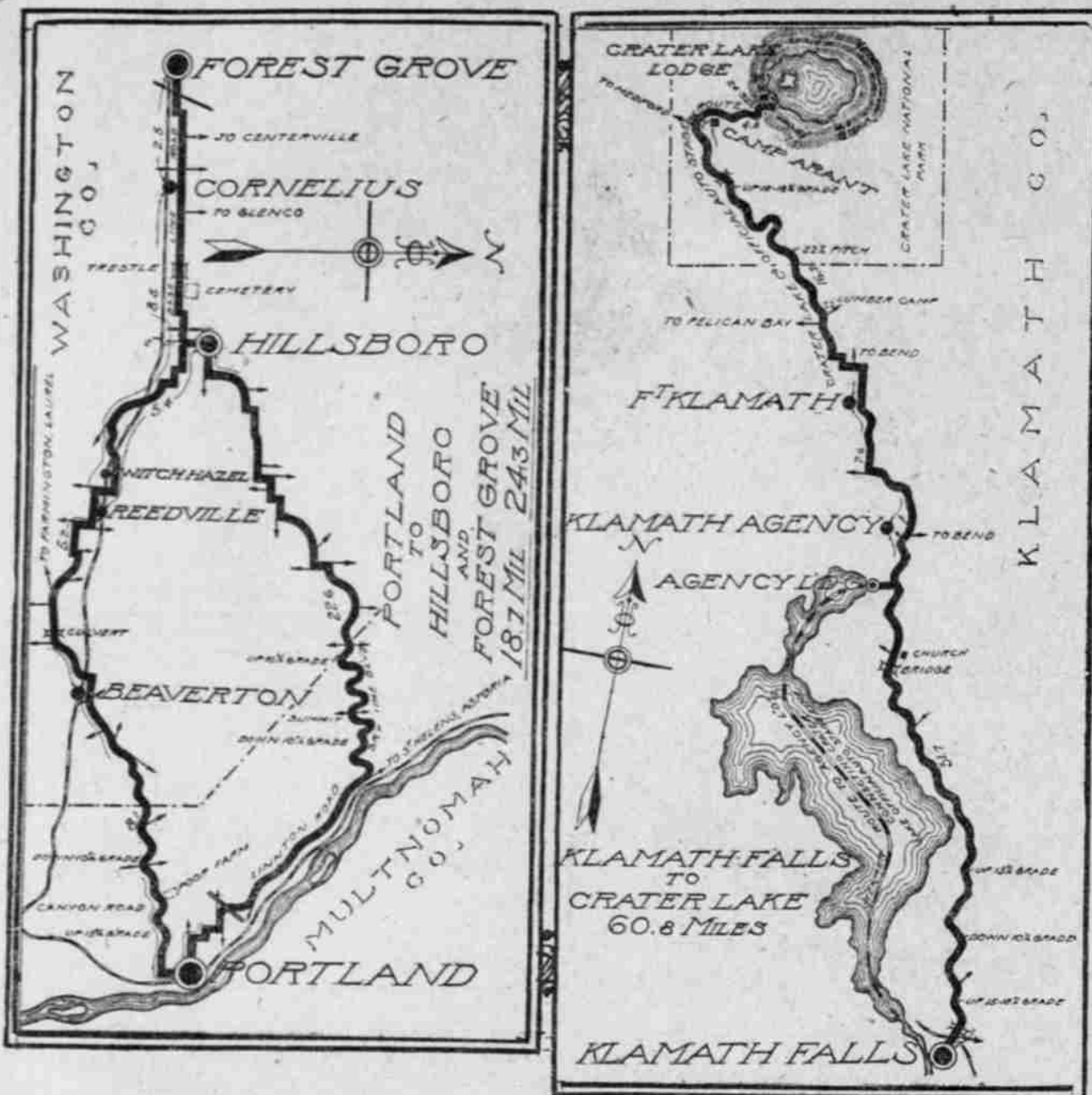


BOOKLET WITH MAPS OF ROADS IN STATE IS NOW READY FOR AUTOISTS

Every Possible Guide to Tourists Included in Publication Prepared by Portland Automobile Club—Fine Scenic Rides Pointed Out—Condition of All Roads Is Shown.



HAVING as its specific purpose the guiding of motoring parties, or all other traffic, over the highways of the state, the first book of the Portland Automobile Club will be issued this month. This book contains 50 maps of different roads in Oregon, both in the eastern and western parts and in the vicinity of Portland and down to the California state line.

Acting under the theory that where the state and the individual counties of Oregon have failed they shall succeed the Portland Automobile Club decided about a year ago to map the principal highways of the state. For this purpose they employed George F. Beck, who mapped the roads in California for the San Francisco Automobile Club's tour book, to commence work. Mr. Beck began his task last year and had a corps of assistants helping him. He had a "pathfinder" automobile and went over every foot of the road.

As a result of this close scrutiny the Portland autoists, and other Oregon people, now have at their finger ends complete data regarding the road conditions in any part of the state into which they may be desirous of traveling. Every creek, turn, rut, hill, bridge and the general topography of almost every road in Oregon is marked on the maps found in the book.

When the idea of publishing the book first originated in Portland there were only about 100 members to be provided for. Now there are fully 600 members. The printing has involved a large ex-

penditure. This will be met by the proceeds of the advertising.

On such alternate pages will be a map, and opposite this will be a minute description of the distances between each town. This will be figured to the tenth part of a mile.

Every cross road is mapped and directions which way to go are printed both on the map and in the index that goes with it. On the maps are shown each grade, however large or small it may be. Although the book was not to be issued until late in the Fall the officers of the Portland Automobile Club were asked early in the year for these maps by parties wanting to make long tours of the state. Books for non-members will be for sale by the club at a nominal figure.

Among the most popular of the drives mapped by the Portland Automobile Club is that to Crater Lake. The generally traveled road leading to that natural wonder is by way of Medford. However, there is another way to go. That is by way of Klamath Falls. From there to the lake is a distance of 60.8 miles. Leaving Klamath Falls one goes up a grade varying from 15 to 18 per cent and then descends a 10 per cent grade. A little farther on another 15 per cent up-grade is encountered. The first town after leaving Klamath Falls is Klamath Agency, a distance of 21.7 miles from Klamath Falls. At that place a road leading to Bend and Eastern Oregon turns off. Between the Klamath Agency and Fort Klamath it is a distance of 7.6 miles over a road with a few turns in it. From Fort Klamath to Camp Arant is a distance of 12.7 miles. This is up a 22 per cent pitch. From Camp Arant to the rim

of Crater Lake is a distance of 4.5 miles. This is up a grade ranging between 24 and 32 per cent. Every culvert, bridge and turn along this road is plainly marked on the maps.

What could be made into the most pleasant day's drive in the vicinity of Portland is that between Portland and Forest Grove. There are two ways of getting there. One is by way of the Linton road and over the Sky Line boulevard, and the other is up the Canyon road and through Beaverton. Both these routes are mapped.

By way of the former route to Hillsboro, the county seat of Washington County, is 22.6 miles, and by the other way it is 18.7 miles. At Hillsboro both roads unite and from there to Forest Grove is 11 miles. By the way of the Linton road, known as the north route, one goes through the timber and farming districts. By the other way it leads them through the bottom land by way of Beaverton, Reedville and Witchazel. From Hillsboro to Forest Grove one passes Cornelius.

The reason this drive is not an attractive one is because of the terrible road conditions in Washington County, where practically no attention has been paid them. The dust is over a foot deep in some places, and they are rough nearly all the way. There is now a movement on foot in the county to improve the roads.

DEALERS FAVOR DOING AWAY WITH AUTO SHOW

Benefits Thought Small From Annual Event—Jealousy Over Management May Be Cause of Controversy—Autos Here to Stay.

UNLESS the members of the Portland Automobile Dealers' Association take a decided change of heart, or unless they plan woefully fall, Portland will have no automobile show this winter. Most of the Portland automobile distributors are decidedly opposed to holding the big show, which costs them lots of labor, time and money and nets them practically nothing.

Although last year's show was the biggest and best ever held in Portland and the wish was expressed that Portland should have an even bigger and better one for 1911, from the present outlook there seems to be no automobile show in prospect for this winter. Just why this opposition to the project is held by the dealers is a matter of much conjecture.

The first Portland automobile show was held March 8 to 14, 1909. This first display of cars was a success and it was well patronized and many cars were sold as a result. Last winter the Portland Automobile Club, under whose auspices the display was held, started out to give Portland the grandest show it had ever experienced. It accomplished what it started out to do. It was held in the Armory, as was the first, and that place was never more gaily decorated and never occupied by a better exhibit than was on hand then. Almost every automobile and every part made for a car, was shown to the public that thronged the capacious building. The show proved a stellar attraction for society folk, many of whom purchased new cars through having seen them there.

Not alone did this benefit the sellers of motor cars, but it also helped the Mount Hood road along to the extent of several thousand dollars. This was made possible because of the enterprise of one man, E. Henry Wemme—known as Portland's most philanthropic citizen—who purchased an aeroplane, the first one ever owned by a Portland man, and put it on display along with the machines. Mr. Wemme charged a nominal sum to see this craft of the air, the proceeds of which went into the Mount Hood road fund. Satisfied with the success of this plan the owner of the aeroplane exhibited the craft at one of the downtown stores and later shipped it throughout the Northwest and devoted funds accumulated by the plan to the road fund. Huge crowds flocked to see the machine.

Behind the whole present situation seems to be a little bit of jealousy between the Portland Automobile Dealers' Association and the Portland Automobile Club. Heretofore the shows

have been conducted by the Portland Automobile Club. It would have conducted the entire show, allotting space to each company for its concession. It seems that some of the larger dealers of Portland think they were charged exorbitant sums for their floor space. Some of them even hint at favoritism being shown by the management of the show in purchasing material with which to conduct the show.

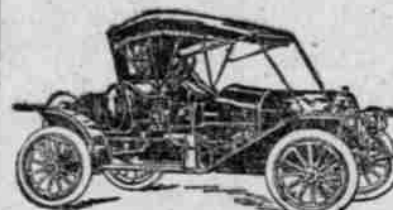
"We are strictly opposed to another automobile show for Portland this winter," said one large Portland automobile dealer, when discussing the phases of the show proposition. When asked why, he said: "In the first place dealers handling a large line of cars must foot the bill, while the little man, who does the price-cutting and ruins our business for the time being, gets the benefit of the results. We are forced to pay large sums for our floor space. The little dealer, though, with a cheap car, would come along and pay practically nothing for his floor space and would reap more benefits than the big dealer. It doesn't seem fair to us, at all."

Other dealers were of the same opinion as this one, although some were a little bitter toward the Portland Automobile Club and the management of last year's show. Another member of the dealers' association said: "There will certainly be no automobile show in Portland this year, unless the Portland Automobile Dealers' Association supervise the affair. Last year we paid out a lot of money with no benefit to ourselves. It looks to me like graft somewhere. The show in a measure is a benefit to the city, but not of material benefit. The main idea of holding such shows is to stimulate the automobile business."

"The automobile business has now got to be such an important commercial business that it does not become necessary to stimulate business by these shows. From now on, the automobile business will be regarded solely as a commercial business, just as large department stores and hardware stores and wholesale dealers are established concerns. It does not behoove that kind of business man or firm to advertise his products with a big annual show, so why should the automobile man be put to a large expense to show his wares?"

Despite all this adverse criticism of the conditions involved by the automobile shows and the dealers, a number of Portland men are whooping it up for a show for 1911. Some of the dealers are still in favor of the project. However, these are mostly the smaller companies and consequently would not be at heavy expense like their larger brethren.

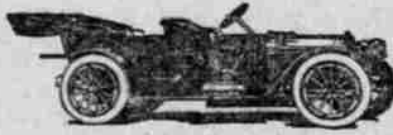
COLE 30 The Classiest Car of Them All



30 H. P. Flyer, \$1500. 105-Inch Wheel Base. Immediate Delivery.



Fore-Door Toy Tonneau, 115-Inch Wheel Base



Fore-Door Five Passenger 26 H. P., \$1650. 115-Inch Wheel Base.

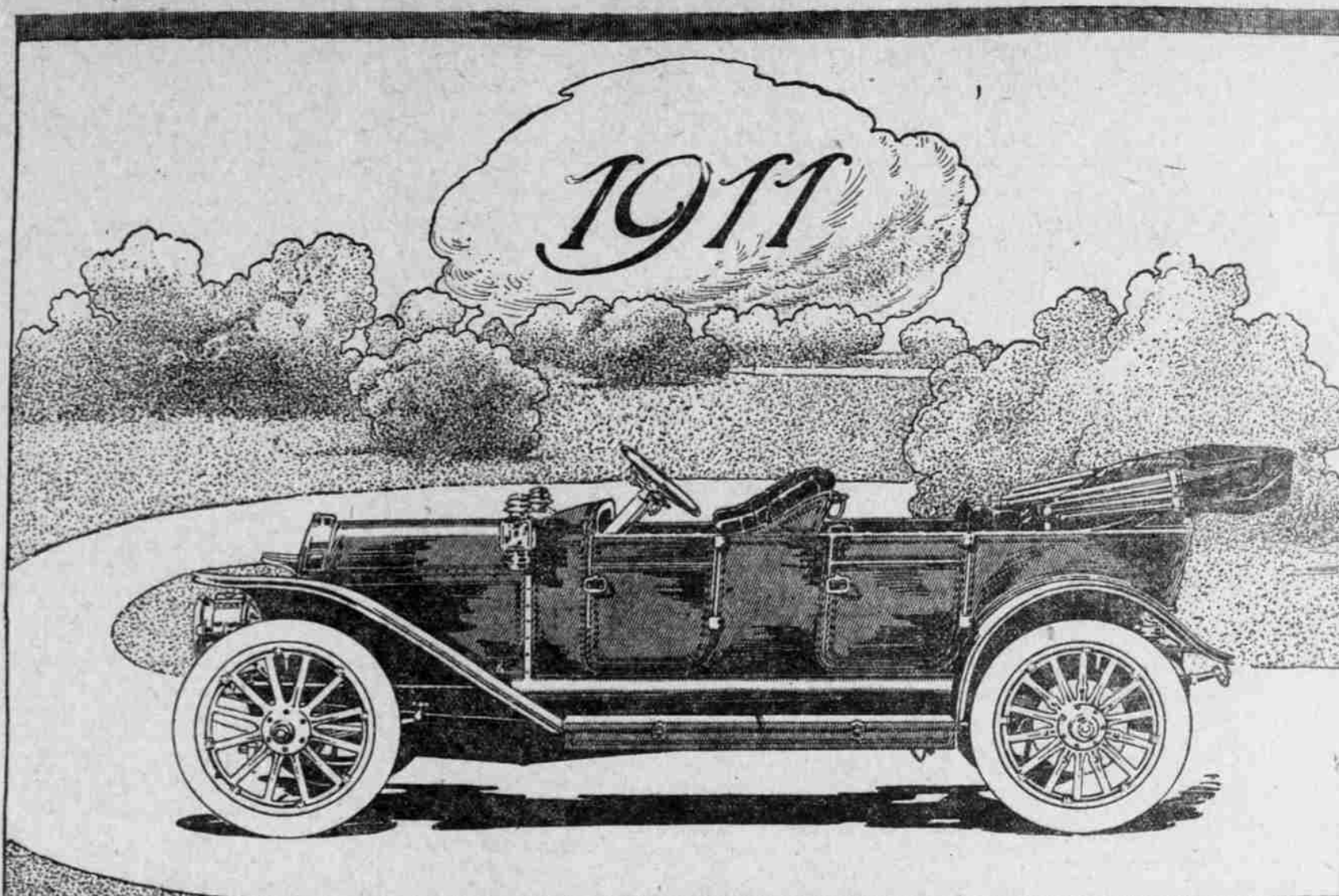


Palace Five-Passenger, \$1600.

Prices F. O. B. Factory. The Cole "30" wins admiration instantly, gives excellent service. Durability proven in all tests, and you don't have to pay a big price. Attractive Sub Agency proposition for Oregon. Write for particulars.

Twitchell Motor Car Co.

Harry J. S. Twitchell, Manager. 275 Union Ave. and Wasco St. Phone East 322.



"Stoddard-Dayton"

Our Demonstrators are en route and we are now booking orders for October and November delivery of 1911 Models. The full line of Stoddard-Dayton cars is handled in Portland by the Stoddard-Dayton Auto Co., now located at 86 Tenth St., between Stark and Burnside streets. A most complete line of parts is carried, and our Machine Shop, the finest in the City, is now at the service of all car owners.

Rich, Stylish and Elegant

The Stoddard-Dayton has always been the most richly finished American car. No little detail has been slighted. It is the acme of style and elegance.

Every essential part of the Stoddard is made in the Stoddard factory. We know what we put into these cars and our guarantee is a guarantee of absolute faith. Every piece of material in the Stoddard is the best.

Stoddard-Dayton quality never varies. It is as good in the little cars as in the big ones. All the structural principles of the world's most expensive cars.

Opportunity for Live Agents

This will be the first season the Stoddard-Dayton allotment for Oregon has been sufficient to supply the demand. Our proposition is a good one for live agents. Write, wire or call.

Stoddard-Dayton Auto Co.

Garage and Salesroom, 86 Tenth St., Portland, Or.

This booklet shows 20 different styles of cars, besides several pages of illustrations of motor and other detail, and gives a complete description of the new features incorporated in the 1911 models. If you want it write for it, or call at 86 Tenth Street



EDWARD E. GERLINGER Oregon Representative