

ARMSTRONG GLIMPSES AUTO SHOW

Salesmen All Treat Him With Deference, for One Never Knows, Nowadays

BY HAL ARMSTRONG

For three hours today, at the suggestion of Tom Ellis, well known pug-nosed city editor, I functioned in the role of a man buying an automobile.

"Go," said he, "to the auto show. Pretend you are a gentleman. See what happens."

I brushed past the autocrat at the entrance.

"Here," he demanded, "Where's your ticket?"

"Coldly, I looked him over. 'I'm from The Star,' I told him. 'Where's your ticket?'"

MR. "DOYLE" MANAGER, BUT WHAT'S THE DIFFERENCE?

"I want to see the lieutenant governor. Is he here?" I mean Mr. Doyle is manager of the show. He's here somewhere. Where's your ticket?"

"I'm going to give this show a million dollars' worth of free publicity."

"Where's your ticket?"

"It was useless. I walked back to the office and got a pass."

Just inside the left wing stood a car the like of which I had never before seen. It was a deep maroon, with red wheels and long, slender lines. It had a maroon leather top, beveled plate glass windows, maroon push-covered seats, sunshade and the latest thing in windshields. On the running boards were four foot-mats.

"That's a daisy," admitted J. E. Reynolds, salesman.

"Knocks my eye out," I agreed.

"How much for the job?"

"You are not up to the minute with your automobile slang unless you call a car a job. Mr. Reynolds recognized me at once as a familiar face."

"Sixteen hundred, as she stands."

"Fifteen," I commented. "What amount of car is that?"

"CHEVROLET—ALL BUILT UP."

Mr. Reynolds grinned.

"Chevrolet," he answered. "You see, we've painted her up and added these trimmings. I don't know of a car in the show I'd rather have."

"I've had a low-down, maturo-colored, speed maniac's rig across the aisle. I sauntered over and met Roy W. Corbett."

"Some job," he volunteered, pointing to the long-bodied thing. "Made it myself in my own shop right here in Seattle."

"How fast'll she travel?" I inquired.

"She'll do 45," he winked.

"It's the only electric speedster in the Northwest. I call it La Magnifique."

"Well, I didn't build the car to sell. More for advertising my shop. I guess she's worth \$3,000. Actual material cost \$2,500. You can start her easy and slow, or you can throw her into high and 'right out. Tors up a 100-foot coil of carpet coming into the partition here."

F. W. Jansen directed my attention to a huge eight-cylinder motor valued at \$7,000, whose speed, he said, could be "developed up to 80."

THE COLOR SOUNDS MAKE A SNEEZE

"It's a Cunningham," he said. "We're the oldest manufacturer of pleasure cars in the country. We used to build coaches in the old days. Now we make autos. And if I do say it, it's a handsome car."

"What color do you call it?" I asked admiringly.

"That," he said, "is beech."

"Beech?"

"Oh, yes, of course. How do you spell it?"

"I don't know. You'll have to ask some woman. It's something like b-i-e-g-e, I think."

The orchestra was playing a barrage of Italian opera. Under its cover, I escaped into the Ford department.

Half a dozen salesmen surrounded me.

"When you going to get your Ford coop? Interested in the Ford tractor? Notice the new lines of the Ford touring car this spring?"

A thousand other questions, as they buttonholed me. Prayed and begged, I finally fled.

What, it is a splendid show. There are new colors and new de-

She Didn't Agree With Law; Fined

LONDON, April 5.—Miss Elizabeth Martin was fined \$25 for failing to attend court when summoned as a juror. "I do not agree with the change in the law," was her excuse.

signs that fascinate. There are a hundred new accessories for motor comfort.

BOUDOIRMOBILE IS THE VERY LATEST!

I discovered the boudoirmobile—a limousine wherein milady can pull down the blinds and, seated before a compact array of toilet articles, powder her nose and rouge her lips and cheeks before the mirror. And I found that one can purchase for the piffling sum of \$9,285 the highest-priced job in the exposition—a long, gray, luxurious Locomobile.

"Worth every cent of the money," assured Salesman C. C. Parker. "It's the only car that can't be stolen, because, when you lock it, it can't be moved. It's built along quiet, conservative lines—the qualities always looked for by the man of means. And you get Ford mileage out of gas and tires."

"What speed?" I asked.

"She'll do 60. That's what the factory says. But actually, she'll do more."

"Yes," cut in Salesman W. R. Crosby. "She'll do 90, if you want to ride that fast, and can find a road that'll stand it. But actually, a minute is fast enough for me. There was a judge at the home last week who'd done 110. I don't know how much faster the job is capable of."

YOU NEVER CAN TELL ABOUT THESE LOW PERSONS

There are nine million reasons why I should buy a job of one make or another, and I learned them all in three hours. And there are about 999 different makes of jobs, each of which has advantages over the other fellows.

For three hours I was treated with the deference tendered to a king. For the salesman never can tell, these days, but that the seeming roughneck may be a night bell, boy, a head waiter, or a policeman, in search of a new model.

FOR GROWING GIRLS

Mrs. Claude Hopper, of No. 1910 Kalamath street, Denver, Col., says: "When I was a girl, approaching womanhood, I became so weak and languid that my parents were greatly alarmed. I was rapidly growing nervous and lost flesh and color. My complexion was a yellowish-green hue. I had little appetite and mother had to force me to eat anything. I didn't have any ambition either for play or school work. Several medicines were tried but nothing helped me until one day my father brought home a box of Dr. Williams' Pink Pills. They helped me almost from the first and from a weak child I grew into a strong, healthy woman with a healthy color. I always keep Dr. Williams' Pink Pills on hand now and use the remedy whenever I feel the need of a tonic. I can strongly recommend Dr. Williams' Pink Pills, especially for the treatment of anemia or chlorosis in young girls."

Dr. Williams' Pink Pills are sold by all druggists or direct from the Dr. Williams Medicine Co., Schenectady, N. Y., on receipt of price, sixty cents per box. Write for the free booklet, "Building Up the Blood."—Advertisement.

For good apple pie, go to Bold's. Advertisement.

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Housewives in the Northwest are learning to call for Northwest products, not only to foster local industry, but to get highest quality for their money.

Cheap labor, working under insanitary conditions, is something which is almost unknown in this Northwestern country. Housewives demand superior products, put up in sanitary plants, and the Northwesterner packer and manufacturer have lived up to the high standards set.

The Circle W brand of hams, bacon and other meats is packed by Barton & Company at Spokane and Wyoming sta., and can take its place among other excellent Northwest products.

When a ham, bacon or any other product is finally stamped with Circle W, you know that it means high quality.

People often ask what the Circle W stands for. This is the trademark which signifies Washington—a genuine Washington product. Originally the Circle W was a ranch brand; from 1904 on the W became more familiar, until today it is one of the stable products of the Northwest.

The development of industrial power in the Puget Sound district closely tributary to Seattle, is certain to be an important factor in the city's economic development. Power contiguous to enormous supplies of raw material is a combination sure to attract the attention of manufacturers. A census of manufacturers in 1914 grouped 275,791 industries and found that when the expense of manufacturing were apportioned throughout this entire group, the cost of raw material and power combined was 59.2 per cent of the whole. Labor was only 16.8 per cent. Other expenses, including profits, were 24 per cent of the total.

The largest single group of power developments under one management in the Northwest is that of the Puget Sound Power & Light Company, operating a hydro-electric plant of two large units at Snoqualmie Falls, the big White River or Lake Tapps plant, the high-head plant at Electron and the small, but none the less important development on the North Fork of the Nookmak in the Bellingham division. Of these the White River plant is the largest and most important, located as it is between Seattle and Tacoma with a developed capacity of 65,000 horsepower and a storage capacity of 18,000,000 kilowatt hours. It is capable of still larger development by adding additional penstock, turbine and generator capacity and of eventually reaching 100,000 horsepower.

The Electron plant on the lower end of the Puyallup canyon is operated under the highest head of any plant in the Northwest, that of 572 feet.

Snoqualmie is the most picturesque of the company's developments. It utilizes the falls which have a sheer drop of 268 feet. In addition it has a generating station at the bottom of a perpendicular shaft built in a huge cave carved from solid basalt.

Snoqualmie is the first development made in the Pacific Northwest and was made by the present company's predecessor and modeled after the early Niagara development. The second unit is in a powerhouse built at the foot of the falls.

The total developed hydro-electric capacity of the company's four plants is 117,000 horsepower, which can be considerably increased as future demands require by simply installing additional units. In addition the company has a standby steam plant capacity of 44,000 horsepower. It has several undeveloped power sites which have been fully surveyed and which are capable of adding another 100,000 horsepower to the present capacity.

An important factor in the power situation is the interconnection of eastern and western Washington and Oregon power systems. The electrification of the Milwaukee railroad required an interconnection embracing three previously separated systems; those of the Puget Sound Power & Light on the west, of the Washington Waterpower on the east and of the Pacific Power & Light on the southeast.

This does not mean that Seattle territory is drawing its power, even in part in the ordinary sense, from eastern or southeastern Washington. It means that the three systems are one big plant supplying power to all this vast territory, and that the lamps of Coeur d'Alene and Olympia are vibrating in absolute rhythm. There are great possibilities in interconnection. For instance, now that the Milwaukee electrification has united the three American systems in the Northwest, a gap of thirty miles closed by a transmission line between Everett and Mount Vernon will connect up the western Canadian power lines with ours and give a total of 2,000 miles of interconnected transmission lines and a total horsepower capacity of 445,000 upon which to draw for power for transportation and industries.

These figures include no municipal or other publicly owned developments. They refer only to privately owned plants now in successful operation. These private companies can add several hundred thousand horsepower without developing any new sites whatever, by simply installing additional turbines and generators and thus increasing plant capacity without large additional unit costs.

The development of new sites is expensive, requiring core drill exploration, construction of railroads, dams, headworks, tunnels, powerhouses and other heavy details. The installation of additional units to plants where this first heavy overhead has already been done is comparatively inexpensive. Because of this there will be no immediate development of new sites; rather, present plants will be built up to their possible maximum capacity and early additional power demands will be met in that manner.

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A Busy Seattle Contractor

When A. C. Goerig takes a contract to fill in a certain piece of ground, he quickly steps after an excavating job, and vice versa. Like Russ Hueter, this firm is always on the jump.

Mr. Goerig doesn't believe in waiting time, and when you see a steam shovel or motor truck marked A. C. Goerig, you will see it on the hustle. At the present time Mr. Goerig is busy wrecking the Boston block, at Second and Columbia, tearing down his old home in Everett in preparation for a \$114,000 lodge building in that city, putting in a big fill at Westlake ave. and Republican st., and completing other excavating jobs.

Old residents of Seattle who are grieved at the untimely demise of the Boston block will be glad to learn that its main arch, on Second ave., is to be presented to the State Historical society. The arch was donated to the society by Mr. Goerig, who bought the Boston block recently, and will be placed on exhibition on the university campus. When the wreckers reach the corner stone of the old landmark, the papers and traditional bottle will also be presented to the historical society.

Paragum Should Be Carried By Autoists

Nothing worries the motorist more than tire trouble. Blowouts and punctures take much of the pleasure out of driving; they also require a trip to the vulcanizer.

If the motorist carries an extra tire, a boot and a kit of paragum and paracement, he can drive in contentment as far as tire worries are concerned.

The kit consists of paragum and a sheet of paraprip large enough for 200 ordinary repairs.

Anyone can repair his tires in about two minutes, with no other tools than those which come with every outfit.

Drivers should ask their supply man or filling station for the kit. If they don't happen to have it, call at Swanson Supply Company, 2124 Westlake ave., the manufacturers of Paragum.

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