coupelet $750; Town Car $690; Touring Car $490; Runabout $440. All fully equipped, f. o. b. Detroit.

On display and sale at Ford Motor Co., East 11th and Division Sts., Portland, Ore. Phones, Sellwood 2323, B-2341.

Buyers will share in profits if we sell at retail 300,000 new Ford cars between August 1914 and August 1915

Come Out of It!
Put on a Master Carburetor.
YOU WILL GET MORE POWER ON LESS GASOLINE; YOU WILL GET LOTS OF THINGS YOU DON'T GET NOW.
Ask for the Master Book—It's Free!
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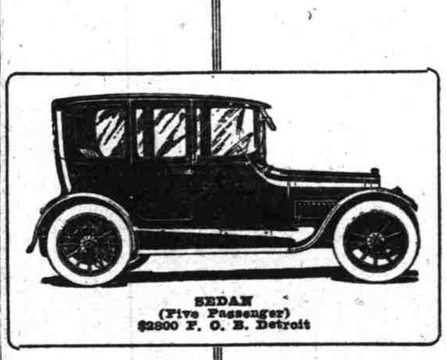
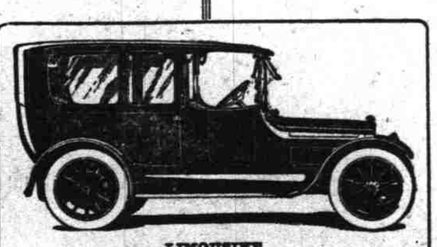
Cadillac
Standard of the World

LANDAULET COUPE
(Three Passenger)
$2500 F. O. B. Detroit



SEDAN
(Five Passenger)
$2800 F. O. B. Detroit



LIMOUSINE
(Seven Passenger)
$3450 F. O. B. Detroit

CADILLAC ENCLOSED CARS
Now on Exhibition at Local Salesroom

Here is provided the harmonious blending of the highest engineering achievement with the utmost in designing art and coach building skill.

The engineers have provided an eight-cylinder motor of superlative smoothness. The coach builders have provided a dignified and luxurious environment.

The liquid smoothness of these cars is supplemented by a sense of complete seclusion; the seclusion by a sense of rest and relaxation; the restfulness by a sense of unexampled ease and elegance.

Buoyant springs, deep soft upholstery, appointments in quiet good taste but still almost palatial — all of these soothing influences bring supreme comfort to mind and body and leave you almost oblivious to the fact that you are borne along by mechanical means.

Covey Motor Car Co.
Washington Street at Twenty-First
Portland