

MOTOR ADVERTISING IN 1919 WAS ONE HUNDRED MILLION DESPITE MARKET IN FAVOR OF SELLER

WONDERFUL PUBLICITY RECORD SET BY CAR, TRUCK, TIRE AND ACCESSORY MAKERS; THIS YEAR TO BE 100 PER CENT GREATER, SAYS BOSTON WRITER; EVERY COMPANY ACTIVE.

MOTOR ADVERTISING 2 col 30...

By Jas. T. Sullivan
Automobile Editor, Boston Globe
Figure it any way you want to and it is no exaggeration to say that more than \$100,000,000 was spent in motor and accessory advertising last year, and these figures will be exceeded in 1920. How much? Well, 75 per cent. Perhaps 100 per cent.

Why is there so much money spent when one reads time and again that the production will not equal the demand, and that the shortage of cars will run into 1921 and even later?

That seems to be somewhat of a puzzle to anyone who does not know the ramifications of the industry. But is due to the comeback after the war, which is greater in the motor industry than in about any other line of endeavor due to the fact that everything was so speeded up to aid the government that it was possible to make a quick shift back to a peace basis.

New Firms Boosted Totals

Last year did not start off with any big spurge. The manufacturers passed up the shows at New York and Chicago so these two became exhibitions handled by dealers. They were not national shows. And the manufacturers were not in evidence with big chunks of advertising. Therefore the records of 1917—the past year—show figures were not reached. And it looked then as if the entire year would be about 75 per cent of 1917 or 1918.

Then the awakening came in the spring. The tire makers got busy. Goodyear, Goodrich, United States began sending out their schedules, and full pages began to appear, not alone Sunday, but sometimes twice a week. Firestone started first-page copy, which was smaller in lineage, but costly in price. And along came some of the other makers with good sized pieces of copy.

60 New Tire Companies

Next there began to appear copy from makers never heard of before, and it was stated that within a year there had been started in the United States more than 60 new tire companies. Also it was said they were all making some money. Now the big fellows realized that smaller ones would begin here and there eating into their territory, and so a wise plan for the bigger ones was to keep their names very much in the limelight. And to do this the newspapers and magazines were used freely, particularly the papers. Therefore if half a dozen of the big companies could spend some \$20,000,000 to \$25,000,000 in their campaigns, and only 50 per cent of the other 80 per cent of the tire makers spent and equal amount you have a pretty fair average from tires alone.

This year there is evidence of an increased expenditure. There are new tire companies springing up everywhere. And in the papers now are the announcements of this, that and the other one, not with 2 x 50 or 3 x 75 lines, but in quarter pages, and 800 and 1,000 line copy.

To the general reader this may not

be noticeable until his attention is directed to looking to see what new tire companies have advertised in the last few months. If there were more than 60 new companies added up to the middle of 1919 about half as many more have come into existence since.

Selling Transportation

As for the cars that is the same story. Go to the New York and Chicago shows and note what one sees. There are cars never before seen at a show. And in the hotels are others. In the Palace and around at the hotels there were about 20 cars that were new to the industry. And at the truck show there were more than a dozen that the writer saw for the first time.

The truck makers realize now that they are selling transportation and that means they must advertise, too. So this field is growing larger every day. It has only just begun to get started along the lines of real advertising.

Added to the trucks, cars and tires come the accessories. This is another field to be cultivated. Magazines carry big field for the papers that remain to much accessory advertising, particularly the trade papers, that could leg-

gitimately be placed in the newspapers. And the accessory men are seeing now that they can get quicker returns along such lines and they are turning in that direction, some of them through the classified columns.

Musi Cut Publicity

Therefore it is not at all difficult to picture what 1920 has in store for the papers. But the white paper situation is going to be bothersome. The motor advertising will have to be packed in closer, and there will have to be a cutting down of the publicity that is the worry of many a motor editor's life.

Take the total in dollars and cents for Boston as a criterion. In display alone it ran up close to more than \$1,000,000 for all the papers. And the classified about 50 to 75 per cent more. Take \$1,500,000 as the minimum and figure that as an average for only 10 large cities, and there is \$15,000,000 alone. With that as a basis it is not at all very much of a problem to realize how easily \$50,000,000 could be reached in the newspapers, and as much more in trade and other magazines.

True to 1917 Form

This year started off well. In 1917 the peak was reached in show issues here with the American carrying 56,000 lines. This year the Times carried 69,000. And it must be remembered that in 1918 a large number of papers increased their rates so that the lineage costs the advertiser more now. Looking through the show numbers it is noted that the copy this year ran pretty much true to form as in 1917.

The increased cost did not seem to shave the ads down to any extent.

Talking with agency and advertising men they say they are going to have larger campaigns this year. They are working on them now, but

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Automobile Has Made Sports of Entire Families

Five years ago, there were about 5,000 automobiles in Oregon. In 1919 there were over 88,000 and it is reasonable to estimate that over 100,000 machines will be owned and operated in this state during 1920, not including thousands of tourist's machines.

The automobile and its elimination of distance and time, has created sports, sportsmen and sporty women galore. Especially has it converted thousands of city-bred men and women into lovers of the out-of-doors and enthusiasts with rod and gun. Where but a few years ago, only the father or son of the household hunted and fished, today the whole family, from mother to the youngsters, try their luck along those mountain streams where the week-end camps are pitched.

COTTON BRAID MAKES METAL PARTS SILENCER

Ordinary cotton braid, such as every woman's sewing kit contains, makes an admirable silencer whenever sheet metal comes in contact with sheet metal. Heavy cotton tape is better where there is heavier wear, as, for instance under the hood. In the case of squeaking fenders a length of cotton braid bunched under the fastening nuts which are then drawn up tight on lock nuts will be found useful in silencing noise.

Do signal before you leave the curb or where pulling out of line to pass other vehicles.

MOTOR SHOW ATTRACTS INTEREST OF CAR ENTHUSIASTS IN VARIOUS CITIES AND TOWNS OF OREGON

SPLENDID DISPLAYS OF CARS, TRUCKS AND TRACTORS DRAW ATTENTION OF OTHER TOWNS; ALBANY SHOW TO BE EQUAL OF ANY; HIGH CLASS DECORATIONS TO SET OFF EXHIBITS AND FINE PROGRAM IS OFFERED.

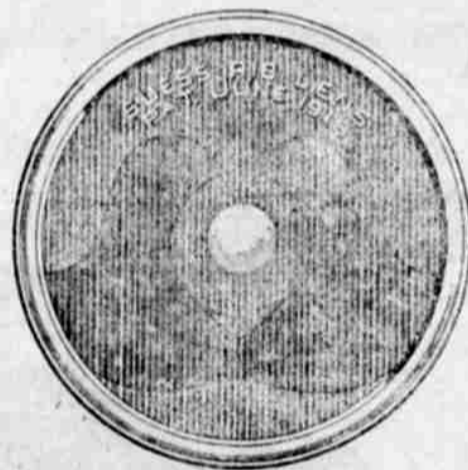
Interest, not only locally, but all over the western part of the state, centers in the forthcoming automobile show which will be held in Albany February 12, 13 and 14th. Although Albany is the smallest city in the state staging an exhibition of this kind, there is no denying the fact that the show will be second to none in the west.

Albany has a live bunch of dealers and they are out to show the world that Albany can do things. With this in view they are sparing neither time nor money to make it a startling success. No show in the state will have finer decorations. This part of the business has been contracted to Jos. M. Rieg, prominent for several years in making a success of automobile shows at Portland, Seattle and other northwest cities. The armory will be completely changed on the inside. The

walls will be covered with artistic landscape paintings and other designs. The ceiling will be roofed in and the floor will be covered. The enterprise will cost several hundred dollars and will add to the success of the show in no small degree.

The dealers, in deciding to make an admission charge, were guided in their course by the experience of other cities. They determined that the public would be better pleased and the undertaking more of a success if attractions were provided which would be worth the money. Accordingly, the best orchestra music obtainable is being brought here, the Multnomah Hotel Orchestra, of Portland, which will bring a jazz singer with them. There will be vocal and instrumental numbers by the best of Albany's tal-

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Special Features of the Sues Rib Lens
DIMS — DIFFUSES — DEFLECTS
 Road Light Five Hundred Feet from the Car;
 First two hundred a splendid road light.
 Side Light Twenty Feet each side of Car,
 Starting directly from the lamps.
 All Light Deflected below the Driver's Vision,
 and practically extinct six feet from Ground.
 No Bright Spots and Positively no Shadows cast by this Lens on the Road.
LEGAL ANYWHERE—MADE ANY SIZE

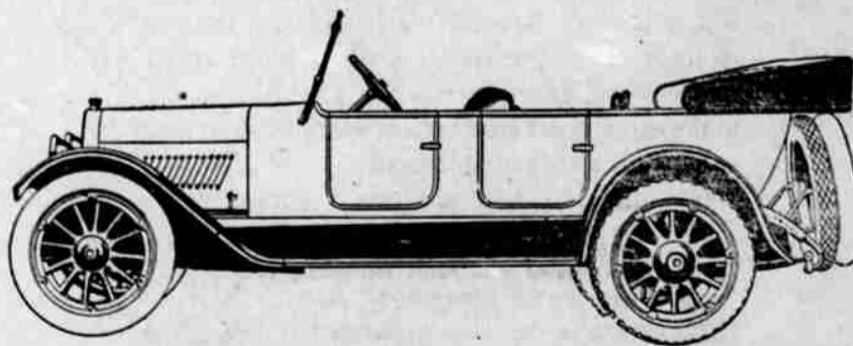
Distributed By
L. B. Hixson, Jr.
 U. S. Tire Service Station
 ALBANY, OREGON

Oldsmobile
SETS THE PACE
22nd Year
Sixes and Eights

WITH AN ATHLETE'S physique but in boulevard dress, the Oldsmobile represents automobile adaptability of the highest order. Let the owner's desire run to pride of appearance or pride of performance, he finds it most completely expressed in Oldsmobile.

A MECHANICAL MASTERPIECE set back of a graceful radiator; brute power masked by a smart hood; sheer ruggedness under a roomy body, whose lines and appointments bespeak style and comfort.

THE OLDSMOBILE "SIX" is furnished as a 5-passenger touring car, convertible roadster, coupe and sedan. On the "Eight" chassis three types are provided: the 4-passenger "Pacemaker," the 7-passenger "Thorobred" and the Sedan.



DORT TO ADVANCE

We have been advised that the price of the Dort Touring Car and Roadster will be advanced \$50 on February 15. Orders will be taken at the old price as long as possible.

Order Now—See Us at Once.

GOODYEAR TIRES EXCLUSIVELY

We carry nothing but the Goodyear tire and therefore offer you no substitute when you ask for the tire you want.

The proud superiority of the Goodyear makes it impossible for the factory to fill all orders completely.

Our stock is new and fresh and our service is second to none.

R. W. TRIPP

First & Lyon Sts.

Oldsmobile and Dort Cars

Olds and Bethlehem Trucks



THE BABY GRANDE

America's Most Talked of Automobile

The car of Quality and Performance

SOLD BY

MURPHY MOTOR CO.



"Baby Grande" (Model FB) Touring Car, equipped with electric lights and starter; highest type two-unit system, single wiring used. One-man top, with side curtains opening with doors and tilted windshield. Complete lamp equipment, including headlight dimmers; electric horn; speedometer; demountable rim, with extra rim tire carrier; license holder. Price \$1125, L. O. B. Ford, Mich.