

AUTO GUIDE TO BE PUBLISHED IN CITY

Red Book Company Formed by Local Capital. MAP CAR ALREADY OUT

"Picture Every Mile" Is Leading Feature of Proposed Booklet on Pacific Highway.

For the purpose of completing a new pictorial guide of the Pacific highway, from Vancouver, B. C. to Tia Juana, Mexico, the specially equipped Paige car of Chief Engineer E. C. Gamble of the General Advertising Company headed out of Portland for California last Wednesday.

The departure of this car and its mission have more than passing significance in Portland, which has become the headquarters of the concern which plans to popularize the "Red Book Pictorial Tourist Guides" in every section of the United States. In several important respects these road guides are different from all such guide books previously offered to the tourist. The originators of the basic features of the guide believe that the "mark" of a "big idea" of a tourist's help which meets his requirements more completely than anything heretofore offered is the "picture every mile" slogan. The "Red Book" has been extensively tried out in a preliminary way and has proved a hit with many. The trade-mark slogan, "Picture Every Mile," is an inkling of the nature of this new guide. Parallel with the detailed road map runs a continuous strip of photographs. In other words, opposite every inch of the map, presenting a mile of the road, is the actual photograph of that strip of highway and its contiguous objects.

Guide Is Like Movie. This strip of photographs in its continuous form practically presents a motion-picture film of the unfolding scenes before the motorist. The motorist in relieved of the necessity of reading the log of the route, yet cannot get lost, for he has before his eyes the actual picture of the highway he is traveling. This feature alone has made the new guide popular with the tourist, say the originators.

Mr. Gamble, an engineer, conceived the picture-every-mile idea of the guide and, after having it fully protected by copyright and trade-mark registration, proceeded to try it out. In the same Paige car he mapped and photographed the Yellowstone trail and its extensions from Portland to New York, a distance of 3840 miles. This work was only recently completed and publication of the guide covering this transcontinental route will be the first of the big undertakings of the company. The "Red Book" name, meanwhile, Chief Engineer Gamble is finishing up the mapping and photographing of the Pacific highway, already completed from British Columbia to the southern boundary of Oregon.

The first edition of the Pacific highway "Red Book" will be ready for distribution early next year, before the tourist season begins. It was first thought an edition of 10,000 copies would be sufficient in the first printing, but those interested in the project say it looks as though practically double this number will be necessary.

Salem Man Is at Helm. W. H. Patterson, Salem capitalist, who is president of the company, formed to finance the "Red Book," when in Portland during the week, stated that officers of the company had already been approached by three Portland men who wish to handle distribution of the new guides. One man offered to contract immediately to purchase 10,000 copies of the Pacific Highway guide, he said. This man said that, aside from the many tourists who will want the book, it is confident that many people living along the route will be so attracted by the pictures of the highway over which they regularly travel that they will buy a copy.

Except for Mr. Patterson, who has watched development of the new guide from the very first, the corporation formed to make and distribute "Red Book" guides is composed of Portland men, their names will be made known after details of the company's corporate form have been completed. It is expected that the mapping party, headed by Chief Engineer Gamble, is now taking, to cover the two routes through California, he is accompanied by C. I. Moody, well known to Portlanders as the Portland. Mr. Moody is giving his time to development and planning of the advertising side of the publication. It is said that several large coast advertising firms have sought the contract for handling all the advertising, but the officials have thought best to direct this work from their own office recently established in the building of Sweeney, Varney & Straub, Eleventh and Burnside streets.

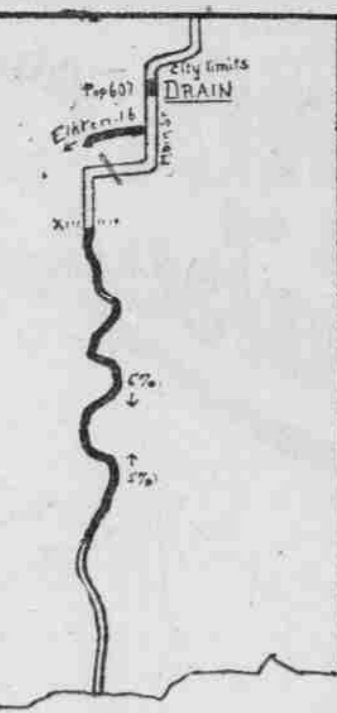
The Paige car in which the mapping party is traveling has already covered more than 31,000 miles on official business of the company. It is especially equipped to carry the engineering apparatus used on the road. Before the start of the present run it was tuned up and painted a brilliant red by Portland experts, and attractively lettered on the sides and rear. The car attracts as much attention on the streets as an engine of the Portland fire department speeding to a fire.

MANY STOP AT AUTO CAMP. Park at Sacramento Crooked Throughout Season.

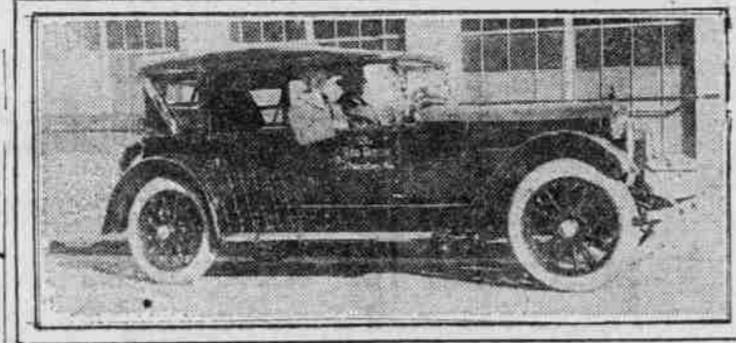
SACRAMENTO, Nov. 11.—All records for the number of cars visiting Sacramento's municipal auto camp were broken this year. This is the declaration in an official statement which says that up to November 11, 652 cars visited the park. The revenue derived from these cars by charging each 25 cents per day amounts to \$162,500. The cost of operating the park to date has been \$184,916. This is the first year that a charge has been made.

Upon an estimate of four people to a car, it is figured 45,612 visitors have spent at least one night at the park. It is also estimated by City Controller Hotzoff that on an average each auto party will spend \$10 during its stay in this city, and such being the case, the transients so far this year have spent \$116,410 with local merchants.

NEW IDEA IN ROAD GUIDES IS BEING DEVELOPED FROM PORTLAND HEADQUARTERS.



DRAIN — Population, 607. All accommodations at Roberts Garage, Drain Restaurant. 16 miles west for Elkton. Railroad crossing. 5% grades.



Above—Strip reproducing three-mile section of "Red Book" page, showing carefully prepared road map, its accompanying data and the "picture-every-mile" photographs which popularize the new guides. This particular section is at Drain, on the Pacific highway. Below—Official car of the Red Book corporation at the start of its latest trip from Portland—Paige, which has given service over 31,000 miles of road. Chief Engineer E. C. Gamble is at the wheel, and with him is C. I. Moody, director of advertising of the Red Book corporation.

TRACTOR-TRAILER USED

EQUIPMENT POPULAR IN ALL KINDS OF INDUSTRY.

Features of Fordson With Trailmobile Explained by Local Authorized Dealer.

Increased popularity of the trailmobile, with the Fordson tractor, among the transportation concerns is announced by J. H. Casey of Talbot & Casey, who report a number of recent sales. The latest addition to the list of trailmobile outfit owners is the Milwaukee Warehouse company, which completed the purchase of a new outfit complete last week and contemplates adding several others in the future. Mr. Casey announced. Decision of the Milwaukee firm to place the trailmobile in use was reached after demonstrations of the facilities of the outfit on several unimproved roads in Clackamas county district as well as on the paved highways. Mr. Daugherty, sales manager for the Fordson tractor and trailmobiles of the Casey & Talbot firm, reports that this recent sale, coupled with a number of others being closed, has demonstrated the fact that the trailmobile is becoming more necessary and practical every day in the field of industry. Drawing heavy loads on the highways, hoisting material for the construction of buildings, grading, loading and excavating, all are being performed daily by Portland firms with the Fordson. For the use of the Fordson with the trailmobile on the highways and for general industrial work, the Fordson is now equipped with heavy metal wheels and solid rubber tires of sufficient width and thickness to insure its traction and provide for protection to the highways and the comfort of the drivers.

The new trailmobile is a semi-trailer type of apparatus in conjunction with the Fordson tractor and is said to be one of the most economical and efficient hauling devices now in use. The combination also makes an all-purpose outfit, the tractor may be instantly disconnected from the trailer, whether loaded or not, and used for other hauling, towing, hoisting, belt work or excavation, or it may be used to operate any number of trailers, hauling one while the others are being loaded or unloaded. The speed of the Fordson in this class of work ranges from eight to ten miles an hour and will under ordinary load run from six to eight miles on a gallon of kerosene. The fact that 50 per cent of the load rests on the power wheels and that these wheels are in front instead of behind the load is said to be an important feature.

MILLER & SON MOVES

ELECTRICAL CONCERN NOW AT 11TH AND BURNSIDE.

New Building Just Finished Will Provide Larger Quarters for Sales and Service.

W. R. Miller & Son, Inc., one of the pioneer automotive electrical service companies of the city and distributors of Delco, Remy, Atwater Kent and other well-known lines of electrical equipment, as well as Rayfield carburetors, recently moved from the old quarters at 289-291 Oak street and now is occupying a new home at the northwest corner of Eleventh and Burnside streets. The company occupies a grand new building erected specially for it and covering 75 by 100 feet on the corner and two stories in height. The second story of the building will be sub-leased by the company, however. Special arrangements for caring for service needs along electrical lines in the latest manner have been provided at the new quarters.

FORDSON TRACTOR WITH TRAILMOBILE FAST BECOMING POPULAR FACTOR IN ALL KINDS OF INDUSTRY IN OREGON.



Equipment recently sold to the Milwaukee Warehouse company by Talbot & Casey, authorized Ford and Fordson dealers of the city and dealers in Trailmobiles. The outfit is the five-ton model and is loaded with three cords of green fir wood.

GARAGES PROBLEM IN AUTO BUSINESS

Lack of Storing Space Hampers Car Sales.

RENTS OFTEN EXCESSIVE

Chevrolet Sales Manager Urges Architects and Builders to Provide Facilities.

DETROIT, Nov. 11.—Lack of garage space was declared by Colin Campbell, general manager of sales of the Chevrolet Motor company, to be a serious menace to the sale of low-priced cars in congested eastern cities and he said this condition was holding back the immediate sale of 100,000 cars in New York city alone. Persons normally low-priced car buyers cannot afford to pay the \$40 and \$50 a month garage rent being asked in some places, he said, but they do want cars.

Architects and engineers and civic authorities must begin to take the needs of automobile owners more into consideration in drawing plans for apartment buildings, office buildings, civic structures and highways, he said. Modern apartment buildings should have three to four sub-basements with ramps to provide for automobile storage if they are to meet tenant requirements. Multiple deck streets are already a crying need in many cities to provide adequately for traffic and car parking, he insisted.

No Saturation Sighted. Campbell's remarks on traffic and garage conditions were in refutation of the possibility of a saturation point in the automobile business, where near in sight. He addressed Chevrolet dealers of zone No. 1 (Michigan, Indiana and Ohio) at a sales meeting at the Hotel Statler in which he outlined the business possibilities of the new Chevrolet line. Dealers must awake to their opportunities, he said, and where conditions such as outlined are retarding sales, they must take active part in correcting them.

Campbell's remarks on the meeting with dealer clients were addressed directly by Campbell in a demand for fair treatment for the industry. Armed with statistics from government bureaus, he showed that the business of the country as represented by bank clearings, had tripled since the inception of the automobile in 1900 compared to the former 33 years. In a like period, he said, American business since 1900 would show an increase of 1000 per cent.

Dealers Also Admonished. Decried the confidence of bankers by setting their business in order, he said. Where they have not sufficient capitalization to conduct their business as it should be, they must prepare immediately to right this. Chevrolet demands the representation of the best type of business men in every section of the country and with adequate representation there will be no difficulty with finances or in getting a proper share of business.

The policy of the Chevrolet company will be to conduct all sales through retail dealers, he said, and in this connection it is proceeding to discontinue the use of factory stores. Seven new remain of the 47 opened under the former regime, and only those in Detroit and New York will be continued. These are in general Motors buildings and will be more showrooms than salesrooms, he said.

K. T. Keller, general manager of production, said the company would be building 1000 cars a day shortly and with the completion of new factories in March would be in position to double this. New York body plants will build closed cars exclusively for Chevrolet, he said, assuring dealers of ample quantities in these models. Closed body production this year passed total 12,000, 25,000 sedans, 5000 coupes and 3000 utility coupes.

LICENSE BLANKS MAILED

PROMPT APPLICATION FOR NEXT YEAR IS URGED.

Car Plates for 1923 Will Have Dark Blue Background and White Serial Status.

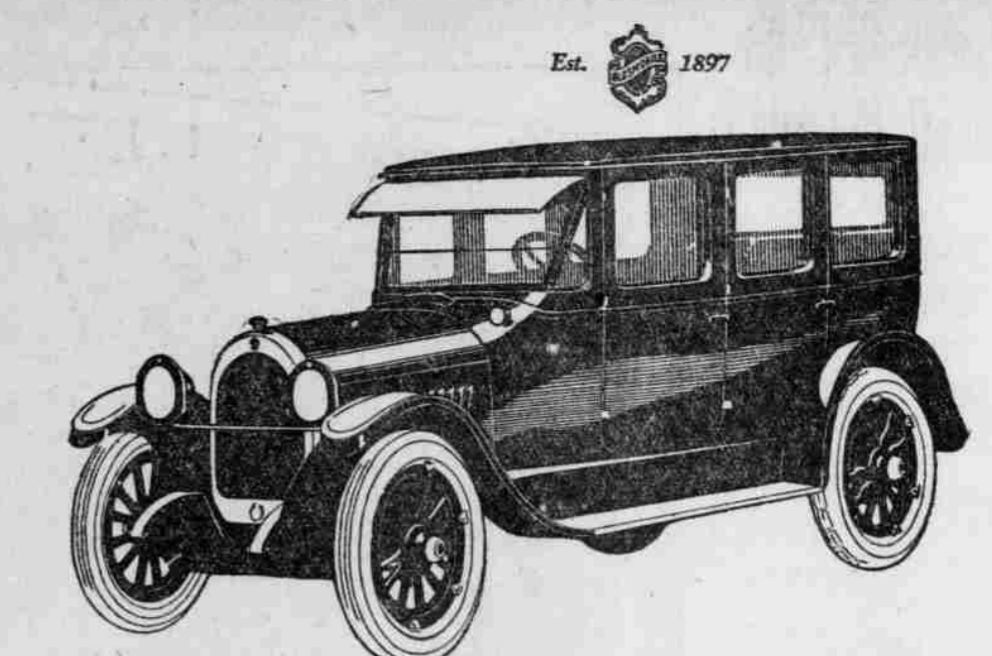
SALEM, Or., Nov. 11.—(Special.)—Application blanks for 1923 licenses have been mailed by the secretary of state to all motor vehicle owners in Oregon, so as to permit them to apply for and receive their 1923 license before January 1. Motor vehicle owners will avoid much trouble, annoyance and unnecessary delay by promptly applying for their 1923 license upon receipt of the blanks. Deferring applying for licenses until about the first of the year only congests the work of the secretary of state's office and may result in the arrest of the car owners by traffic officers for failing to have the 1923 license on their cars after January 1 next. License plates for 1923 will have a dark blue background and white figures and letters.

Up to October 27, 1922, there were registered and licensed in Oregon 238 motor vehicle dealers, 11,994 chauffeurs, 211,496 motor vehicle operators, 3162 motorcycles and 121,544 passenger and commercial cars, from which the total license fees aggregate \$3,207,072.30. The fees, less administrative expenses, are distributed one-fourth to the state and three-fourths to the state highway fund for use in road construction and improvement throughout the state generally. The distribution of the registrations up to September 15, 1922, shows that in Multnomah county there were registered 443 motor vehicle dealers, 4883 chauffeurs, 2889 motor vehicle operators, 1389 motorcycles, 37,717 passenger cars, 29 ambulances and hearses, 262 buses and stages, 2137 commercial cars of less than one-ton capacity, 2647 trucks of from one to five tons capacity and 125 trailers of from one to five tons capacity, or a total of 45,867 licensed passenger and commercial motor vehicles.

EQUIPMENT FIRM EXPANDS

J. M. Tuttle Added to Staff of Banes and Potter Organization.

J. M. Tuttle, for several years distributor and local manager for the Double Seal Ring company of this city, has joined the forces of the Motor Equipment company, 72



Eight Cylinder Sedan \$2025 f.o.b. Lansing

Oldsmobile A GENERAL MOTORS PRODUCT

The Only "Eight" of Its Kind—In Value, in Size, in Price!

The Oldsmobile eight-cylinder sedan combines a degree of beauty and mechanical excellence usually found only in the costliest cars.

Its rich upholstery, in durable, soft-toned Mohair plush over interlaced hair and the incomparable Marshall-type springs, insures thorough comfort. The equipment includes silvered fittings, certain and silent window-lifting devices; sun visor and ventilator; door locks; heater. Its eight-cylinder motor is powerful, flexible, smooth-running and vibrationless—a power plant in every way fitting a car so unusually good.

We invite your judgment of this sedan from any standard, confident that in beauty, comfort, utility or performance it has no equal at the price.

Oldsmobile Company of Oregon Broadway at Couch Broadway 2270

OLDSMOBILE

Broadway, as assistant to the general sales manager, O. C. Potter, it was announced last week. The addition of Mr. Tuttle marks another step in the expansion of the Motor Equipment company, with Frank Roehr as secretary. The company's line now includes, in addition to Peerless piston rings, Meaco pins and rings, Dall pistons, Bunting bushings and Meaco valves, and the company's territory takes in Oregon, Washington and Idaho. Avoid sudden stops, quick starts, jerks and skidding. They are had on spring and tires.

DODGE BROTHERS MOTOR CAR

The evenness of performance so often remarked in Dodge Brothers Motor Cars is due, in no small part, to the thoroughness with which each unit is inspected during the process of manufacture and assembly.

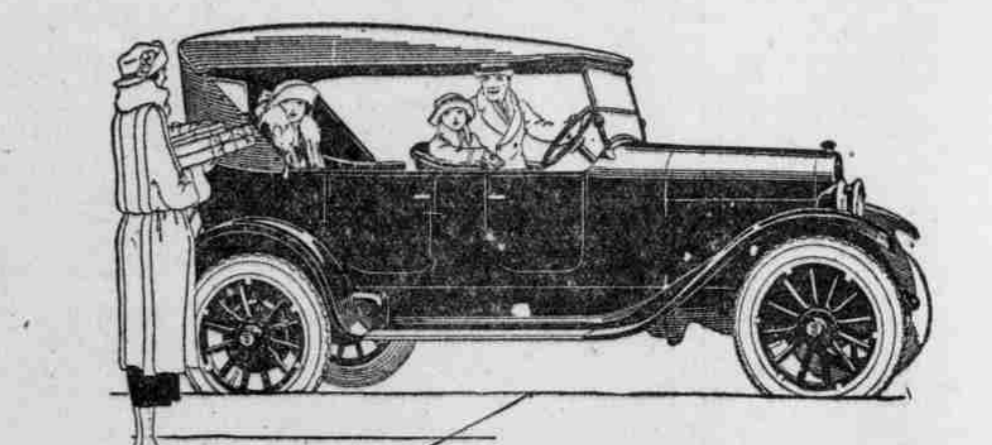
A trained staff of 800 experts is employed in this work alone, and approximately 5283 individual inspections are made on each car.

So exacting and rigid are the standards applied to these inspections that the slightest variation either in workmanship or material is instantly discovered and rejected.

Dodge Brothers are almost over-scrupulous in their constant aim to make each car as sound and perfect as is humanly possible.

The Price is \$1065 delivered

Brale, Graham & Child, Inc. Eleventh at Burnside Broadway 3281



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