

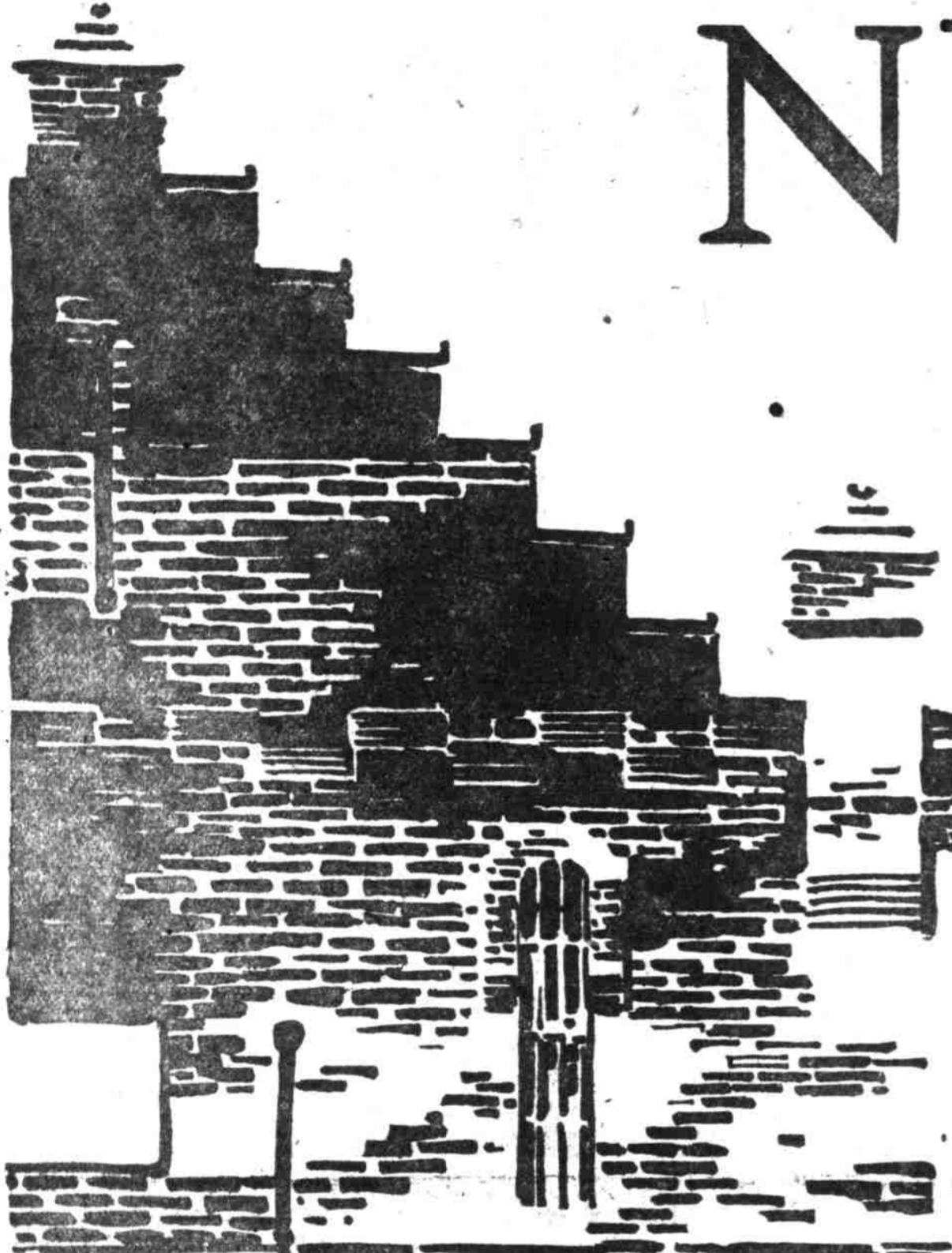
PORTLAND, OREGON, SUNDAY MORNING, JANUARY 21, 1917.

AUTOMOBILE NUMBER



EIGHTH ANNUAL AUTOMOBILE SHOW

Jan. 27. to Feb. 3, 1917.



FOR one week, beginning Saturday, Portland pays tribute to the automobile, whose manufacture constitutes the second greatest industry of the land.

From January 27 until February 3, the many beautiful cars which distinguish the product of 1917 will be displayed in the Armory in almost twice the number that have ever been shown at a Portland exhibit.

That it will be of compelling interest to the general public is certain from the very elaborateness of the array of cars. Many special carloads of finely finished closed and open machines will be arriving in Portland all week to be placed under this great roof.

The year past was the greatest in the history of the motor car. Production in every factory was almost doubled over what it had been the previous year. Touring received a new impetus, felt in every part of the United States.

In consequence it is an assured fact that America will be on wheels more than ever this year, which undoubtedly accounts for the development of comfort details in 1917 cars.

The first glance through the spacious rooms of the Armory will be convincing of one point—that the builders this past year have decided that the engines and motors needed less attention from the standpoint of development than the bodies.

Many of the models will show the same engine

that was mounted in the same chassis last year, but the makers of the car in question will be just as enthusiastic over their work on the body and in the detail of the car. American cars, even in the very lowest priced, are showing less and less the earmarks of production methods which count the product not in singles or dozen, but in thousands.

Even the big makers, those who produce 100,000 cars and more annually, will show models, direct from the factory, that are carried in stock, and that have personality; cars that show that man really had a hand in their making, that it was not all the work of gigantic presses, of drills which bore every hole in a motor at once, and of machines which all but put in the cotter pins in the work of assembling.

In almost every instance, the exhibitor is showing some car which is specially painted and which shows that the production methods of American factories are beginning to cope with the demand which has ever been greater than the supply.

For these great builders to stop for such details entails more cost and confusion in a great factory than the layman would think. Imagine the great drying rooms where those specially painted and detailed bodies must stay for days. Each operation means a repetition of the drying process and where the bodies formerly appeared in one color and then were sent on their way, the expansion of the great plants enables them to give more than ever in the way of detail in spite of the ever-increasing production.

As you wander down one aisle and up the other,

your impression, if you are keenly on the alert for comfort, will be that the bodies are roomier, and even in the smallest cars have sufficient leg room for both driver and passenger.

Steps in that direction have been greater this year than for some time. Some cars show as much as four inches more room in the tonneau and a full three inches in the driver's compartment without materially increasing the size of the body. Better upholstery and stronger construction of walls and seats has made it possible to do all these things.

The exhibit generally will show a remarkable diversion in color, and in that respect will look almost like the days of the first automobile shows. Many dealers are exhibiting what they call stock models in blues, reds and greens, usually in the darker shades or combinations.

Limousines and town cars are to be seen, one of special interest coming to the Portland show being a car with black running gear and fenders, cobalt blue body and red wheels. This model is a town car.

All in all, Portland will be better treated than it has ever been, for this is the first time in local history that the exhibitors have almost been fighting among themselves in their eagerness to buy up the space.

Over 100 cars will be on display, which is about 50 more than have ever been there before. One dealer will have 13 different types of cars in four different makes to show the public. Several other big exhibitors will run almost as high in the number of cars shown. (Continued on following page.)

