

AUTOMOTIVE SHOW TO BE BIG BOOST FOR MOTOR TRADE

Great Interest Is Being Displayed in 1921 Classic; Public to Be Surprised by Dealers.

That the automotive world of Portland and the Northwest will receive strong upward impetus through the holding of the twelfth annual automobile show, at The Auditorium the second week in January, was the consensus of opinion voiced at two different automotive association meetings held Monday night.

The meeting of the Automobile Dealers' association was held at a dinner in the Tyrolean room of the Benson hotel and was attended by over 30 prominent dealers. Immediate action was urged toward the modification of the present law to eliminate double taxation on automobiles in the process of distribution, which in the viewpoint of the automobile industry is unfair to good business. Three new members, Weller Motor Car company, J. H. Graham and Scripps-Booth company, were elected to the membership of the association at the meeting, and these new members will add their display of cars to the large display that is to be featured at the annual show. Lefty Fields presided in the absence of President Robinson.

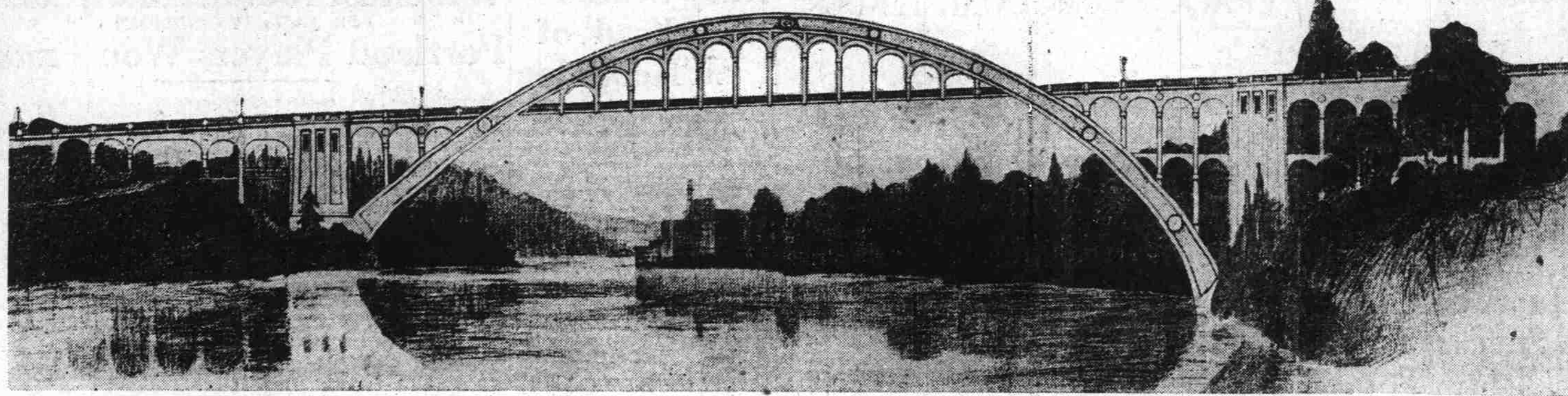
The Automotive Equipment Manufacturers and Distributors' association met in the green room of the Chamber of Commerce to allot space in the balcony rooms of The Auditorium for the accessory exhibits at the 1921 show. The space was allotted by drawing and the meeting was attended by 25 of the leading accessory men. Plans for an elaborate display of this feature of the show were discussed, and much enthusiasm was displayed in making the show a big success.

There are 28 passenger car dealers in Portland who are members of the Automobile Dealers' association, and out of this 28, 24 have already taken space in the display of their cars in "The Beauty Show of the Automotive World." These 24 dealers represent 51 different makes of automobiles and 131 models will identify these different makes. Two members of the association have delayed making their applications for space pending readjustment in their individual organizations. It is expected the balance of spaces totaling 144 will be taken this week.

First reports were that the 50,000 square feet of floor space at The Auditorium to be utilized for the display of passenger cars would allow for the exhibition of 164 cars, but this was found to be in error, as the space as originally planned allows for only 144 cars. Every available foot of space, however, will be used.

The accessory men gathered for the allotment of space in the balcony rooms of The Auditorium, where the accessory exhibits will be displayed. The space was allotted by drawing, similar to the method used by the automobile dealers and the meeting was attended by over

NEW SPAN ACROSS WILLAMETTE AT OREGON CITY MADE CERTAIN BY COURT DECISION



Plan of proposed arch over Willamette at Oregon City upon which state highway commission based its cost estimates prior to cessation of proceedings as the result of an adverse decision by the supreme court in the Clackamas county road bond case. In effect, this decision was reversed last week when the same court upheld the legality of the Union county bond issue, the two cases being parallel. Whether the structure will be built according to original plans, these plans modified or an entirely new design adopted is not yet decided.

25 of the leading accessory dealers of this city. Plans were also discussed for extensive displays of this part of the show. Space was allotted to the following firms: Double Seal Rings company, Universal Tire Filler company, Strine Cycle company, Motor Equipment company, U. S. Manufacturers and Sales company, Paragon Disc Wheel, R. E. Allen & Guise, The Alemise company, King Bee Spark Plug, Automatic Electric Brake, Harper-Burg, Inc., Universal Garage Door Opener company, Northwest Battery Service company, and the Halstead, Specialties company.

Accessory Concern Unites Departments Under Single Roof

David Hodes, head of the David Hodes company, accessory, parts and equipment distributors on a large scale, noted as the "Man with a Million Parts," has moved his place of business from 111 North Broadway to the quarters formerly occupied by Chanslor & Lyon, at Broadway and Couch streets.

One advantage the move will give Hodes is the chance to unite his new and used parts departments under one roof. For some time he has maintained a separate establishment for used parts. In the new building the street floor will house the salesrooms for new parts, while the generous cellar space will be used to store and merchandise salvaged parts.

Mezzanine floor space in the new quarters will be utilized as offices and storage room for stocks of parts and accessories. Hodes is remodeling the lower floor to suit the distribution of his stocks and will probably re-decorate the salesroom as well.

Portland's brass foundry business represents an annual volume of \$1,500,000.

FELLOWS ALONG THE ROW

FRED W. VOGLER, president of the Northwest Auto company, who recently left for the East, is in Akron today, according to word received from him, and expects to go to Indianapolis tomorrow. He is due to start for home December 24. He expects to visit both the Chicago and New York automobile shows this month.

EARL F. HEYM, at one time junior partner in Lester-Heym company, Dodge repair experts, is back from a visit to Detroit, where he went through the Dodge factory. Heym has been on a vacation with friends and relatives in Michigan. He is now with the Covey Motor Car company, looking after service.

L. G. RAILSBACK, who has been connected with various motor car firms in the city, formerly Peerless salesman for the D. C. Warren Motor Car company, is now with the Portland Motor Car company, selling Nash cars.

ROY SATTERTHWAITTE, manager of the Garford Oregon Motor Sales company, has gone into the Burns country on a business trip. This territory is said to be a very promising truck field and as yet is undeveloped.

E. S. GORRELL, sales extension manager for Nordyke-Marron company, and famed as one of the most efficient engineers in the air service during the late war, and the youngest colonel in the service, will be in Portland the latter part of this month.

RAY HART of the Stewart Products Service station, 34 North Broadway, left for California last week to be gone a month. He will make a few visits in the southern state and then go East to visit the Stewart factory.

JOHN A. WALKER of the John A. Walker Tire company, distributor for Pals tires, says business so far this month has equaled that for the entire

company, with branches in Seattle and Spokane, spent last week here looking after the affairs of his Portland branch. Laher says business is unusually good for this time of year.

L. D. ALLEN, formerly of Allen & Hebard, equipment dealers, is rumored as the guiding genius of a new shock absorber for the Chevrolet. Allen has been out of the automobile business for some time.

EDWARD R. MORRIS, at one time with the Beaver Motor company, now at the head of his own concern in Broadway near Ankeny, has procured the Portland agency for Samson tires.

HOWARD M. COVEY returned recently from Seattle, where he attended a Northwest conference of Dodge dealers and distributors.

G. A. MALCOLM, head of the Malcolm Tire company, went to California last week on a combined business and pleasure trip.

Johnson Announces The Consolidation of Two Electric Firms

L. J. Johnson of the Electric Service Auto company, 391 Oak street, recently announced the consolidation of his company with the Northwest Battery Service company, and that the business of which he formerly was the head and of which he remains the manager, will be one of a chain of battery service stations through Oregon, Washington, Idaho, Western Montana and Alaska. Johnson has taken on the distribution of the Westinghouse battery and electrical equipment. It is possible that in the early spring a new building will be erected to house the company's op-

erations here. A. H. Campbell of the Northwest Battery Service company spent some time in Portland recently aiding in shaping the details of the transaction. He announced that all Westinghouse sales and service would be taken care of in the future by the branch under Johnson's direction. Plans for the spring business and the new building have been made by Johnson and Campbell.

Traveling Repair School Will Be in Portland in March

The traveling repair school, a feature recently inaugurated by the Miller Rubber company, will arrive in Portland the forepart of March for the purpose of

conducting the school in this city for a week.

This announcement was received by the Northwest Auto company, local distributors for Miller tires, yesterday. Elaborate preparations will be made so that all who are desirous of attending the traveling repair school may avail themselves of the opportunity.

This week the school is being conducted in Minneapolis and is coming west from there.

46 Freight Cars to Carry License Tags

Forty-six freight cars will be necessary in transporting the automobile license plates which will be used in New York state the coming year in connection with its motor vehicle registration. The secretary of state's office has placed an order for 750,000 sets of plates. These plates are now being turned out at Auburn prison at the rate of 4000 sets a day. Delivery has already been made of about 100,000 sets to the New York office and shipments are also under way to the Albany and Buffalo automobile bureaus.

Aluminum Pistons Better Than Iron

Thousands of cars today are fitted with aluminum pistons, and in many of them the fitting of these parts is incorrect, causing the owner to form the opinion that aluminum is unsatisfactory as a piston material. This is an erroneous idea, as aluminum pistons when properly fitted give better results than iron ones. One of the common troubles with aluminum pistons is a slapping which occurs when the engine is first started and continues until it is warmed up. To cure this some owners employ a heavier oil, but the trouble with this plan is that the heavy lubricant is not of the body that gives satisfactory results after the engine has warmed up thoroughly.

8th Anniversary Sale 8th HOLIDAY BARGAINS Automobile Accessories

Our Huge \$500,000.00 Stock, Covering the Wide Range of a Motorist's Requirements, Offered at Amazing Reductions

FLOWER VASES Handsome design; non-tarnishing mounting; in three sizes: For sedan or limousine. Small size \$1.04 Medium size \$2.29 Large size \$2.73	SILVER RAY SPOTLIGHTS This is the finest Spotlight made; spun brass triple silver-plated reflector and cast brass nickel-plated fittings. Throws a beam of light that is unsurpassed for brilliancy. Regular price \$7.50. THIS WEEK \$4.99	BIKE TIRES Our two leaders at prices far below real value: "PEERLESS TRACTION TREAD" non-skid, famous Smith motor wheel tread. Special, ea. \$1.99 "AMERICAN BEAUTY," finest and most attractive bicycle tire made. SPECIALLY priced, each \$2.65
"TOW LINE CABLES Strong steel cable with rope loops; should be in every tool box. HOLIDAY Special Price. \$4.93	DRIVING GLOVES GRINNELL, CARSON AND ALDER MAKES All at less than pre-war prices. Leather-lined Coltskin Gauntlets for \$3.05 All-leather Cuff Coltskin Gauntlets for \$3.60 Art Leather Cuff Coltskin Gauntlet for \$2.15 Leather Cuff Wool-lined Gauntlets for \$5.00 Ladies' Full Cape Kid Gauntlets for \$2.50 Short Cuff Wrist-fit Coltskin Gloves \$2.40 Full Chrome Leather Truck Drivers' Gauntlets \$1.70	FLASHLIGHTS THIS WEEK ONLY Two-cell, tubular fibre case. 61c Two-cell, tubular Miner fibre case 81c THREE-CELL tubular fibre case, for 73c THREE-CELL, tubular Miner fibre case 92c Nickel cases 30c additional. Batteries for same, per cell, 14c
MAGNETO WRENCH SETS Case hardened, with thickness gauges for almost every make of ignition and magneto: 8 or 12 Tool Sets, per set. \$1.28 Set Ignition Lock Keys. \$1.32	CLOCKS Eight-day movement; rim wind and rim set. POP OUT—Luminous dial, for \$14.15 No. 9, with luminous dial. \$13.21 No. 12-B, luminous dial. \$12.37 No. 12 plain dial. \$11.26 Frisco, one-day movement. \$3.18 EVERY CLOCK GUARANTEED	HYDROMETERS For testing solution in storage batteries; guaranteed accurate. SPECIAL THIS WEEK at, ea. 57c
GENUINE WEED CHAINS 30x3 1/2 (Ford). Reg. price \$5.00 SALE PRICE \$3.98 Other sizes at reduced prices.	MOTOMETERS This popular and useful radiator cap ornament and water tester is rarely offered at cut prices: STANDARD \$8.49 UNIVERSAL \$6.38 JUNIOR \$4.24 FORD SPECIAL \$2.98 MIDGET \$2.13	VACUUM BOTTLES AND FILLERS Bottle Filler Complete. Only. Pint \$1.42 \$.94 Quart 1.98 1.47
RUNNING BOARD MATS Black rubber with deep corrugations. Very handsome and effective. Price this week 79c	AERMORE EXHAUST HORNS Three-tone Chime Horn; very popular. No. 1, large size, complete with valve \$6.76 No. 2, medium size, complete with valve \$6.24 No. 3, small size, complete with valve \$5.73	PLATE GLASS WINDSHIELD DEFLECTORS Attaches to windshield, deflecting wind, rain or dust. Fitting of cast brass, highly nicked; will not rust. Selling price \$9.95
FRONT WHEEL AUTO THEFT LOCKS For 3 inch tires \$4.98 For 3 1/2 inch tires \$5.75 For 4 inch tires \$6.29 For 4 1/2 inch tires \$6.85 For 5 inch tires \$7.43	REAR VIEW MIRRORS Inside (closed car type), 2 1/2 x 7 1/2 for \$2.69 Inside (closed car type), 2 1/2 x 10 for \$2.97 Inside (closed car type), 2 1/2 x 15 for \$3.14 Outside, 5 in., round beveled, for \$3.14 Outside, 4 in., reducing. \$1.22	TUBE VULCANIZERS Marvel Vulcanizers are small and simple to operate. Permanent patch applied in 3 minutes. THIS WEEK 76c
WINDSHIELD CLEANERS "RAIN-A-WAY" cleans both sides \$1.19 "CLEAR VISION" cleans entirely across shield 79c "LIMOSINE TYPE" cleans both sides \$1.78 "CRYSTALINE" windshield solution 25c	TRUCK SHOW TO BE HELD IN INDIVIDUAL DEALER SHOW ROOMS	BUMPERS This week only. DODGE SPECIAL, complete, for \$5.95 CHEVROLET SPECIAL, complete, for \$7.28

Tire Bargains Advertised Last Week Continued This Week

PORTLAND TACOMA YAKIMA BELLINGHAM	Auto Parts Supply Co. 80-82 Sixth St. Broadway 5508	SEATTLE SPOKANE BOISE WALLA WALLA
--	--	--

PERFORMANCE COUNTS

Performance is what you get in the MACK

Unless influenced solely by first costs, you select the make of motor truck you buy because you think it best adapted to render the service you intend to exact.

The way to come closest to a certainty in your choice is to limit your consideration to the very few high-grade manufactured trucks there are on the market. There are four or five such trucks, any one of which is preferable to all the others.

We believe the MACK is the very best heavy-duty truck that unlimited resources and twenty-one years of manufacturing motor trucks exclusively have produced.

The number of satisfied owners of MACK trucks is increasing rapidly. The performance of the truck is built into it at the factory. Owners get the benefit and that accounts for the truck's rightful popularity.

You Should Own a Mack

MACK-INTERNATIONAL Motor Truck Corporation

Tenth and Davis Streets
Broadway 691

12 TH ANNUAL AUTO SHOW

ACCESSORY SHOW TRUCK SHOW

JAN. 10TH TO 15TH INCLUSIVE

"THE BEAUTY SHOW OF THE AUTOMOTIVE WORLD"

The best the automotive world has to offer the residents of Portland and the Northwest. Displayed for your inspection under auspices Automobile Dealers' Association of Portland

ADMISSION 50c, PLUS 5c TAX. CHILDREN HALF RATES.

Portland Municipal AUDITORIUM