

## AUTO FIGURES IN OREGON'S GROWTH

Important Development Work Traced to Increased Use of Machines.

### CARS PRECEDE RAILROADS

Many Sections of State Opened Up, Directly or Indirectly, by Introduction of "Gasoline" Buggies. Farmers Eager Buyers.

Few people have any conception of the relation of the automobile to the development of the State of Oregon. One who has spent the better portion of 18 months in observing the conditions cannot help but stop and think what a big asset the automobile has been to the state. In the first place, the speed at which one can travel has permitted men of large means, to whom time means large sums of money, to investigate the resources of this State with the ultimate end that considerable money has been invested in projects that otherwise would not have been made.

The automobile in its present state of efficiency, is capable of going to nearly every place, and oftentimes a great many places where the ordinary stage cannot go. The interior development of Eastern Oregon owes a great deal to the automobile. It permits rapid transit, also permitting the entrance of at least 400 per cent more salesmen into the territory of Eastern Oregon than have made it before, as well as enabling others to make quick trips of investigation for the purpose of homesteading.

**Better Roads Result.**  
Even today, with the railroad facilities Eastern Oregon has, there would be nothing if it were not for the fact that at every depot await silent machines ready to whisk the people over the country. The rates are in keeping with the service given.  
The fact that machines are in use also has had a tendency to increase the efficiency of the roads. This is particularly noticed between Bend and Burns—a distance of 148 miles. The writer went over these roads two weeks ago, and excepting for about 15 miles across one corner of Lake County, found the roads hard and dry, and permitting of unlimited speed.

The roads, both in Harney and Crook County, certainly are a revelation. We more tourists aware of the condition of the roads, a great many of them would ship their automobiles to The Dalles and drive from there through to Burns and Harney, via Madras, Prineville, Redmond and Bend. These roads are being maintained and kept up by the two counties above mentioned.  
The one regrettable feature is the 15 miles of rough and rocky road across the corner of Lake County. This is a question for the state to decide, undoubtedly, as it would not be of any benefit to Lake County to repair this particular stretch.

**Counties Should Divide Work.**  
Both Harney and Crook counties should give this matter attention, each county taking care of 1 1/2 miles, which would be an easy matter, and very much to their benefit. The graders, however, who were working on the roads while I was in there, stopped sharp at a peg which denoted the boundary line.

This country is being rapidly filled up by homesteaders. These homesteaders in a great many cases have money, in several cases owning automobiles. Conditions down there are ideal for fishing and hunting, and at present the country is overrun with geese, rabbits and other game, while the streams are filled with fish.

The question of good roads is receiving considerable attention, not only by automobile owners but by the farmers. A great many heated arguments were in process while I was at Burns, at which time court was being held. Those with big interests strongly favor the State Highway Commission, while those with lesser interests believe that the individual counties are best adapted to look after their own roads.

**Horses Refuse to "Shy."**  
The fact that the automobile is well known in that territory was evinced by the fact that not a single horse that came across in 500 miles of travel, shied at the machine.

The question of motor trucks is receiving considerable attention. One motor truck, a two-ton type, ran from Bend to Burns with 5000 pounds of freight in 1 1/2 hours. This, in itself, is the best evidence of the condition of the roads in that country.

The writer noticed an article in a recent issue of your paper, announcing that the people of Hood River had decided to build a more substantial bridge, in view of the fact that automobile trucks were crossing the present structure, which they deemed unsafe. This they did, in view of the fact, as the article stated, that there was no question but what a great many more trucks would be in service in the near future.

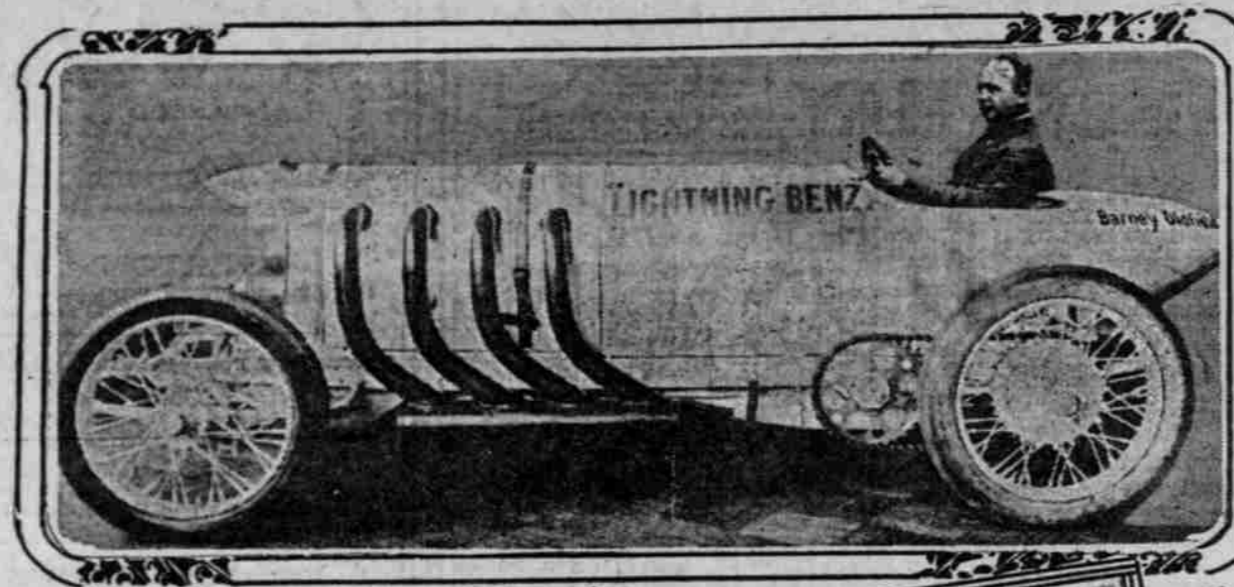
It is a question in the mind of the writer how long it would have been necessary to have waited for a new bridge if it had not been that the automobile lines furnished this action.

**Trucks to Haul Freight.**  
Several large truck companies are being formed in various portions of the state for the purpose of hauling freight. To give one an idea of the benefit to be derived by the advent of the automobile truck, one must stop to consider that a team sent from Burns to the railroad terminus at Bend to get a load of freight would require 21 days for return trip, while the truck usually makes it in about 18 hours, making allowance for all stops. Practically every small town in the State of Oregon contains a garage or place where accessories and supplies can be purchased, and it is almost invariably the most substantial building in the town.

A scene that impressed the writer very forcibly occurred between Prineville and Laidlaw about 10 o'clock at night. Three machines were running along, when suddenly the first machine came to a stop and drew sideways across the road, permitting the searchlights of the other two machines to be thrown upon it.

**Settler Understands Auto.**  
As a background to the machine were three pine trees and the faint reflection of the moon, while to the left was a stream of water and to the right the horizon, marked by the tops of pine trees.  
In the rear was nothing but darkness and silence. The tooting of a horn brought out from the pine trees to the road a man of possibly 30 years of age and his wife. He wore a pair of overalls, a coat faded yellow and a

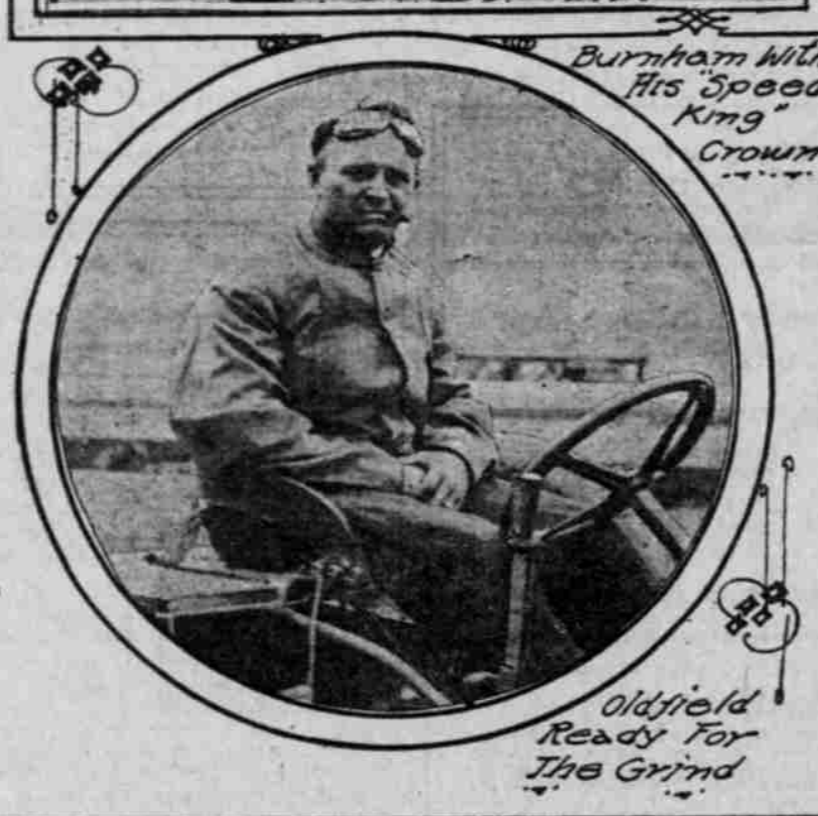
## FAMOUS AUTOMOBILE DRIVERS WHO WILL BATTLE FOR \$10,000 PURSE AT LOS ANGELES ON MAY 4.



Oldfield And His Record-Breaking Benz.



Mulford And His "Golden Smile"



Burnham With His Speed King Crown



Oldfield Ready For The Grind



Burman's Confident Smile

slouch hat, while the woman had on a calico blouse and a shabby skirt without any belt. The thought occurred to the writer, as he sat in the machine gazing upon this scene, that if these people were to go up the streets of Portland undoubtedly they would be arrested at once and charged with vagrancy.

The party owning the car, that was drawn across the road, and who was an agent, immediately called their attention to it, and a conversation ensued, which amazed the writer, in that several of the questions asked by the farmer, or settler, which he could better be called, were of such a technical nature that they showed beyond question that he had devoted considerable time to reading up on the questions of autos.

His questions relative to cylinder capacity, transmission, gears, etc., were surprising. Nor did he overlook the fact that the car in question was equipped with overcast tires and made several inquiries relative to the greater efficiency to be obtained, not only in the tires, but in the engine, as a result of the use of overcast tires.

**Settler Buys Machine.**  
The sum and substance of about 45 minutes' conversation resulted in his placing an order immediately for an automobile. It is to be regretted that someone was not present, gifted with words to express this scene as it actually took place, but when one stops to think that this was in the dead of the woods, several miles from any town, one cannot help but realize the wonderful strides that are nowadays being made in the progress of the automobile.

Men with large ranches find it possible to run into the shipping centers of the country, are kept in closer touch with market conditions, and are also permitted to associate with one another oftener than heretofore, which results in the exchange of views, to the mutual benefit of all concerned.  
One truly must give the automobile credit for a great portion of the development of the country, as thinly settled as are portions of the state of Oregon at present. The automobile has made the ride into Marshfield possible without the necessity of devoting a great deal of time either in a rough stage, through all kinds of mud, or a sea voyage, which is welcomed by few people.

**Auto Precedes Railroad.**  
It seems that nowadays the automobile is the forerunner of the railroad. Its completion has to a great extent incited the various companies to build lines, as well as make rates that would not have existed otherwise.  
An example is shown by the independent railroad line that has been run between the towns of Medford and the county seat of Jackson County, Jacksonville. The rates, in the eyes of the commuters, were exorbitant. An inde-

pendent automobile line was established, which, in a fraction of the time usually consumed by the railroad, brought the people into Jacksonville, or vice versa, at a nominal cost. The result is that the last time the writer was in Medford, the railroad company had not only revised its schedule, giving the people a great many more trains a day, but also, had cut its price away down. This is but one of the many examples that have come under the writer's observation.  
To make the most out of the automobile, good roads are necessary. This must be borne in mind by all either directly or indirectly interested in the development of this great state of Oregon, whose resources are unlimited. It therefore behooves all to pay particular attention to the cause of good roads.

meet his needs before purchasing. He should figure out the exact number of miles that he delivers demand, the time they should be made, his present delivery costs, and the number of possible customers within a certain area.  
"As a matter of fact it costs a great deal of money to make the change, and commercial cars are not cheap. In talking to the different local automobile firms handling commercial cars, the fact is pointed out that in the course of time these machines will pay for themselves, in economy of operation, time saving, and in the covering of an enlarged territory. At first the case may be a wrench, but it will be readily apparent that the step is worth while to enjoy the profit later on.  
"Every dealer with a good commercial car is willing to demonstrate to the business man that efficiency is the main basis of the delivery car for his business, and for that reason he should pay and pay willingly, especially when he has a prospect before him of making so great a future economy in his business that the car will pay for itself and more."

**Oldsmobile to Be Represented.**  
The Oldsmobile will have an agency here, according to George Morrow, Western representative of the Oldsmobile Company. The names of the agents have not been announced, as all the signatures to the contract and other minor details have not been fully completed.

## EFFICIENCY IS ASSET

MUST BE 100 PER CENT GOOD, SAYS PORTLAND DEALER.

Growth of City Creates New Problem for Merchants, Which Is Solved by Automobiles.

The tendency of the growth of Portland in spreading out is creating a new problem for the merchant—that of reaching customers far out from the store—at the same time retaining customers who are close in. The commercial car of today owes its present state of efficiency to men who figured that the rapidity with which the country was growing would soon make the business world face other means of delivering goods than the horse.  
"The successful financial commercial car must show 100 per cent efficiency," says L. E. Rose, Northwest manager of the Studebaker Corporation. "It is of no value to a man in business to have a conveyance which is efficient anywhere from 80 to 89 per cent. He must have something on which he can depend—something which will 'deliver the goods.'  
"In some forms of business the smallest delay means financial loss; the failure to deliver perishable goods on time, or reaching a steamship with goods assigned for it sailing, would give any car a black eye. A machine that is laid up in the garage when it should be out on the road doing its work is causing a dead loss and working damage to the business.  
"The merchant of today is very wise in carefully considering which car will

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## BEST PILOTS ENTER

World's Greatest Speed Men to Race at Los Angeles.

### THRILLING BATTLE IS DUE

Oldfield and De Palma, Scheduled as Sensational Features of Western Auto Classic to Be Decided May 4.

Ten of the world's greatest automobile racing drivers have been nominated to enter the Santa Monica road race, the classic event of Western motordom, at Los Angeles, May 4. Never before has such an aggregation of racing stars been pitted against each other. Not even the international sweepstakes, with its \$50,000 purse, will have a stronger array of speed talent. The men who will match their skill and nerve for the \$10,000 free-for-all prize—Barney Oldfield, Ralph DePalma, David Bruce Brown, Ralph Mulford, Spencer Wishart, Louis Disbrow, Caley Bragg, Teddy Tetzlaff, Bert Dingley and Joe Nikrent—comprise the ten most noted pilots of America.

At last Barney Oldfield and Ralph DePalma will battle for supremacy. These two are perhaps the most sensational figures the game has produced. Both rank in the first division of circular track pilots. Both are fearless. When Oldfield and DePalma are sent off on their 200-mile battle, it is expected that the most thrilling scene in the history of automobile races will be staged. Experts have it "doped" that these men will be the central attraction. If this prediction comes true, it will be the most remarkable battle ever witnessed in a motor car race.

**Oldfield or DePalma Good.**  
Providing "form" is on the job, and barring accidents, mechanical or otherwise, Oldfield and DePalma should be the men to fight it out for honor and record purse. Admitting that Mulford, Brown and Disbrow stand an even chance of breaking into the winning class, Oldfield and DePalma figure on "class" to win. A glance at the records will show the consistency of this statement.

Aside from the fact that the greatest collection of motor car stars are booked to perform and it is the great event of the West, the Santa Monica road race has another significance. It will mark the re-entry into the game of Barney Oldfield. For years the daredevil driver had no peer. He broke record after record and with the ease that stamped him as the greatest of his clan.

Barney has been out of the game for some time. May 4 will be the first time he has entered competition since he fell under the displeasure of the guiding lights of the American Automobile Association.

**Old Nerve Still Steady.**  
In his trial heats, Oldfield, according to Los Angeles reports, has proven that he still retains his old-time ability to race through space at nerve-wracking speed. The prediction that he will be the one to beat DePalma is based on the assumption that his nerve will not falter when he enters the real race and that he has not lost his cunning at the wheel.

Others expected to lock horns in the Titanic struggle are Ralph Mulford and David Bruce Brown. Should anything go wrong with Oldfield or DePalma, it would not be a surprise if either Mulford or Brown return in front.  
Brown, in a Benz, and Mulford driving a Lozier, fought a thrilling duel in the last Vanderbilt cup race, the latter coming out. Brown later redeemed himself and returned the sting of defeat by running away from "Smiling Ralph" in the Grand Prix at Savannah, Ga.

In the Santa Monica race, however, the battle takes on a different aspect, as Mulford, for the first time, is driving a car of his own. His selection was a Knox. He has assembled the machine himself and will have "Billy" Chalder, the man who has ridden with him to victory countless times, as his mechanic. He will be trying out a new car, a machine he is not used to, and this may make a change, either for better or for worse.

**Brown Has Fast Car.**  
Brown, in addition to being one of the most skillful drivers in the world, will pilot one of the fastest cars in the race. He and Mulford, more than anyone else, are figured to give Oldfield and DePalma the battle of their lives.  
Caley Bragg, the only man who ever defeated Oldfield in a Western meet, will be there with a fast Fiat. Bragg will use the same car in which he made such a sensational fight at Savannah.

That quintette would be enough to satisfy the most radical speed "bug," but in addition there is the Mercedes-Benz, Spencer Wishart. He will be there with all his old-time dash and skill, piloting the car that has made him famous. During his practice work, Wishart has made the confident assertion that if he does not break the world's record some unforeseen ill luck will befall him. Wishart made a remarkable showing in the last Fairmont Park race.

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