

# RODOMES FOR AUTO TOURISTS PLANNED

### Pacific Coast to Have Big Chain of Taverns.

### FEATURES ARE UNIQUE

### Modernized System of Housing Will Include Portland Among Cities to Be Benefited.

The Rodome, a modernized tavern designed to meet the needs of tourist travel, the open road and the new era brought about by the Pacific coast is soon to make its appearance on the Pacific coast as a new industry, according to Bert W. Hillborn of Spokane, who with W. D. Whitcomb of the firm of Whitcomb, Whitcomb & Co. of this city, and others, is engaged in the venture.

The Rodome, which covers four acres of ground, embraces some of the salient features of the tavern, apartment house, garage, general store, service station and cafeteria.

The American Travel System corporation has been formed by Pacific coast men to build a chain of 20 of these standardized caravansaries at strategic travel gateways on the Pacific coast, from San Diego to Vancouver, B. C., and as far east as Phoenix, Reno and Spokane, including Portland.

Rodomes Day's Trip Apart. These Rodomes, to be constructed within the next 12 months, will be located at a comfortable day's automobile journey apart, and are designed to meet the requirements of tourist travelers in California, Oregon, Washington, Idaho, Nevada and Colorado.

The first Rodome will be built at Sacramento. It will be a replica of all other units of the extensive system. It will be especially designed and constructed to furnish a standardized service and operated to afford traveling motorists and their families every convenience usually desired in an overnight stop.

The unique building will consist of a one-story bungalow construction, entirely fireproof, with a paved enclosed court, and capable of accommodating comfortably 420 persons and 90 cars.

The furnishings call for the best of clean, comfortable beds with a daily change of linen. Attractive fireproof rooms, steam heated when necessary, will be available in singles, doubles and suites, with hot and cold water, individual bath, kitchenette with gas or electric range, pans, pots and dishes and an attractive built-in pullman breakfast nook. A safe fireproof garage will be immediately adjacent and a night and day cafe, store, service and supply station will be available for those who leave early and those who come late.

Company is Representative. Identified with the corporation and responsible for the carrying out of its comprehensive programme are Charles R. Bills of Sacramento, George A. Phillips of Spokane, Clinton E. Miller of Los Angeles, Broun C. Beck of Seattle, E. W. Murphy of Los Angeles, W. D. Whitcomb of Portland, Harry A. Flood of Tacoma, and Bert E. Hillborn, field representative, now at Sacramento.

"The Rodome is the modernized Pullman of the automobile, somewhat the same relation to motor travel that the standard Pullman does to rail travel," stated Mr. Hillborn, who was at the Rodome recently, conferring with Mr. Whitcomb here. Mr. Hillborn has just completed a six months' automobile survey of the Pacific coast, establishing tentative locations for Rodomes.

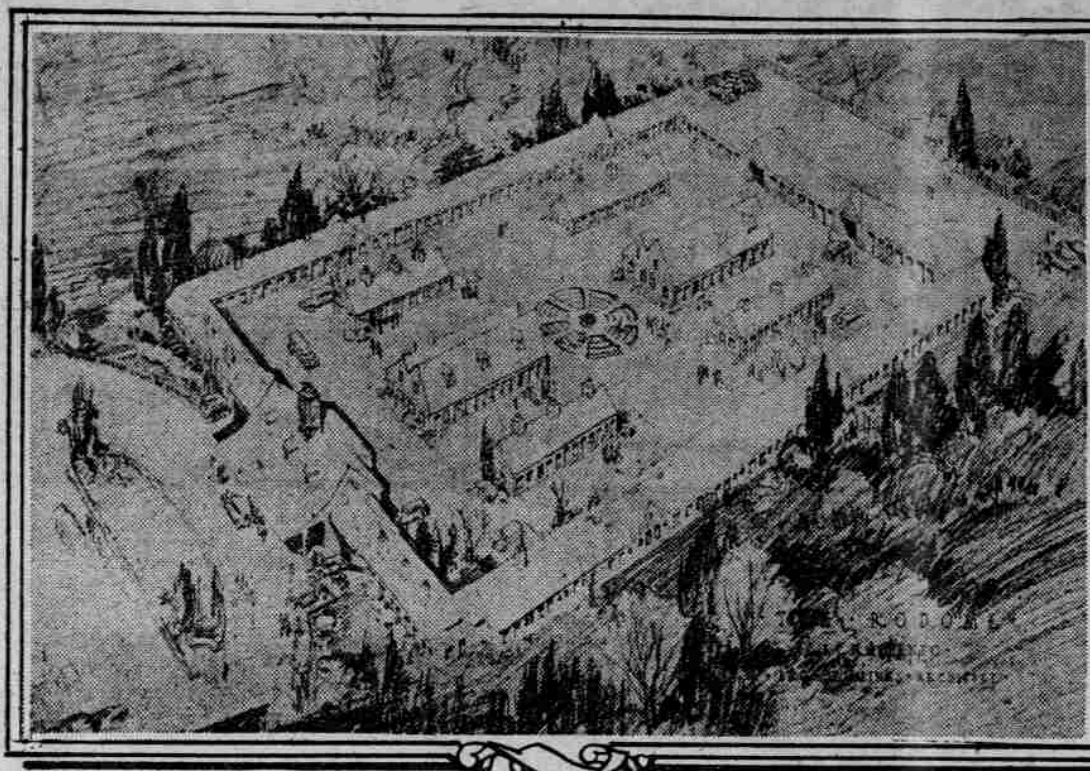
"Sacramento has been selected for the location of the first Rodome and other units will radiate from this point.

Each Rodome is the same—a standardized building with a uniform service maintained throughout the 24 hours of the day for the convenience and comfort of automobile travelers and their families.

"When the motorist once reaches this system he may make his reservation ahead knowing just what his accommodations will be and the price to be paid, which will be considerably less than the prevailing rates of standard hotels today. He may make a budget for his trip before starting, knowing exactly what his cost will be and that he will have comfortable lodging quarters each night.

"In spite of our present splendid hotel facilities, there is a constant demand for additional accommodations especially at travel gateways, now quite well defined, offering a specialized service that most nearly meets the requirements of the automobile traveler.

# "RODOME," NEW TYPE OF HOTEL EXCLUSIVELY FOR MOTORISTS, TO MAKE APPEARANCE ON PACIFIC COAST



Sketch of first of chain of 20 "Rodomes" planned for Pacific coast cities, including Portland. Construction work on this first one has already begun at Sacramento. The bungalowlike structure around the square provides the individual rooms for the guests, with individual auto garages adjoining, while the building in the center provides space for restaurants, delicatessen, general store, auto equipment and parts store, auto repair department, etc., with a camp fire and social center in the center of the square.

## GRAY GOOSE ON FLIGHT

### CHARLES FAGAN MAKES TIME ON RUN FROM PENDLETON.

### Local Wills-Sainte Claire Dealer Reports Outlook in Inland Empire Excellent.

That the "Gray Goose" can show as clean a pair of wings in this section as in any other part of the United States was demonstrated last week, when Charles C. Fagan, head of the Charles C. Fagan company, Wills, Sainte Claire and Pierce Arrow distributors, drove down from Pendleton to Portland in a Wills-Sainte Claire touring car in just a trifle more than one afternoon. Fagan went up the eastern Oregon city and on to Walla Walla to look after Wills and Pierce interests in that section, and had to hasten back to Portland to greet George M. Graham, vice-president and general manager of the Chandler Motor Car company, upon his arrival here. Graham was for five years vice-president of the Pierce-Arrow, and is a close personal friend of Fagan's. During his brief stay here he was the guest of Mr. Fagan.

In describing his run to Portland Fagan stated that he had intended to leave Walla Walla early on Tuesday morning, but that business delayed him and he was unable to start away until 10:45 o'clock. He reached Pendleton before noon and had luncheon and met a business engagement there, with the result that he did not leave the "round-up" town until 1:45 o'clock. Knowing that Graham was to arrive in Portland at 3:30 o'clock and being desirous of meeting him, Fagan lost no time on the run and let the "gray geese" fly.

He reached The Dalles at 5:50 o'clock and after a stop at the hotel, continued his drive, arriving at his home in Laurelhurst in this city at 8:20 P. M.

In describing the roads were in splendid condition or could not have made the time I did," said Fagan. "From Pendleton to The Dalles the highway is now in wonderful shape, except that it is soft on the sides where the gravel has not packed in and the driver needs to keep to the center of the road. This makes it necessary to slow down to pass other cars, and delays traveling a little."

On the trip up to Pendleton and Walla Walla week ago Thursday Fagan was forced to take the ferry, he said, as the Columbia river was so high the back-water was over the bridge. On the return, however, the river had subsided sufficiently to put the bridge back into use.

Conditions in Pendleton and Walla Walla, he stated, are excellent, although the farmers have suffered from the unusual weather of this spring. Considerable damage is reported to the fruit as the result of the cold weather of a few weeks ago, he said, while the wheat suffered some from the hot wave which followed it. However, the rain of the last few days in that section has greatly improved the wheat outlook and added about 15 bushels per acre to crop prospects, he said.

## WOMAN RUNS AGENCY

### MISS TAYLOR FINDS AUTO GAME FASCINATING.

### Popular Lexington Executive Is Only Member of Sex at Active Head of Car Business.

PITTSBURG, Pa., June 17.—Miss Margaret Taylor, one of the most popular executives in the automobile industry in Pittsburgh, has the distinction of being the only representative of her sex who is the active head of an automobile business, so far as can be learned here.

All this happened long before the women of the world decided to fight for the voting privilege. Throughout the country there are numerous women who have won fame and fortune in various professional and business careers. Perhaps none have achieved greater success than Miss Taylor. Her career is remarkably interesting and fascinating, especially so because it is a story of a woman who, despite age-old prejudice, rising from the ranks to a position that thousands of successful men would fight for. And despite all, Miss Taylor remains the true feminine-kind, sympathetic.

**\$25 Discount ON FORD Order**  
Covey Motor Car Co.  
21ST AT WASHINGTON  
Broadway 6244

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patient and entirely different from the usual cold-hearted, impatient, stern business man.

Miss Taylor is the general manager of the Pittsburg-Lexington Automobile company at 5920 Penn avenue, one of the oldest firms in the trade since 1907. She has been with the present company since its formation in 1908, when she was engaged as stenographer. Later she was bookkeeper, assistant manager, and finally general manager.

In the six years under her management the business has more than tripled in volume. It has developed into one of the foremost companies of its kind in Pittsburgh.

Miss Taylor disclaims any credit for this success. She said during an interview this week: "It has been the Lexington car and not my personal ability that has brought success to the branch. I have just returned from Washington, after my first real ride in a Model U Lexington. Every foot of the way from our office door to the capitol in high gear—over the mountain tops at 55 miles to 40 miles an hour, and I can remember in the old days when we drove from our office, which was then in the Old Power House, where the Liberty theater now stands, to my home in Wilkensburg, without having mechanical trouble, we telephoned the office that we had 'some car.'"

## EASTERN PLANTS BUSY

### PETERS BACK FROM TRIP TO DETROIT FACTORIES.

### Nash and Packard Both Going Top Speed in Effort to Meet Demand, He Stated.

Industrially, especially in the automobile line, conditions appear much as they did during and just after the war, according to S. W. Peters, manager of the Portland Motor Car company, who has just returned from a hurried trip east in an effort to obtain additional allotments and shipments of Nash and Packard cars. For instance, during May the Nash factory delivered 3800 cars, the biggest month by over 20 per cent that the factory had ever experienced in its history. This with less men. Every man is giving a full day's work, with greater efficiency than ever before and with greater skill, he declared.

Mr. Peters said that more than ever he appreciates Portland and its wonderful summer climate. He was able to get his first good night's rest after his return as the heat precluded any real sleep when he was away. While he is in Detroit visiting the Packard factory he experienced the factory's new single six, which he stated is going well all over the country. Industrially and commercially Mr. Peters found conditions much improved in every line in the east with every big business man optimistic for the future, he said.

Denver After Speeders. Authorities in Denver, Colo., have adopted a most drastic regulation to prevent reckless driving. Anyone convicted of such an offense is forbidden to operate a motor vehicle for six months, and if he violates this order the police may impound his car for 90 days.

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constant pounding of heavy automobile traffic, may be compelled to adopt the old Roman system of fitted stone blocks. This is according to City Commissioner of Public Works Leonard Funk and City Engineer Fred Butler, after a coast trip of 1000 miles, during which they hunted for a material that would outlast asphalt and concrete.

The present life of a concrete pavement is about ten years, it is stated. Sometimes more, sometimes less. The old Romans used basalt blocks. They've lasted for centuries.

Sluslaw Again Bridged. EUGENE, Or., June 17.—(Special.)

New Plan to Nab 'Auto Crooks. Marking automobiles with a permanent number in much the same

Battery care pays well.

Latest among the aristocrats of the closed-car world to arrive in Portland is the new Peerless sedan, unloaded last week by W. R. DeLay, local distributor. This is the first of the new model sedans to arrive from the factory, and a study of the car shows many refinements designed to make the car the very last word in comfortable motoring.

Body lines have been changed but slightly, and the attractive Peerless radiator and hood is retained without change. Slight alterations give the car a more roomy and snappy appearance, however. Immediately upon its arrival the car was turned over to A. S. Kerry of the Malloy hotel, who had already purchased it. This makes the second Peerless sedan which Mr. Kerry has, his other being a 1930 model. The deal was handled by E. R. Dalton of the sales force of the DeLay Motor company.

With the next few weeks, in conference with Indiana Truck corporation officials Mr. Menzies was appointed western district manager for the concern, for the entire Pacific coast district west of Denver and the Hawaiian islands, and was given assurance that work of establishing a manufacturing plant in Indiana trucks on the Pacific coast would begin shortly.

"We hope to have the San Francisco plant in operation by fall," said Mr. Menzies, "and probably will get started on construction of a new building in San Francisco within the next few weeks. At the San Francisco plant we expect to turn out all the trucks needed to supply the demand in the western district. The motor and some of the other parts will be shipped from the Indiana factory, while other parts will be manufactured here, making the Pacific coast plant a combination manufacturing and assembly plant. One feature will be the manufacture of chassis according to specifications, a purchaser being able to select the chassis for a particular length chassis for logging or other work and getting delivery within a few days. With savings made in freight charges we expect to be able to turn trucks out on the coast at a considerable saving to the purchaser over buying from the east."

The Pacific coast organization will be kept as a separate concern, with Mr. Menzies as its chief executive, it was announced, although of course close contact will be kept with the parent organization. Mr. Menzies announced that he would return to Portland in about a month in the interests of increasing sales of Indiana trucks here and in other parts of the Pacific northwest.

MAY GREAT PEERLESS MONTH Production and Sales Record Exceeds Any Past Month.

With the close of business on Wednesday, May 31, the Peerless Motor Car company of Cleveland concluded the greatest sales month in all of its 21 years of successful automobile manufacturing, according to figures received from the factory by W. R. DeLay, local distributor.

Not only, it is said, did the achievement surpass that of the previous highest month in the company's history—March, 1920—but an unusually large influx of orders during the closing days of May indicated an even more remarkable showing in June and throughout the remainder of the year.

An analysis of the monthly sales since the first of the year reveals that although the increases have been exceptional they have also been consistent. At no time, the bulletin states, has the factory been so overwhelmed with new business that its production facilities have not been adequate to meet all requirements with only surprisingly small oversold conditions.

OLD ROMAN SYSTEM URGED Spokane Official Investigates Stone Blocks for Pavement.

SPOKANE, June 17.—The northwest, in its search for a road surface that will stand up under the

# TRUCK PLANT FOR COAST

### INDIANA VEHICLES TO BE PUT OUT AT SAN FRANCISCO.

### C. M. Menzies, Former Portlander, Visits City on Return From Factory in East.

That a factory for the manufacture of Indiana motor trucks will be established at San Francisco was the word brought to Portland last week by G. M. Menzies of that city, former Portland automobile man and now Pacific coast head of the big truck concern. Mr. Menzies a few weeks ago motored to Portland from the California city and leaving his car here proceeded east by rail to confer with Indiana truck corporation officials at Marion, Ind. He arrived in Portland last week on his way back and after a few days here returned to California by motor.

Mr. Menzies will be remembered by all along the automobile row as well as by many other Portlanders, having been one of the live wires of the automobile business here before going to California. During the last few years before leaving Portland he was manager of the Northwest Auto company.

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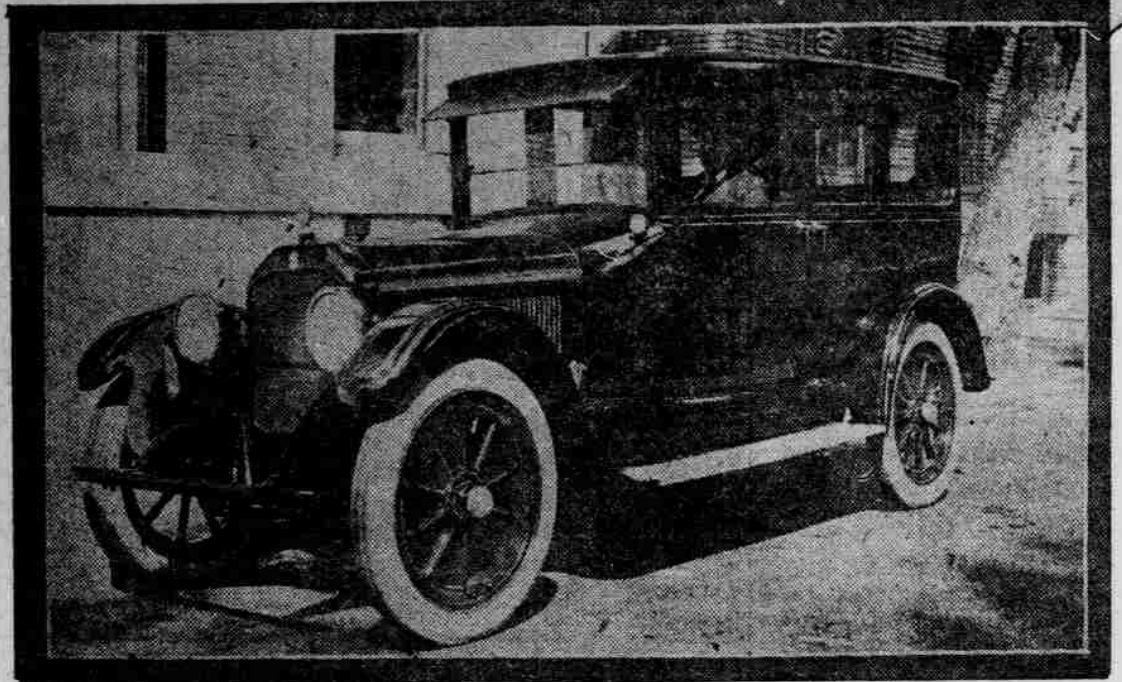
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# MEET THE VERY LATEST FROM THE PEERLESS FACTORY, THE NEW PEERLESS SEDAN.



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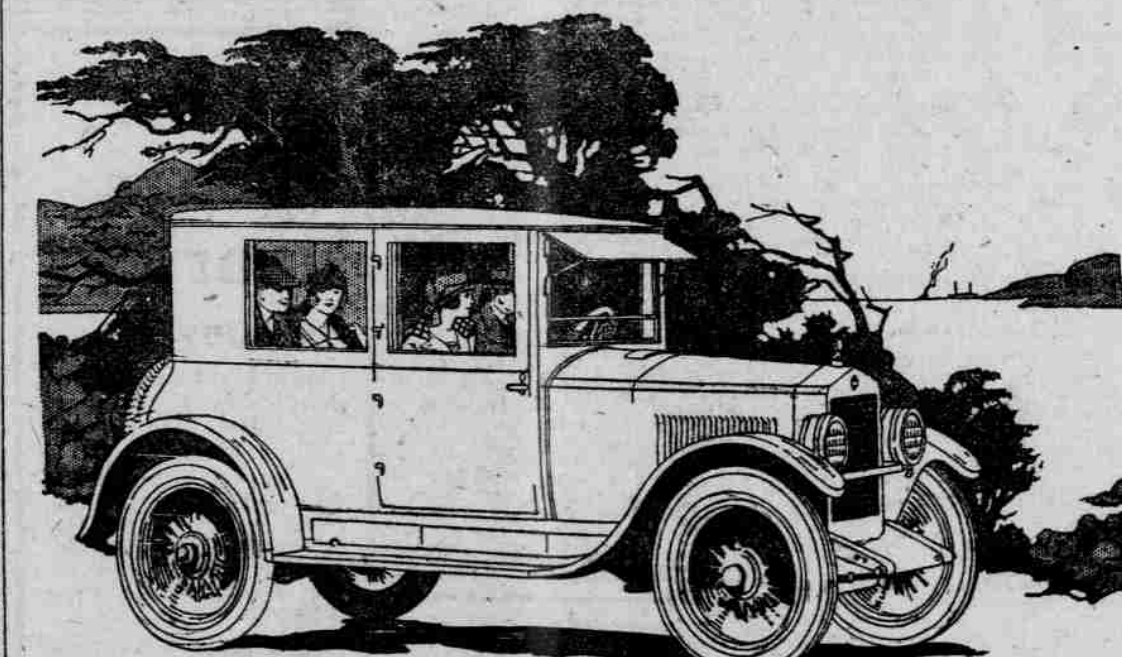
Just see the Coach, and take a ride. That will show you why everybody is praising it; why you see so many already in service.

It offers the closed car protection you desire. It is ideal for family use. It is a delight to drive. Operating cost is low. Requires little attention to keep prime. It is beautiful and reliable.

Know its appeal in a ride.

Touring - \$1095  
Cabriolet - 1295  
Coach - 1345  
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