

### BIG CROWDS ARE EXPECTED TO VISIT SHOWS IN EAST

Advance Forecasts Indicate Record Attendance at New York and Chicago Expositions.

New York City, Dec. 18.—Advance forecasts indicate that all attendance records at the coming New York and Chicago automobile shows will be smashed, with a revival of motor car buying following closely in their wake.

A canvass of manufacturers reveals that more careful attention is being paid to the preparation of exhibits than ever before and this, with the numerous new models that will be on display, is expected to stimulate interest in a degree that will cause all previous show records to be surpassed.

In years gone by, many shows have been open to the criticism that they were generally drab and colorless, most manufacturers displaying their standard models, finished in dark blue or black. This year it is expected that the reverse will be true, with sombre colors conspicuous for their absence.

Manufacturers are known to be devoting close attention to the color scheme of their exhibits, so that the show visitor may expect to be greeted by a display of vivid brilliancy when he enters the portals of either the Grand Central Palace or the Chicago Coliseum.

The fashion set by the national shows, of course, will find reflection in all the other shows held throughout the United States next spring, auguring exhibitions of greater interest and attractiveness than have been witnessed in years.

### SOMETHING IN AUTO LINE IS FINE PRESENT

(Continued From Page One)

the top. Arrange with a top man to fix the hole or buy some cloth and a can of top material and go over and fix the weak spot yourself.

A man may have a horn of too rancorous a tone. Buy him another warning signal with a sweeter voice.

Some motorist may have persisted in trying to run you down each day as you emerge from your home. Suggest a pair of spectacles and offer to defray the expense. Another man's car may need polishing. Get a can of dressing, tie it up with a blue ribbon or some gilded string and leave it on his doorstep with the morning paper.

#### IT WOULD BE A CHANGE

With simple joy one could surfeit the heart of the man down the street by going over early Christmas morning with an armful of rags and cleaning and greasing his car for him. You would be friends for life. Another fellow with a passion for warming up his motor before breakfast has been sharing your sheep. Buy a hot-water bag for his manifold or chip in with the householder on the other side and purchase a garage heater. The mere fact that a tinge of self-interest has prompted your thoughtfulness will not detract from the value of the gift. Many a man has made his wife the present of a library smoking set for Christmas. A couple of new spark plugs would fit in the toe of the average sock, as would a box or tire or tube patches. A silver-plated oil can would be the very thing for a man one knew to be without that useful instrument.

And so forth. Who knows but that the first automotive Christmas would see many useful and needed gifts finding their way into the hands of friends. Eventually, of course, the public would fall into the habit of presenting a friend with articles of which he already has an abundance. But we do that now. The man who already has a nice pipe and who intends never to purchase or to smoke another until his own pipe goes by the board would be no more chagrined or disgusted at receiving another than would the man possessing a cigar lighter on his dash at finding another among his Yuletide presents, probably presented by a man who had lit his cigar at the self-same contrivance only the week before. But it would be a change, say for the first two years.

### Barbur to Take Steps Get Share Of License Money

City Commissioner Barbur will at an early day ask the members of the city council to cooperate with him to secure state legislation changing the state law disposing of the automobile license money collected from Portland automobiles, that the city may participate in the revenue, amounting to approximately \$175,000 a year.

The state law gives the state highway fund 15 per cent of the license collected, the remaining 25 per cent going to the county road fund. The city was entirely eliminated in the disbursement of the funds thus provided by its citizens, and Barbur insists the city is entitled to a fair portion of that revenue.

"The city keeps its thoroughfares up for the use of these automobiles at great expense and is certainly entitled to a share of the license collected," Barbur said.

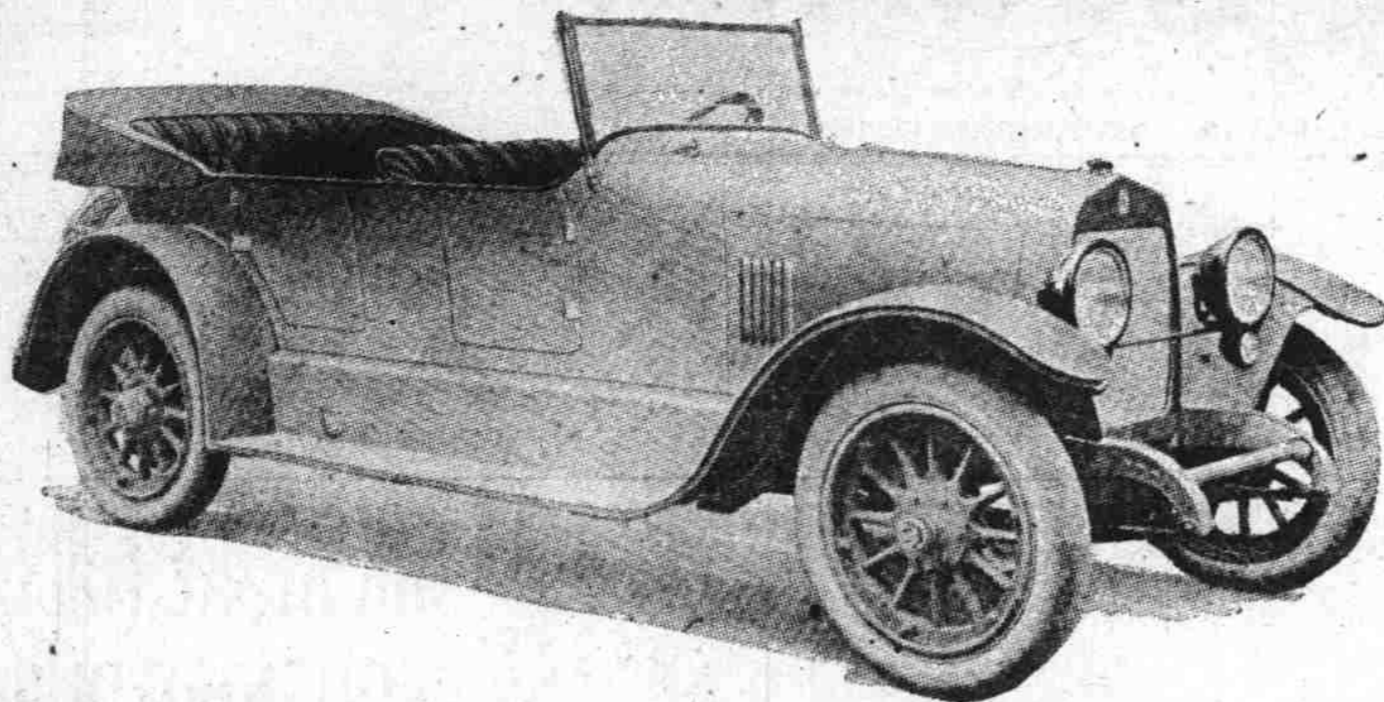
### Pacific Highway Is Now Complete From Castlerock North

Kelso, Wash., Dec. 18.—The Pacific highway route north from Castlerock has been completed and thrown open to traffic. For the past year grading operations on that portion of the highway have forced travel over a bad detour road.

Gravel Contract Let South Bend, Wash., Dec. 18.—The commissioners of Pacific county have opened bids for graveling the Ocean Beach highway from Nema to Naselle, a distance of about six miles. Schulz & Tuttle were the lowest bidders with \$29,851.95. Bids were also received from K. L. Coulter, Willapa Construction Co. and H. H. Ross.

In the Algerian Sahara the Arabs are abandoning their famous horses for motor-propelled machines.

### NEW CAR WILL MAKE ITS APPEARANCE SOON



Here is the new Du Pont Four, which will be handled here by the Weller Motor company, Fifteenth and Washington. The Du Pont is the latest acquisition to the motor car world and is a creation of the vast Du Pont interests, of Wilmington, Del. A distinct foreign note can be seen in the lines of body and chassis and as a four will be one of the higher priced cars of that unit of power sold in Portland. H. H. Bromberg, sales manager for Weller Motor company, has arranged with factory representatives to have one of the cars in Portland for the automobile show. It will be the one absolutely new car to be displayed this year.

### NEW OLDSMOBILE MODEL ON MARKET

Four-Cylinder Car Is Soon to Appear in Oregon, Says Edward E. Cohen.

Edward E. Cohen, manager of the Oldsmobile Company of Oregon, returns from a trip East to the Oldsmobile factory with news that Oldsmobile manufacturers are putting a new car, their four-cylinder job, on the market at once. Cohen was able to arrange for a shipment before leaving Lansing and word since has been received that the cars are now on the road. This will give Oldsmobile fans three models, an eight, a six and a four, from which to choose.

The factory has been experimenting with this car for over two years and it is now in production. The car is being built in 5-passenger, roadster, coupe, and sedan models, and resembles the present models turned out by the company in many particulars. The chassis has 115-inch wheel base, calls for 22x4 tires, the motor is the valve-in-head type with cylinders 3.11-16 bore and 5 1/4-inch stroke. The cylinder head is of special design with three exhaust ports. In addition to filling himself up with tales of the new car, Cohen was well satisfied with business conditions in the

East. He expected to find them in bad condition, but upon arriving at Lansing and holding pow-wows with bankers and merchants of varied and sundry degrees of optimism and pessimism, he was finally convinced that things were not as bad as they had been reported and were slightly better than they looked. Eastern men are taking the present depression with becoming fortitude. Here is what Cohen heard:

"Of course we are having a depression, but it is only business returning to a pre-war basis"; "salesmen must realize their vacation is over and get to work"; "real salesmen are hitting the ball harder than ever"; "what we need is more faith—more belief"; this readjustment period was bound to come—it is here—and it will be here for several months, but elements of prosperity are to be found if we look for them"; and so forth. Everybody is hopeful. Cohen admits he didn't have such a bad trip, after all.

### Nothing in a Name; R. G. Shirk Becomes Goodyear Manager

R. G. Shirk, formerly with the Goodyear factory at Los Angeles, has just been appointed sales manager for Southern Oregon and will make his headquarters in Portland. The state will be divided between the present sales manager, C. B. Reynolds, and Shirk, both Goodyear officials, having their working forces reporting for duty here. "Shirk" queried the man with the cloth hat. "Well—how in the world did you live it down sufficiently to become sales manager?" "Son," said the new sales manager, politely, "one thing I like is originality. There have been two more before you for me to laugh at that pun."

### HIGHWAY BIDS TO BE RECEIVED

Tenders to Be Opened at Meeting of Commission in Portland January 4.

Salem, Dec. 18.—Bids will be received by the state highway commission for the improvement of 74.1 miles of public highway at its meeting in Portland January 4, according to notices being forwarded to contractors by the department here.

This improvement work includes 18.7 miles of paving, 20.9 miles of grading, 12.5 miles of graveling and 25 miles of crushed rock or macadam. Six different projects are represented in the call for bids, as follows:

- Huntington-Nelson section, Old Oregon trail in Malheur county, 19.4 miles of grading.
- Port Orford-Hubbard Creek section, Curry county, 1.5 miles grading.
- Seufert-Deschutes section, Columbia river highway, Wasco county, 12.5 miles graveling.
- Lexington to the Gilliam county line section, Oregon-Washington highway, Morrow county, 25 miles crushed rock or macadam.
- Roseburg-Dillard section, Pacific highway, Douglas county, 6.7 miles paving.
- Divide-Walker section Pacific highway, Lane county, nine miles paving.

### PERMANENT ROADS SPELL ECONOMY, SAYS MOTOR MAN

F. C. Atwell Believes Fewer Durable Highways Better Than Greater Number of Poor Ones.

The state of Oregon is now embarked on a road improvement policy which, because of the vast mileage and enormous expenditure involved, is receiving attention from those interested in highway construction in all parts of the United States. While there are many angles for the state officials having the highway work in charge to consider, judging from the experience of others, the most important is in relation to traffic the roads will be called upon to bear.

It is pointed out by F. C. Atwell of the Mack International Motor Truck corporation, distributors for Mack trucks, that hundreds of millions of dollars have been spent on highway improvement in various parts of the country, which in subsequent years was found to have been largely wasted, inasmuch as the roads proved but temporary expedients.

PERMANENT ROADS SUGGESTED Highway engineers five years ago could not approximate even the traffic of today, and it is probably equally as true that today cannot indicate the future needs. However, it is advisable, in Atwell's opinion, to approximate these needs as nearly as possible.

"From all past experiences, would it not be more advisable to build less mileage of greater permanence than vast mileage of less durability?" asks Atwell.

"The roads of California have a national reputation, but indications are at this time that this reputation is not going to survive for many years. The reason is that when California's population voted millions for highway improvements political influences were exerted whereby roads were offered in trade for votes. That is, it was found the easiest way to get support for the bond issues was to designate in advance where the roads were to be located. That meant the amount of money obtained had to be distributed over a wide territory.

#### CALIFORNIA ROADS THIN

"Highway engineers recently made a survey of California's highways, and it was stated by a road engineer that California's roads are the thinnest, lightest and poorest in the country—considering the amount of money expended on them. They were spoken of as mere shells or a veneered surface which cannot withstand traffic needs. Fortunately for California, climatic conditions are less severe than in most states, so the veneered roads will last longer than in other places, but nevertheless the neighboring state some day will awaken to the mistake of building roads primarily for mileage rather than for durability."

### Hugh Higgenbottom, Dodge Traffic Man, Is Entertained Here

Hugh Higgenbottom, until recently traffic manager for Dodge Bros. at their central factory, passed through Portland last week en route to his headquarters in Seattle, where he will assume the post of representative in the Northwest for Dodge. He was the guest of the Covey Motor Car company, Dodge distributors, while in the city. Higgenbottom takes the post recently vacated by John A. Nicholls Jr., who has been relieved as district representative to take over the New York distribution for Dodge cars.

Higgenbottom has been with Dodge for the past 10 years, before the time when the now famous dual partnership began the manufacture of its own motor cars. "We were making units for Ford in those days," said Higgenbottom, "our first contracts calling for 200 units. Inside of five years our contracts had jumped to 300,000 units yearly, the figure for the last two years we were engaged in that business." Dodge has since manufactured 500,000 cars.

Oregon's 112 flour mills have a daily capacity of 22,000 barrels. Of the year's output of 3,800,000 barrels, 2,500,000 barrels went into the export trade.

**Another FEDERAL** 1 to 5 Tons

We do not claim Federal Motor Trucks to be better than the best, but better than the rest.

A Size for Every Business

*William L. Hughson Co.*

**SERVICE FIRST**

80 North Broadway at Davis Street  
Phone Broadway 321

San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland

**Studebaker**

**LIGHT-SIX SEDAN**

**\$2150**  
f. o. b. South Bend

The Gift Supreme for All the Family

**America's Greatest SEDAN VALUES**

There never was a better time than now to place your order for a Sedan. And while you're doing it, better choose a Sedan that gives you the maximum value—in quality, performance, appointments and enclosed car comforts . . .

. . . in other words, a Studebaker Sedan!

Such quality as you find in a Studebaker-built Sedan—such stability of design and refinement of appearance—is possible only because of Studebaker's great resources and manufacturing experience, and the fact that these cars are built complete by Studebaker in Studebaker factories.

**THE LIGHT-SIX SEDAN**  
5-passenger; 40-horsepower; 112-inch wheelbase  
Low-hung, instantaneously responsive, easy to drive, and remarkably safe and comfortable. Its light weight, in combination with its mechanical efficiency, insures unusual economy in gasoline and tires. In its quietness of power and freedom from vibration, it sets new standards in closed car comfort. Distracting noises and discomforting body vibrations have been eliminated.

**\$2150**  
Cord Tire Equipped  
f. o. b. South Bend

**THE SPECIAL-SIX SEDAN**  
5-passenger; 50-horsepower; 119-inch wheelbase  
Everything essential to the owner's satisfaction, pleasure and comfort has been provided. Nothing that would add to comfort and convenience—to protection and utility—has been neglected. Its four doors offer easy entrance and exit for all passengers. Its performance and appearance are combined with features of appointment that every connoisseur of closed car quality will quickly appreciate.

**\$2750**  
Cord Tire Equipped  
f. o. b. Detroit

ALL STUDEBAKER CARS ARE EQUIPPED WITH CORD TIRES—ANOTHER STUDEBAKER PRECEDENT

**W. C. GARBE, Inc.**  
Broadway and Burnside Phone Broadway 616

There is a Studebaker Dealer Near Your Home

**Studebaker**

**SPECIAL-SIX SEDAN**

**\$2750**  
f. o. b. Detroit

**Ford**

**THE UNIVERSAL CAR**

For the Whole Family—A Ford Sedan

Use your Christmas money—all of it if necessary—as a payment on a Ford Sedan—or Coupelet—for delivery on Christmas morning. Pay the balance in monthly installments if you desire. But arrange today to have a Ford Sedan delivered to your home Christmas morning.

The Ford Sedan is Oregon's comfort car. It takes you everywhere, all winter, with as much comfort as if you were home by your own fireside. That is why Ford closed car sales have increased 1500% each month this year over the corresponding month last year.

The price is right—it is cut to the lowest price ever quoted on the Ford Sedan. The retail price is fixed by Mr. Ford—even to the amount of freight charged. That is your protection wherever you buy, from Ford dealers everywhere.

All the beauty of an electric, all the comfort of even temperature, regardless of weather conditions, with the sturdy power, dependability and economy of the Ford chassis and engine, at a price you cannot resist.

Chassis	\$360	Touring (with Starter)	\$510
Runabout (regular)	395	Coupe (with Starter)	745
Runabout (with Starter)	465	Sedan (with Starter)	795
Touring (regular)	440	Truck (Pneumatic tires)	545

The Prices Listed Above Are F. O. B. Detroit

For Sale by the Following Authorized Ford Dealers:

Francis Motor Car Co. Grand Avenue at Hawthorne	Wm. L. Hughson Co. Broadway at Davis	Talbot & Casey, Inc. East Ankeny at Grand
Palace Garage Co. 12th Street at Stark	Rushlight & Penney, Inc. East Third at Broadway	Robinson-Smith Co. Sixth at Madison

"Have a Ford Sedan Delivered Christmas Morning"