

### TREND TOWARD GOOD ROADS WIDESPREAD

#### Rapid Strides Made in Bettering Highways During Past Three Years.

### HOOPER REVIEWS GROWTH

#### Head of American Automobile Association Makes Earnest Plea for Advancement of Country's Great Need.

BY ROBERT P. HOOPER, President A. A. A. Many of the Southern and Western states have made remarkable progress within the past two or three years in the enactment of laws which provide for the extension of their highway systems and for the construction and care of improved roads. The numerous conditions arising from the development of automobile traffic have enlarged the question of public highways from one of purely local consideration to a national principle involving not only entire commonwealths, but the Nation as a whole.

When the traffic consisted of wagons drawn by oxen, mules or horses, open roads to the nearest railroad station or boat landing were all that was required. The fact that even such roads were not well built has been a major cause of the slow progress of the automobile. Each particular locality had an explanation, purely local, to account for the conditions. But, as a rule, these explanations did not explain, even to the satisfaction of those making them. The fact still remained that nearly 90 per cent of the farmers of the country were keeping themselves poor by reason of the excessive cost of marketing their products. These products could be hauled only at seasons when everybody had to haul. This resulted in temporarily overworked railway service, congested markets and low prices.

#### Good Roads Increase Farm Wealth.

The older and wealthier states saw the point first and began giving aid to counties and towns in building improved roads, so that produce could be marketed at any time in the year. The result was almost electrical in its effect. Thousands of farms which, because of their relative unproductiveness under a bad road system, became productive again. The general welfare of farm property were enormously enhanced. This was accomplished by the building of a few town and county roads purely for local purposes. When the automobile became a factor in the road question, and the road problem became widened and enlarged. With vehicles which would cover 100 miles a day, the conditions in each county rapidly became known to the people in adjoining counties and a broader comprehension of the whole highway question was established in a country where intelligence predominated.

Of course, there were, and still are in isolated localities, persons who cling to the bad roads of their grandfathers and resist any attempt to make improvements. These are those who also regret the passing of the spinning wheel and the domestic weaving loom, with which the women used to make the cloth for clothing the family.

#### State Aid Sought.

The age is progressive. Fifty or 60 years ago this country began to build railroads, and now we have railroads in nearly all the rest of the world together. In place of crude industrial facilities, we have the very best on earth; yet we are behind other civilized nations in the improvement of our roads. We are beginning now to do with our highways what should have been done long ago.

There is a phase of the road question which is state wide in its application. That relates to the through or trunk lines, which accommodate through traffic. The local construction and care of these roads in the hands of local authorities must result in uneven and inharmonious construction, unimproved gaps and detours, and involving practically a failure of such roads, for a standard of their utility.

These extended lines of road, across a state or principal centers of population, have become a necessity of modern traffic. While the through traffic is mostly that of motor cars, the local usefulness of the road is not interfered with. The continuity of such roads, however, and the standard of construction and care required, make of them a factor in highway development which it is more just that the state should provide for than the local communities through which they may pass.

#### Fine Highways Good Roads.

A long stretch of improved road is one of the best advertisements a state can have. It attracts a class of tourists who are able and willing to pay for entertainment. It brings investors who are looking for advantageous locations. It includes agricultural investigation and consequent immigration and investment, not only along the line of the road, but in other accessible sections. It changes, by the sheer force of publicity, backward localities into progressive ones, enhances values and brings into general notice resources which had only been known locally, or, if known, not appreciated.

The advantages which such main roads cause to accrue are advantages which affect the entire state, as well as the localities themselves. It should, therefore, be assumed as a principle that such roads should be built, in whole or in part, by the state; that their management and maintenance should be in the hands of the state authorities.

#### Three A's Interested.

The users of trunk line roads, in the larger sense, are those who use automobiles. Thousands of these are members of the American Automobile Association, the National Good Roads Board of which is interesting itself throughout the entire country in the question generally. Local clubs are held in their localities, and their entire sphere of usefulness into the state associations, which are finally united in a national form. These thousands are people of means, who pay their fair share of taxes. Besides, such roads benefit the people of the cities as well as those of the country through which they pass, and it is not just that the people of the cities pay their share of the cost.

A highway is no longer of purely local interest. Every citizen of a state is interested in the roads that state under present traffic conditions, and especially in those roads which connect centers of population.

#### Buyers Demand Durable Cars.

An analysis of questions asked of automobile salesmen in 1909 indicated

throughout the country, when put in composite form, shows that public interest in motor cars is focused chiefly in the matter of lasting qualities, low cost of maintenance, simplicity, and freedom from tire trouble. These requisites would seem to define the car which will endure the longest in public estimation and they are the elements demanded above all others.

### TAUSCHER WILL ENTER RACES

#### Portland Man Plans to Go After Tacoma Prize Money.

Immediately after he received definite assurance that the proposed automobile races for Tacoma July 5 and 6 are certain to be run, Frank Tauscher, sent in an order for a special Cole Speedster, which he will drive in the Northwest meet.

Tauscher has been waiting for just such a chance for some time. He is an enthusiastic speed bug, has a nerve of the steel variety and is recognized as one of the best amateur pilots of the Northwest. In the Cole Speedster he expects to have a good chance at the prize he contemplates.

The speed craze is not a new form of diversion with Tauscher. Prior to his entry into the automobile business he was fond of breaking records on a bicycle. As to his ability to do this he can bring in as evidence 25 medals and \$1500 in diamonds won in bicycle events.

### COLE SERVICE MAN HERE

#### J. R. MOLER MAKES FIRST TRIP TO NORTHWEST.

#### Hoosier Factory Representative Enthusiastic Over Condition in Auto Field.

Bearing optimistic visions regarding the motor car trade, J. R. Moler, special representative of the Cole Motor Car Company, of Indianapolis, reached Portland last week on his first trip through the Northwest. Mr. Moler, whose principal duty it is to see that Cole owners are given proper service, has been visiting Cole agencies in all sections of the country for the past several months and is well qualified to speak concerning the outlook for the motor car men. While in Portland, Mr. Moler was the guest of Harry Twissell, Oregon distributor for the car he represents.

"When I left the factory this time I did not dream that automobile conditions were half as bright as they really are," said the Hoosier service expert before his departure for Seattle. "Cole agents the country over are having a fine season. In the majority of cases I find the same conditions that apply to Portland. Mr. Twissell has disposed of all the machines he has received and is having a hard time getting the number he wants."

"Like the majority of substantial automobile manufacturing companies, the Cole concern is paying particular attention to the needs of their customers after sales have been made. It is our policy to see that the local dealer is in position to give adequate service. We demand that of our selling agents and insist that they live up to the letter of their agreement. We do not depend on them to give this service; we see for ourselves that they are giving it."

"Service is a potent factor in the building and holding of a reputation of an automobile. Heretofore, it was the policy of a number of automobile manufacturers to wash their hands of their product as soon as it was sold. Their it is different. They know that they must have satisfied owners if their business is to increase in the future, for the public has too wide a field to select from now."

"Local dealers generally appreciate this fact and are striving to give adequate service. My trip has been most successful and thus far I have failed to unearth a Cole agent who is not doing as he is supposed to in regard to taking care of his customers."

### National Puts Ban on Cupid Tampering With Pilots.

#### "Marriage and Racing Do Not Mix Well," Rule Laid Down by Head Motor Car Company.

Cupid did not drive a single National car in the race events this year. This ubiquitous dealer in hearts would have been behind the wheel of at least three National cars by now but for a rigid rule of that company that bans National "br" cars. "Get married; drive no more" reads the stern command of this company.

As a result Johnnie Aitken, as well known as any racing pilot, will not drive in the 500-mile race; but must content himself with managing the National's racing team from the repair pit and helping the contest from this vantage.

Charles Metz, whose first mount was a National and who has driven this car in contests for years, must this year seek another speed creation to satisfy his ambitions, because he, like Aitken, has fallen for the wiles of Cupid.

Len Zengle, who last year made a good name for himself by winning so many events with National cars, has too gone to another car because he, too, is married.

"Marriage and racing do not mix well," said one of the National drivers. "This is according to the company's policy. There is an element of sentiment, or rather consideration in this policy that makes this safeguard against possible accidents and resultant loss to a driver's family. For this reason, none but unmarried men will be permitted to drive National cars in the future."

Howard Wilcox and Don Herr are still to be caught by Cupid. These two will drive in the 500-mile race May 20.

### VICTORY ELATES TIRE MEN

#### C. A. Gilbert Greatly Impressed With Northwest's Resources.

C. A. Gilbert, Western manager of the United States Tire Company, returned to Portland from Seattle yesterday. He will remain here several days before returning to his headquarters in San Francisco.

Mr. Gilbert is so favorably impressed with the Northwest, particularly Portland, that he is thinking of moving his office to this city temporarily, according to H. A. Farr, district manager of the United Tire Company.

Both Mr. Gilbert and Mr. Farr are highly elated over the outcome of the suit started by the Republic Tire Company against the United States Tire Company and the Nobby Tread Tire. The decision is final and the Republic has no recourse.

The ordinary automobile motor is designed for an average speed of about 1200 revolutions per minute. Yet in speeding up to 50 or 60 miles an hour the engine is driven much faster than the rate for which it was designed, even with the larger sizes of wheels.

### RACE DATE IS SET

#### Motorcycle Speedmen Will Vie June 2.

#### BIG ENTRY LIST EXPECTED

#### Eleven Events on Portland Club's Programme—Country Club Race-track to Be Scene of Annual Frolic of Speedy Machines.

Motorcycle speed fiends will have an opportunity to display their nerve and skill on a circular track Sunday, June 2, when the Portland Motorcycle Club holds its annual races at the Country Club. Eleven events have been carded, with the possibility of two races against time being added attractions.

Plans for the meet, which will be conducted under the sanction and rules of the Federation of American Motorcyclists, were formulated at last week's meeting of the club. Ed Greenhamer, A. G. Dunnagan and L. T. Abbott have been named as a committee to carry out the programme.

Preliminary prospects indicate the largest number of entries that have yet participated in a like event in the Northwest. The affair will be strictly amateur, with no cash awards. Entry blanks have been distributed to all motorcycle dealers and several tire companies.

Following is the programme:  
Event 1—For four-horsepower stock machines, fully equipped, five miles.  
Event 2—For four-horsepower ported machines, three miles.  
Event 3—For seven-horsepower stock machines, stripped, three miles.  
Event 4—Handicap race for five-horsepower stock machines up to 24 cubic inches piston displacement, five miles.  
Event 5—For four-horsepower ported machines, five miles.  
Event 6—Seven-horsepower stock machines, stripped, five miles.  
Event 7—For four-horsepower ported machines, three miles.  
Event 8—For seven-horsepower stock machines, stripped, three miles.  
Event 9—For seven-horsepower stock machines, five miles.  
Event 10—For four-horsepower stock machines, belt drive, stripped, five miles.  
Event 11—Open to the five fastest machines of the day over a ten-mile course for the speed medal.  
Events 5 and 6 will be from a flying start.  
In event 4, the handicap race, machines under 40 cubic inches piston displacement will run five miles, while machines over 40 cubic inches piston displacement will go 3 1/2 miles.

### MOTOR TROUBLE DEFINED

#### FREQUENT INSPECTION OF ENGINE ADVISED.

#### E. E. Sleet Tells Autoists How to Locate and Remedy Loss of Compression.

"Real pleasure in motoring lies in having a responsive motor with plenty of power," says E. E. Sleet, of the Ford Motor Agency. "An experienced driver cannot enjoy riding behind an irregular engine. The untraced car cannot detect these irregularities and quite often the motor is forced to do its work under abnormal conditions. Many efficient cars have been condemned simply because the power plant needs a little tuning up previous to a trip. Any one of a dozen small things may happen that will mar the pleasure of a day, if not cause serious damage to the whole mechanism of the car."

"Before starting on a journey of any length, car in race events this year. This ubiquitous dealer in hearts would have been behind the wheel of at least three National cars by now but for a rigid rule of that company that bans National "br" cars. "Get married; drive no more" reads the stern command of this company.

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## What Proves the Value of a Car?

IT is actually amazing and almost insulting to see the large number of automobiles on the American market which strive to get your attention and prove their worth by constantly featuring some one, more or less, unimportant feature, such as a rim or a starter. These things are absolutely trivial. When you buy a suit of clothes do you buy it because of some new fangled pockets or buttons? No. You purchase fundamentals—material, fit, cut, style and tailoring.

The value of an automobile is arrived at on the same basis. Rims and guards, color schemes, etc., should be considered last.

Fundamentals establish values. With automobiles it's the speed, power, capacity, construction, service, comfort and appearance you should look to. While the Overland is the most modernly equipped and finely appointed car made, it is these basic fundamentals which we have always pointed to as exceptional value.

A case in point is our Model 60 priced at \$1200. The important things about this car—the things that really count—are fundamentals that cannot be purchased elsewhere for less than \$1500. It has a big powerful thirty-five horsepower motor which can easily take you fifty miles an hour if you so desire. It seats five large people with comfort. The chassis is big and strong; made of the best materials the world produces. It is practically indestructible.

All of our special steels are rigidly inspected and thoroughly tested in our own laboratories. The axles are drop forged in our own plants. The frame is of pressed steel and has a single drop. The rear system is unusually rugged.

The finely cut and accurate gears are made of Vanadium steel. The transmission is of the selective type, three speeds

and reverse, fitted with the best bearings. The upholstery is of good leather, hand stuffed with fine hair. The finish of the car is beautiful, rich and handsome, being in dark Overland blue, and battleship grey wheels.

This description will fit any \$1500 car on the market. Compare and be convinced.

So far as the other features go, you cannot find a car that is more complete nor more up-to-date than the Overland.

It is a combination of everything that has proven practical in the motor car world. One small but important feature is the famous Overland center control. We adopted this several years ago. In fact, we practically started center control in this country. By degrees the others fell in line. They had to. One well known \$5000 car has adopted center control for 1913—something we did three years ago. And until we find something better we will continue center control simply because it is the most practical location for both operating levers and it gives you full use of both fore doors.

But don't make the serious and costly mistake of buying a car on the strength of a single feature or two. Stick to power, speed, comfort, service, appearance and life and you'll get the most for your money. Other makers being higher in price incorporate in their cars one or two of these featureless features, and this is their sole excuse to get a much higher price for a car that is fundamentally no better, and in the majority of cases not as good as the Overland. That is why you find so many \$1500 cars that are point for point the same as our \$1200 car.

Our \$1200 (Model 60) car gives you every identical practical thing found in any \$1500 car made. Investigate and see. Our dealer is at your service. Handsome catalogue on request.

Overland Center Control

The center of the car is the only practical location for both operating levers. Easy to operate, always in reach, and you have free use of both fore doors. Any other style is obsolete and out of date. Insist on the modern Overland center control. A demonstration will prove its superiority.

### The Willys-Overland Company, Toledo, Ohio

## J. W. LEAVITT & CO., Distributors

529 WASHINGTON ST., PORTLAND, OREGON  
Phones: Marshall 2779—A 2444

Model 60-T—Wheel base, 111 inches; body, 5-passenger four-door touring motor, 4 1/2 x 4 1/2; horsepower, 35; Remy magnets; tires 24 x 4 inch O. D.; equipment, three oil lamps in black and brass finish, two gas lamps and generator. Self-starter, \$20 extra. Top and glass front, \$55.

### BUYERS HARD TO FOOL

#### GREAT CHANGE MADE IN AUTO WORLD IN FEW YEARS.

#### Public Now Too Motor-Wise to Be Buncoed by Unscrupulous Men, Says L. E. Crowe.

"Considering the advancement the manufacturers of automobiles have made in the last few years and the knowledge possessed by the present-day owners of cars, brings to mind a situation which is a rarity today, although it was quite common up to a few years ago," remarked L. E. Crowe, Oregon distributor for the Marlon,

Rambler, K-R-I-T and Stutz pleasure cars and the Main truck, recently. "It used to be a common sight to see a car stalled with some minor trouble and the driver on his back, with his full kit of tools, trying to make the 'blamed thing' go. An empty gasoline tank, a dead battery or a dirty spark plug might have been the cause, but he did not know and did not understand.

"The manufacturer has made wonderful strides in perfecting and simplifying the automobile, especially the modern car of medium size and price. From an expensive luxury enjoyed by few it is now a practical investment for the average business man. Not only is it a help to him in his business, but it is the means of providing health, enjoyment and inexpensive recreation for his whole family.

"The motorist has advanced with the manufacturer and the average owner today does not expect the impossible from the car, realizing that, while it is a wonderful piece of machinery, it is

subject to sickness just the same as the human being. He has studied and understands the construction of his car and is able to make slight adjustments when necessary, and which, if neglected, would undoubtedly cause serious trouble.

"The prospective buyer also understands fairly well the construction of cars and knows why various designs are used. He realizes, for instance, the non-friction and wear-resisting qualities of ball bearings. He knows the various carburetors and magnets. "He knows also the advantages obtained from the use of aluminum in certain parts, of the use of vanadium steel for springs, steering arms and other parts where strength is most important.

"He expects the body not to be freakish, but practical, roomy and capable of carrying comfortably the full quota of passengers advertised as its capacity; but, last and not least, he expects the details and little things well taken

care of—a good body, first-class lamps, horn and other accessories.

"All in all, the average buyer of today cannot easily be fooled by the unscrupulous salesman. In other words he is quite motor-wise, knows what he wants and what he ought to get for his money."

### Exodus to Mount Hood Begins.

Numerous requests for information concerning the condition of the roads leading to Mount Hood made to W. J. Clemens, president of the Portland Automobile Club, last week indicate that a large number of Portland motorists will attempt the run to Rhododendron today. Mr. Clemens has learned that the roads are in good condition for this time of the year. This is the first time this season that many motorists have thought of making the trip, which is considered one of the most attractive in the West.