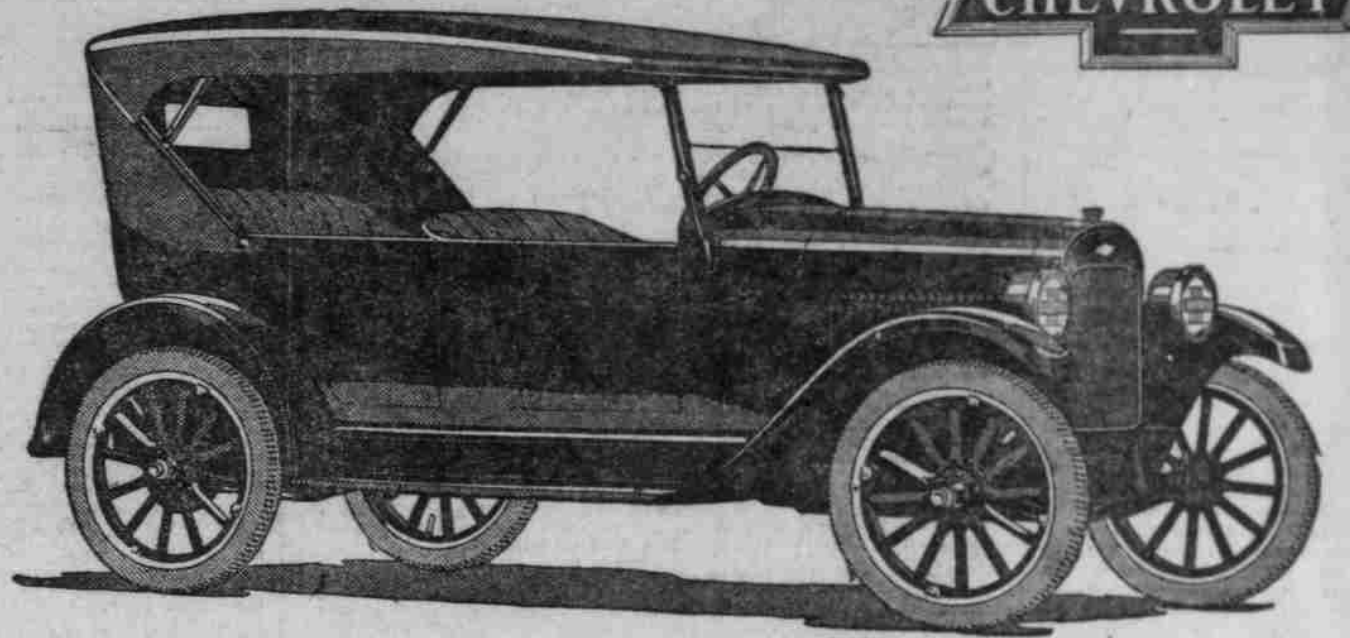


for Economical Transportation



Announcing 1923 SUPERIOR Models

Again Chevrolet Motor Company has emphasized its admitted leadership as producer of the World's Lowest Priced Quality Automobiles.

The 1923 SUPERIOR models—one of which is here illustrated—represent the most sensational values in modern, economical transportation ever established.

QUALITY has been still further improved by more artistic design and added equipment.

ECONOMY has been still further increased by engineering refinements and added facilities.

SERVICE is now offered on a flat rate basis by 10,000 dealers and service stations.

PRICES remain the same in spite of added equipment and more expensive construction, which have greatly increased the values.

Some distinctive features are: streamline body design with high hood and crowned, paneled fenders; vacuum feed and rear gasoline tank on all models; drum type head lamps with legal lenses. Curtains open with the doors of open models.

Closed models have Fisher Bodies with plate glass Termosted regulated windows, straight side cord tires, sun visor, windshield wiper and dash light. The Sedanette is equipped with auto trunk on rear.

Prices F. O. B. Flint, Michigan

- SUPERIOR Two Passenger Roadster - - - - \$510
- SUPERIOR Five Passenger Touring - - - - 525
- SUPERIOR Two Passenger Utility Coupe - - - - 600
- SUPERIOR Four Passenger Sedanette - - - - 850
- SUPERIOR Five Passenger Sedan - - - - 860
- SUPERIOR Light Delivery - - - - - 510

There are now more than 10,000 Chevrolet dealers and service stations throughout the world.



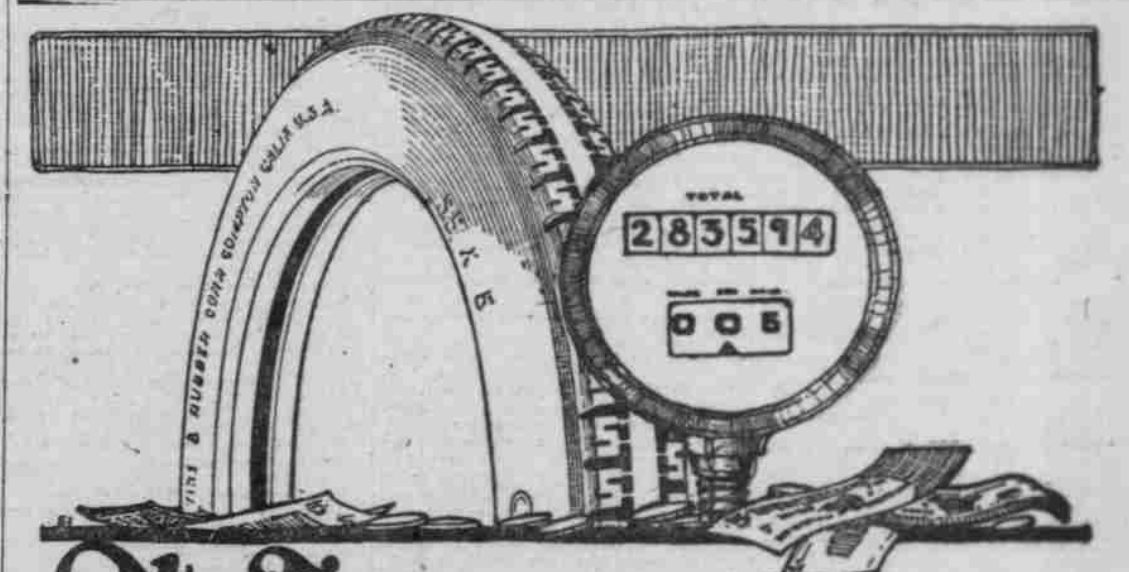
Applications will be considered from high grade dealers in territory not adequately covered.

CHEVROLET MOTOR COMPANY

DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN

Recent report shows that eight months ago, the automotive industry showed increases and four decreases in June, 1922, as compared with June a year ago. The automobile industry shows an increase of 34 per cent in June, 1922, as compared with June a year ago.

Employment Increase Shown. Comparing the increase and decrease of employment of 12 of the leading industries of the country the bureau of labor statistics in a recent report shows that eight months ago, the automotive industry showed increases and four decreases in June, 1922, as compared with June a year ago.



The Tire that pays dividends

If a tire fails to give you the measure of service you reasonably anticipated, you suffer a direct loss. But when a tire delivers all of the mileage expected and then, — thousands of excess miles — it has paid you a cash dividend as surely as if it gave you money.

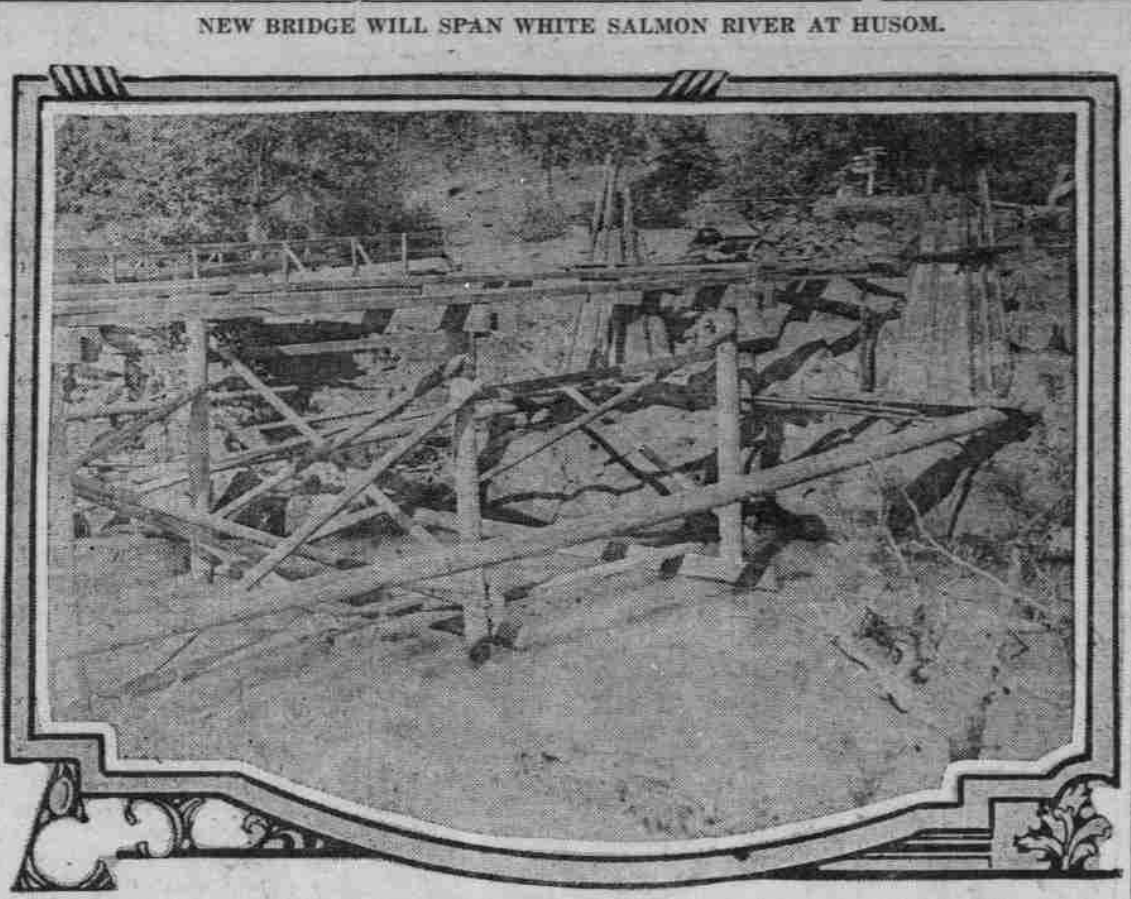
On a ten thousand mile basis alone, Samson tires would be a good buy. Those who use them will tell you that these tires consistently return mileage far in excess of expectations—ranging from 40% to 80%—and more. And every excess mile they are obtaining is cutting down the cost of original investment by real cash savings.

Samson non-skid Cords are highest quality tires made—but sell for no more than you expect to pay for a good tire.

Distributed by Cummings-Carson Co. 104 N. Broadway.



SAMSON SUPER SIZE CORDS



View of false work for new bridge being erected over the White Salmon river just north of Husom, which is some nine miles north of the town of White Salmon. The bridge will serve the main road from White Salmon to Trout Lake, at the base of Mount Adams. The old bridge, which remains in use, is shown behind the false work for the new structure.

DELEGATES ARRIVE FOR TRAFFIC MEET

Conference of Officials to Open Here Tomorrow.

SESSIONS LAST 2 DAYS

Problems Relating to Motor Vehicle Laws and Rights to Be Discussed.

Delegates are due in Portland today in large numbers to attend the conference of motor vehicle administrative officials called by Secretary of State Sam Koser to meet in the city tomorrow and Tuesday. Representation is expected from California, Utah, Nevada, Idaho, Montana, Washington, Oregon and British Columbia.

Morning and afternoon sessions will be held both days at the Multnomah hotel. The morning sessions will begin at 10 o'clock and those of the afternoon at 2 o'clock.

The fundamental purpose of the conference is that of laying the foundation for proposed amendments to the motor vehicle laws of the interested states "in order that adequate protection may be afforded to the persons and property of the citizens by reason of the extended use of such vehicles."

The complete programme was printed in this section in last Sunday's Oregonian. At 10 o'clock tomorrow morning the conference is to get under way with an introductory talk and words of greeting by Governor O'Connell. Papers and talks of the first session will deal largely with traffic laws. In the afternoon the same subject will receive further attention and there will be discussion of the registration of motor vehicles of non-residents.

On Tuesday morning relations of the courts and state legal departments to traffic matters and the function of the press in connection with traffic regulations have place on the programme. At the concluding session Tuesday afternoon auto thefts will be discussed, together with questions pertaining to signals and highway advertising signs.

In commenting on the aims of the conference Mr. Koser made these statements: "The states of the United States and the province of British Columbia included in the conference represent a group of governments which are so closely related in their social and commercial activities that it seems in order that such activities may not be hampered or restricted that as nearly as possible uniform regulations respecting the operation of the motor vehicle therein be obtained as far as possible. It is to this end the work of the conference is aiming."

"In the inter-relationships between the citizens of the respective states, laws in each of them should be enacted which will be in accord with the provisions, so that citizens of one state travelling in another state will not be embarrassed on account of lack of knowledge of what the traffic laws of that particular state are. So that if they follow the laws of their home state, wherever they may be they will be in accord with the laws of the particular locality in which they may be. If this can be accomplished the motorist will be provided with the most satisfactory conditions."

"Then there are the questions of the policing of the highways as to whether this shall be done by the separate political units of the state or by the state through a central directing agency. The treatment of the traffic violator, and the severity with which he should be dealt with for specific violations of the traffic laws, and the action of the courts in this regard upon the general motoring public as a deterrent to repeated violations of the traffic laws."

"The question of lights is an extremely important one. No state as yet has solved the problem and wherever we go the same situation exists. Further, signals will be discussed, as well as the licensing of chauffeurs and motor vehicle operators or drivers, and other questions which are of great interest to the administrative and law enforcement officers. There is a demand on the part of the motoring public that stricter adherence to the traffic rules must follow on the part of motor vehicle operators in order that the persons and property of the people of the state may be protected, due to the fact that the rapidly increasing use of the motor vehicle tends to add congestion on the highways."

'WHITE STREAK' GOES SOUTH

Mitchell Car Travels 10,000 Miles With Sealed Hood.

The Mitchell "White Streak," which had been eating up mileage over the roads of Oregon and Washington, left Salem after the state fair, for California on the last lap of its 10,000-mile trip. Messrs. Ellenbeck and DePaolo, who piloted the car, left the state very enthusiastic over their stay in the northwest.

The "White Streak" accompanied the 1923 fair caravan on a portion of its trip, attended the fairs at Yakima and Spokane, and also did a bit as official camera car at the Pendleton Round-up. Leaving Pendleton the car proceeded to Salem where it was put through its paces for the benefit of state fair patrons. Not many years ago it would have been very difficult to have piloted an automobile 500 miles with a sealed hood, let alone covering a distance of 10,000 miles, yet the "White Streak" boys made the assertion that they easily could have rolled up a total run of 20,000 miles as their car left the state "bitting on all six" without the necessity of breaking any of the seals on the hood.

COLUMBIA COMPANY MOVES

Storage Battery Concern Now Occupies Home of Its Own.

The Columbia Storage Battery company is now housed in its own commodious quarters. In the concrete building at the southeast corner of Tenth and Couch streets. Previously it was located in the Wigwags building, 45-47 North Park street.

RED HAS STEEL COUPE

NEW TYPE ANNOUNCED BY FRED W. VOGLER.

Head of Northwest Auto Company Says Car Fills Long-Felt Want.

A new all-steel coupe with the famous Red T-8 chassis as a foundation has been announced, according to Fred W. Vogler, president of the Northwest Auto company, Reno distributors.

"The body is of new design," says Mr. Vogler. "Careful proportioning has produced an unusually roomy car which insures comfort and convenience to a high degree. Regular seating capacity for three is supplemented by a comfortable auxiliary seat. This seat has a left arm rest, the right one having been omitted so that the passenger can readily enter or leave his seat. When not in use this auxiliary seat folds completely out of the way, thereby giving additional floor space."

"A spacious package compartment behind the driver's seat is of the built-in design and is concealed by a hinged cover. The framework of the body is of selected hardwood and all joints are accurately fitted and screwed or bolted, and with an outer covering of the best grade of steel. This new coupe is designed to fill a long-felt want among motor enthusiasts.

"The windshield is exceptionally large, affording an unusually clear vision. The upper half is adjustable while the lower section is stationary and when fully closed the windshield is absolutely leak-proof. A wiper is standard equipment.

"The interior is upholstered in best grade heavy body cloth, being of a dust-proof shade with light blue striping. High grade cushion springs and a abundance of curled hair and wadding are hidden features which produce easy riding qualities. The trimmings are in gray satin finish, producing a pleasing and harmonious effect."

MRS. FORD AIDS HUSBAND

METEORIC CAREER SHAPED BY CLEVER HELPMET.

Wife of Famous Automobile Magnate Gives Wise Counsel to Her Aggressive Husband.

DETROIT, Oct. 7.—The one person in the world who has had more to do with shaping Henry Ford's meteoric career, which carried him from a weak and insignificant name to the greatest international fame than any other person is Mrs. Henry Ford. The auto king is frank about that.

"She was 23 and he was 29 when they were married. She was Clara Bryant, daughter of a farmer at Greenfield, Mich. Ford then had gone to Detroit as an engineer for the Edison company.

When Ford first conceived the idea of the "motor man" car it was Mrs. Ford who urged him on in his formation of the company. When he reached the million-dollar class and launched the first of his drastic steps to make his employees get more happiness out of life by giving them the "fourth" of their earnings called "unheard-of pay," it was Mrs. Ford who knew that the idea was in the plans and that the idea was not a pipe dream.

FRANKLIN ORGANIZATION IS PLANNING CAMPAIGN.

Efforts to Center on Sales of Closed Car During the Next Six Days.

During the week of October 8, according to notice issued by the Franklin factory, Syracuse, N. Y., the Franklin sales organization throughout the United States will devote its entire efforts to the showing and demonstrating of the sedan, the ace of the Franklin line.

The Braly Auto company, Franklin distributors in Portland, are all "set" to participate in the week's campaign.

When, in 1913, Franklin introduced to motoring America the first sedan on regularly-scheduled production, there were many who predicted that such a car would never be popular. They belonged. It has proved out, in the class with those who, in the earlier days, dubbed the automobile a plaything.

Because, from that first year when Franklin built and sold 13 sedans, the demand for this model has grown remarkably with each passing season. Today over 50 per cent of the entire production of the Franklin factory, which covers over 34 acres of floor space, is sedans.

In some of the large cities, the sale of Franklin sedans has increased to a point where it is almost 90 per cent of the total sales. Of late years, country territories and especially the south have shown considerable increase in sedan sales. In the opinion of Sales Manager Ackerman, this latter increase is due to the growing realization that this type of car, while affording both winter and summer protection against the elements also removes any limitations to roadability, thereby making the car the means of all-year-around transportation.

PACKARD CASH PILES UP

CURRENT EARNINGS NOW \$500,000 MONTHLY.

Profits Are About Three Times Annual 10 Per Cent Dividend Requirements.

DETROIT, Oct. 7.—Since May, 1922, when quarterly shipments of the new "single six" were begun, profits of the Packard Motor Car company have increased steadily, and current earnings are now at \$500,000 monthly, indicating an annual rate of around \$6,000,000, equivalent after interest, note sinking fund requirements and preferred dividends to about \$2.85 a share on the 1,188,516 shares of common stock outstanding. This would be about three times annual 10 per cent dividend requirements.

As a result of large earnings and heavy liquidation of inventories Packard's cash has been piling up. It now exceeds \$16,000,000, an increase of nearly \$7,000,000 since January 1, 1922.

Capacity operations are planned through the winter. Present production of 2100 vehicles a month, including single sixes, twin sixes and trucks, will be increased as rapidly as possible. The company has available plant and manufacturing facilities for upwards of 3000 machines monthly but cannot secure sufficient trained labor to make possible such a schedule immediately, it is stated.

Officials anticipate no serious interference from coal or rail strikes. Coal on hand and in transit will meet needs for some months, they state. Forward stocks of raw materials and accessories are not large but it is believed that motor trucks could, if necessary, haul material required, as during the switchmen's strike in 1920.

Since the introduction of the new "single six" series in April, the demand for these cars has been unusually heavy and the company is several months behind in deliveries, but expects to cut down unfilled orders through increased production.

Auto Show Date Indicated.

Developments indicate that the annual automobile show of the Portland dealers will be held during the week beginning February 6. While the association directors have as yet taken no definite action, the fact has been communicated to them by Hal White, manager of the municipal auditorium, that the big building will be available for use by the dealers only during this particular week. He stated that the only open dates at the auditorium now remaining are February 1-12. These dates embrace only the full week, beginning February 6.

THIS IS "SEDAN WEEK"

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DEMAND FOR CORDS GROWS

Portland Distributor Notes Trend in Tire Sales.

The demand for cord tires, which began to show a marked increase last spring, is continuing to grow rapidly. Such is the statement of M. F. Swift of the Howell-Swift Tire company, local distributors for Savage tires and tubes.

"The production of cords has increased in less than a year from approximately one-fourth to about one-half of the entire tire output," said Mr. Swift. "The decreased cost of manufacture and improved facilities for producing cord tires is probably one cause for this rapid increase in cord production, but the chief reason why the motorist has swung to this class of tires at higher prices than fabrics is undoubtedly his appreciation of the increased service given by cord tires."

Employment Increase Shown. Comparing the increase and decrease of employment of 12 of the leading industries of the country the bureau of labor statistics in a recent report shows that eight months ago, the automotive industry showed increases and four decreases in June, 1922, as compared with June a year ago.

NEW F-50

A UNUSUAL degree of comfort and beauty have been combined with general utility in the New F-50 five passenger Phaeton.

It is low, graceful and luxurious. Deep, heavy crown fenders closely hug the sturdy disc wheels. The exquisite finish will withstand the ravages of dust and weather. It is a car you will be proud to own and drive.

The new F-50 is the proven car. The million mile demonstration of the famous Mitchell "White Streaks" has established beyond question that this chassis is powerful, rugged and amazingly flexible.



MITCHELL

"a flow of power"

Within a comparatively short time the new Mitchell has won for itself a secure place among the finer cars produced by American manufacturers.

Phone today for a demonstration.

Northwestern Mitchell Distributors

40 YEARS IN THE NORTHWEST



Brooklyn at Everett

28-30 N. Broadway Broadway 6244

