THE SUNDAY OREGONIAN. PORTLAND, SEPTEMBER 18, 1910.

uilding. The feature of the garage department is the fact that there is not a single post in the middle of the room. It has a turntable installed, allowing an

automobile to turn around, and not back out, as has heretofore been the

main entrance to the building is also located there. On the third floor is located the machine shop. The East Side has not been without

are now installed in a new building at King and Washington streets. This structure is of but one story. The corner of the building is used for a salesroom and offices. The front half of the building, facing on Washington street is occupied by small stores The

street is occupied by small stores. The rear portion is the garage and work-shop. The latter is partitioned off from

the garage. The entrance to the gar-age is on King street. The capacity of the garage is 50 cars. At the northeast corner of Sixth and

At the northeast corner of Sixth and Madison streets stands one of the most substantial and modernly equipped gar-ages in Portland. This is the garage and salesroom building of the White Motor Car Company. Also the Standard Motor Car Company, distributors of the Ford and Stearns Motor Car Company, han-diers of the car of that name, are located in this building. The new White garage was completed

The new White garage was completed early last Spring. With fis central loca-tion it has proved one of the most at-tractive garages in Portland. The build-ing is built of reinforced concrete throughout and is absolutely fireproof.

It is three stories and has a full base-The garage is located in the basement. On the first floor is the salesroom, of-fices and storage-room for "dead" cars. The second and third floors are repair

and machine shops. The floors are nected with an elevator, one of the powerful in Portland.

Autos Mean Revolution in **Road Building** 

So Declares John H. Albert, Head of State Auto Club.

SALEM, Or., Sept. 17 .- (Special.)-Oregon State Automobile Association.

declares that automobiles and the increased mileage on country roads wil result in a complete revolution of the system of road building, and while in his estimation advantages for the horse-drawn vehicle will be cared for, the road of the future in Oregon will

## MILLIONS SPENT FOR AUTOMOBILES IN OREGON SHOW CARS' POPULARITY

2

Cars Alone Cost \$6,500,000-Industry Is Rapidly Increasing-Move Under Way to Induce Big Factory to Operate Branch in Portland-Demand for Machines Growing.







## GOOD ROADS MOVEMENT IN OREGON NOW PARAMOUNT ISSUE TO AUTOISTS

Need of Improved Highways Felt-November Election May Make Great Work Possible--Passage of Constitutional Amendment of Vast Import-Farmers Back Plan for Better Roads.

EAST SIDE AUTO CO, - UNION AVE. AND HOLLADAY.



PACKARD SERVICE BLDG

GARAGE 19# AND ALDER ST STUDEBARER

CR \$6,500,000 invested in autor iles in Oregon! And this does ot include amounts expended for ories, repairs and chauffeurs' which run into many thousands WILLIAM of dollars annually. If this statement sounds extravagant, there are the records in the County Assessor's office and also in the City Auditor's office which show substantially the extent of the automebile industry in the county and the entire state.

Of the many garages built in Portland fluring the past year or two, several mrs first-class buildings costing from \$10,000 to \$25,000. Real estate holdings in connection with the sutomobile business in Fortland alone rep-resent \$1,000,000, with additional hold-ings throughout the state of \$500,000, making a total of \$1,500,000 tled up in ground and buildings. Up to the present time, then, \$8,000,-

amount that represents the | and the commercial side of the moto car being demonstrated more and more, there appears to be no limit to which the industry may extend theif in Ore-gon. In view of this situation, there popularity of the motor-car in Oregon. There were 2742 cars in Oregon on February 25, 1510, according to the reg-istration, of which number 1600 were owned in Portland and Multnomah Is County. Since March I, or in the last bri six months, the number has increased ing to approximately 4200. Nearly 1500 He cars, therefore, have been sold in Oregon in six months, or more than half as many as had been previously sold in the state altogether. Of the number of cars in Oregon fully

gon. If view of this situation, there is some talk of trying to bring here a branch of some factory which is turn-ing out standard machines. It is be-lleved that such a move would not only prove a profitable undertaking but also it would give the buying public the benefit of better prices. The amount saved in eliminating a large percentage of shipping rates would also prove an item of considerable importance in con-60 per cent. are owned by Portland item of considerable importance in con-sidering such an enterprise. In the meantime, the demand for au-While there are a number of ced cars, ranging from \$2500 people. While there are a number of high-priced cars, ranging from \$2500 to \$5500, the average valuation placed on the automobiles is \$1500. Popular priced cars seem to suit the demands of the larger number of the buyers and for this reason, the growth of the tomobiles keeps growing and with the arrival now of the 1911 models, deal-ers report a brisk business. Consider-ing the volume of business that has been transacted within the part few months it mould not industry in Oregon seems to be going months, it would not be surprising to see the number of machines in Oregon ahead at a rapid pace. With the automobile craze growing reach 5000 by the end of the year.

and stand the peculiar strain which is put upon the ordinary highway by this

put upon the ordinary highway by this newer class of transportation. "In Marion County if is evident that mileage over the country roads has in-creased 500 per cent. In the past two years. By this F mean that travel over the highways is materially more than ever before in the past and this than ever before in the past and this increase is entirely due to automobiles. Of course public roads are built out of public funds and what the auto en-thusiast may do in the work of de-veloping thoroughfares largely depends upon his influence as a taxpayer. Use

of roads changes with the changing times. One hundred years ago you might say that the oxen had the right of way in the more remote rural districts. Then came a period of 75 or 80 years when the vehicle drawn by horses had supremacy. Now comes the autonobile, but it is evident that the per-od of the horse has developed a system of roadways made expressly to acmmodate horses. "In the past few years on all well

traveled roads there are three times as many people in autos who use them than those who travel them by any other method. This means, while othe kind of traffic must not be lost sight of, that the roads of the future will be built with the use of the astomobile in mind. Some changes in the usual construction of roads will be made necessary by the advent of the new method of travel. In the first place on the best country roads the old road bed is of macadam and this, with an occasional watering, provides the best thoroughtare for vehicles which are propelled by horses. But it is not feasible for the use of autos for the reason, that under moderately rapid traffic, the binding surface is ground up and blows

away. There must be some other bind-ing surface provided and I would sug-gest either oil, asphalt, or a concrete surface. This latter may be substitut-ed by some binding surface with a con-crete bed.

"I do not mean that the road of the future should be constructed exclu-sively for the use of automobiles but autos are used far more than any other vehicles on the country highways, and as automobile owners are as a rule heavy taxpayers, the influence which they have will be used and will be a potent factor in dictating the manner in which new roads shall be constructed. The auto was at first a plaything, but now it is rapidly becoming an important utility and for this reason it is evident that future road building be done with this fact in view."

"The value of hickory lumber at this ime is about \$39 at thousand, and the high grades are selling at \$50." says Burton J. Westcott, president of the Westcott Motor Car Company, of Rich-mond, Ind., who is one of the largest carriage manufacturers in the country mond, ind., who is one of the largest carriage manufacturers in the country, in addition to being a manufacturer of automobiles. "The total value of hick-ory production is not less than \$12,-600,600 annually and at the present time, it constitutes not more than five per cent. of the standing timber in the United States."

## Trucks to Be Handled.

E. E. Cohen, manager of the Maxwell agency, will handle the Samson line of commercial trucks during the com-ing season. This company will also handle the Columbia automobiles. The new Columbia medels will sell from \$2750 to \$4800. E. E. Cohen, manager of the Maxwell

great progress in road construction during the past year, and they have set a good example for many of the other counties to follow. If we can arouse as much enthusiasm in other parts of the state, there will be easy

that will receive more attention towards bringing the proposed constiamong the people of the state durtational amendment before the people, ing the next few years than any other so that when submitted before the voters at the November election its purone topic, according to Judge Lionel poses will be thoroughly understood. R. Webster, secretary of the Oregon Good Roads Association. The need of When favorably passed upon, the way improved highways in every county is will be opened to have legislation enbeing felt more and more and, says Mr. acted to provide for such features as a Webster, it is up to the people to give material aid to the improvement of the public highways if it is desired to keep state highway commission, and possibly a county highway commission, employment of convict labor on roads or some form of state aid procedure best adapt-

public highways in it is desired to keep pace with the work being done in Cali-fornia and Washington. The importance of the good roads movement is pointed out in a state-ment made frequently by Mr. Webster ed to Oregon. Members of the Oregon Good Roads Association feel that they have strong backing by the farmers in all parts of that the only factor that may serve to retard the general progress of the state is the intolerable condition of nearly al" the highways. With the Oregon Good Roads Association behind the project for amending the road laws to factiltate road work, Judge Webster be-lieves that the measure has struck a popular vein and will receive favorable action at the November election.

"The eastern part of the state has awakened to the needs of better highways," said Judge Webster, who re-turned recently from a trip to Baker City and Sumpter, where he delivered

pledge its credit in any way it sees fit to construct and improve roads. The citizens of Grant County are also alive to the issue. They have already made bile. use

in Campaigns

HARDLY a day passes but what some new use is evolved for the automo-Among the latest being the of machines for speech-making tours of politicians campaigning during the pre-primary times. Some red hot speeches have been made from the back end of automobiles by assem-bly and anti-assembly candidates and

- OOD roads in Oregon is a subject is at present devoting its efforts farm produce to the nearest market, therefore be it "Resolved, That we heartily indorse

any proposal to remove any constitu-tional restriction on the people's power to obtain and pay for good reads." In discussing the attitude of the

commercial organizations and press throughout the state, Judge Webster said that there was a wholesome spirit

for the good roads movement. "With the farmers, the press and the commercial bodies in every county behind us, we should soon be able to reach every voter in the state, and I think when our proposition is generally understood we will receive an almost unanimous vote for the constitutional amendment," continued Mr. Webster. "We expect to have hearty co-opera-We expect to have hearty co-opera-tion among the citizens of Fortland also. Within a few days pamphlets will be issued covering the matter in detail. These will be distributed in every precinct in the state. We want to have an expression of all the vot-ers and hone to make the scood roads

them to the various sawmills, manufacturing plants and the stock ands where they address the workmen during their noon hour. These little trips have a good effect on the voters, declare the politicians.

One setback to the automobile renters is the doing away with free transporta-tion to the polls on election day as in years previous to the last election. During those years the candidates would hire cabs and automobiles, al-though the supply of the latter was very limited, to round up voters and transport them to the polls. By the cor-rupt practices act this was abolished.

Now that election day is drawing near many of the primary candidates are planning to make whirlwind are. speech-making tours in automobiles. They use ingenious means to attract a crowd and to employ their tactics.

by and sample of transportation the speakers are enabled to visit a number of different localities of the city. These the radical. Such are the uses of the automobile in these days of metropoli-

Buildings in City Are of Modern Design and Permanent Construction-Day Garage Badly Needed-Growth of Business in State Calls for Even More Extended Service.

PORTLAND HAS FINE ARRAY OF GARAGES

WITH the advent of the automo least, lounging rooms for their chaufblie to Portland in large num-bere has come the era of build-This latter feature in itself adds to

their beauty and attractiveness and adds to their efficiency in serving the public. So far these buildings have been private buildings exclusively, aling large, roomy and handsome buildings used for garages and salesrooms. Never has the true magnitude of the automobile industry in Portland been though most of them do a general garmore readily shown than in the past

age business. What is needed most in Portland, and what will surely result within the year.? This has been shown, not alone by the scores of cars whiming about next few years out of pure necessity, is a daylight garage. Other cities have the dity streets but by the number of new buildings devoted exclusively to the automobile business, crected in the past year. In Fortland are to be seen at least half & dozen large new buildings used for the automobile business only. Benew buildings devoted exclusively to

ple.

for the automobile business only. Befor the automobile business only. Be-sides this, there is one, the largest in the Northwest, under construction, much room is left for other traffic. the Northwest, under construction, while architects are now drawing up plans, and specifications for other build-The ploneer building here devoted exclusively to automobiles was the Studebaker Bros. Automobile Com-pany building at Chapman and Alder streets. This structure is of reinforced concrete and which we ings of similar type.

These buildings are not the cheap, pass-away-by-night type, but big, substantial brick and concrete buildings, all of them fireprost, too. The money invested in them runs well into the hundred thousand mark.

 buildings are not the cheap way-by-night type, but big, sub-al brick and concrete buildings, sub-streets. This structure is of reinforced submitting. Fronts on the streets. This structure is of reinforced submitting. The submitting fronts on the streets with a full basement.
On the ground floor of this institu-tion and toward the front is located in the fash-ding garages; it has far excelled by ground floor are the offices. In the streets, Cal, where motoring is ed in throughout the year, And, nesse structures will rank well ny found in the East; they have test appliances for faelijiating ndling of cars, special depart-for gasoline, parts, workshops, --miesrooms and, hast but not
be building occupies a full
be building occupies a full
be building occupies a full
be building occupies a full Porfland has more than kept pace, ith biller cities on the Pacific Coast in building garages; it has far excelled them, with the possible exception of Los Angeles, Cal., where motoring is fadulged in throughout the year. And, too, these structures will rank well with any found in the East; they have the latest appllances for facilitating the handling of cars; special depart-ments for gasoline, parts, workshops,

ive by its English bond style bric the climbing vines growing up the front and sides of the structure. Frank C. Riggs, distributer for the

delivery wagons.

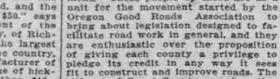
balf of this building is used by the Oregon Taxicab Company and the other half by the Rose City Electric Automobile Company, handlers of the Bab-cock electric vehicles. In this garage is located the most complete electric charging equipment in Portland. This building is made all the more attract-ive by its English head on the attract-

Frank C. Riggs, distributer for the Packard car, then proceeded to error the the most complete automobile building in the Northwest. In this he was prob-ably successful. This building, called the Packard Service Building, fronts on the building attent and Cornel mod

quarter block on the southeast corner in the workshop are found electric ap-pliances for recharging their electric

Next in order came the Rose City Electric and Oregon Taxicab Company

building, a one-story brick and con-crete building on North Twentieth street, just off Washington street. One-



Speech-making Tours by Candidates Are Popular.

