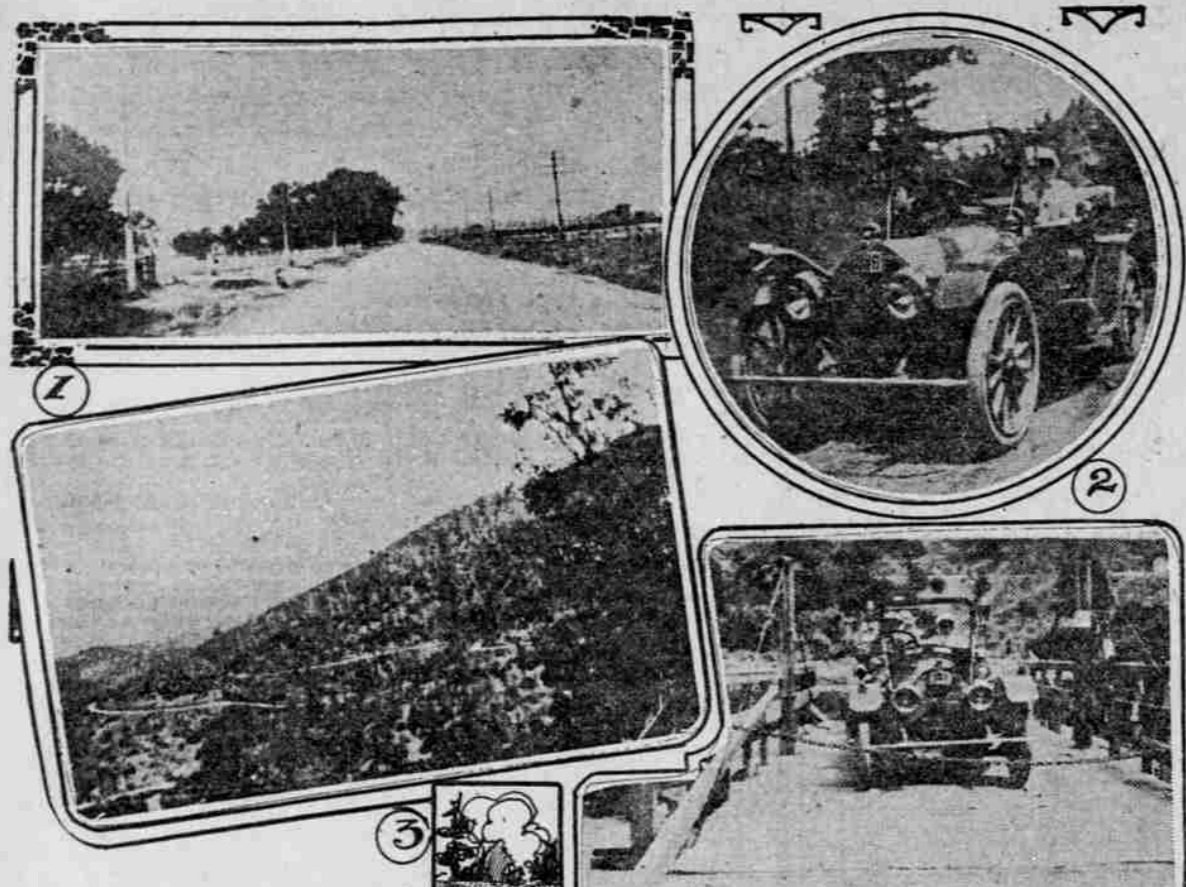


TRIP TO GOLDEN STATE BY AUTOMOBILE FOUND INSTRUCTIVE

Oregon Can Learn by Seeing Good Roads in California, Says Motorist—E. L. Thompson, Who Made Run to San Francisco, Says Oregon Loses by Lack of Better Highways.



1, Perfect Road Between Sacramento and San Francisco 150 Miles Long—2, Resting in a Shady Spot in Cow Creek Canyon—3, Winding Mountain Road Between Kennett and Dunsmuir—4, One of the Numerous Ferries Crossed on the Way to California—5, On the Top of the Siskiyou.

A liberal education in the matter of good and bad roads, according to E. L. Thompson, is a trip from Portland over the mountains to San Francisco by automobile. Mr. Thompson, with his family, has just completed such a trip, and he says that he wishes every resident of Oregon who is indifferent to the importance of road improvement, could have a similar experience. "We ought to be thoroughly ashamed of ourselves," said Mr. Thompson, deploring the particularly bad roads in Southern Oregon. "Here in our state we have some of the most beautiful scenery on the continent, and in the wonderful Crater Lake region we have an attraction for tourists unsurpassed anywhere, yet our highways leading into this section are in disgraceful condition. Not only are they rough and uncomfortable, but actually dangerous to traverse. The persistent motorist, after managing somehow to negotiate these treacherous gutters, and pushing on over the mountains, finds a marked contrast in the beautiful, well-kept boulevards of California. Considering the comparatively unattractive scenery of the Sacramento Valley region, and the hot weather with whirling dust and gusty winds, it is a little hard to understand how it comes that these California roads are fairly alive with touring cars, with green, cool, appealing Oregon so near by—except for the condition of the roads in our state. The roads are the explanation, and if our highways were only half so good as those in California we would draw touring parties from all over the country all season long."

Trip Takes Six Days.
"We made the trip from Portland to San Francisco in six days," continued Mr. Thompson, "and were kept very busy at that. This trip really should take only four and a half or five days, and this would be the standard time for the journey if our roads were anywhere near what they should be. With the present tendency towards open-air driving and the popular idea of spending vacations traveling by motor, we should be right now drawing the bulk of the non-resident travel to our Northwest, where we have the cool weather, green woods and ever-changing panorama of beautiful scenery in contrast to the dry, scorched plains and foothills of California."

Bad Roads Expensive.
"By our backwardness in improving our roads we are losing a great deal of money and valuable opportunities of advertising. The average touring car carries five or six people and each party is good for from \$15 to \$25 per day at hotels along the route. If our roads were good, we could have a steady stream of these touring cars running through our state from early May until well into October and November, and this money they would bring into the Northwest would be scattered throughout the country, in much more beneficial way than that which we have been gathering in through our festivals and carnivals here in Portland. And this would not be the only benefit of road improvement, for local business and land values would feel the advantage very quickly of the easy and comfortable highways. All through Central and Upper California this is realized, and the hotels and business houses along the way look forward every season to the profits that come to them from automobile travel. Automobile parties are a wholesome class, liking good rooms, good fare, and always first-class. They are good-natured and pay liberally for good treatment. It is a class of patronage that Oregon should not be missing."

Preliminary Work Big Aid.
"The one thing that was impressed upon my mind, second to the bad roads in Oregon and the good roads in California, on this trip," added Mr. Thompson, "was the excellent preliminary work already done by the Pacific Highway Association. The surveying parties for this organization have gone over the route most carefully and if the doubtful tourist will always follow the way pointed out by the official signs, he will not make any mistakes. Through the vicissitudes of our journey, these signs of the Pacific Highway Association loomed up as never-failing beacons, and as we came to each one we felt as if we had found an old friend. They are placed at such intervals along the way, and, although they seem at times to counsel the traveler wrong, this is never the case. No matter how rutty and treacherous seems the road they point to, nor how long there is always a good reason for it. The "pathfinder" cars that have gone over the route very painstakingly have tried out every possibility and have chosen the easiest and safest of the roads."
"One of the very worst stretches of road is that through Pass Canyon, from Cottage Grove southward, and again the road on both sides of the border line in the vicinity of Cole's Station is very bad."

Thompson party had an abundance. As several bad mudholes and sinks had they were passing through Cottage Grove been negotiated with difficulty. A heavy rain storm came up, and towards the end of the journey, 147 as they proceeded the rain began to strike the hard surface of the excellent road that runs into the broad boulevard, became worse and worse and the car yard being built through the foot began to skid badly. Directing the hills into Oakland. This road, for rest of his party to get out and walk about 40 miles, leads through "Dublin Mr. Thompson put chains on both rear wheels and the boulevard is to be 40 and forward wheels and cautiously feet wide, hard-surfaced, curbed and drove the car forward at little more with a grade of only 60 per cent. It than a snail's pace. The storm and runs along the edge of a gorge, the bad roads continued until within through the mountains, and is most at about 30 miles of Comstock, where the attractive. But if Oregon could have persistent optimist and good roads such a road through any portion of its booster, somewhat bedraggled, but still beautiful scenery, there would be no cheerful, again took his passengers responsible comparison, says Mr. Thompson, who says "it is to be hoped that board."

By way of a change, an inviting Oregon residents will come to realize stretch of roadway, of decayed granite, their neglected opportunities in the was happened upon between Ashland and future and the good roads and Grants Pass, but previous to this enthusiasts to do something."

ELECTRICS COME IN
Dealers Say Eastern People Bring Cars With Them.
PRICES ARE DEPRECIATING
Immense Growth in Popularity Is Shown by Increased Number of Machines in Use—Cost of Upkeep Is Diminishing.

BY J. L. D. KEPPY.
During the recent Elks' convention many of the visitors remarked about the absence of electric cars in this city and questioned the reason therefor. They remarked about the miles of fine, hard-surface streets, the beautiful residences, the vast wealth of Portland and the ideal conditions for the electric car. Some of the visitors rented electric cars and the manager of one of the electric garages said that he had rented every electric he could put in commission, and all to Eastern people.
The reason for this probably is that electric cars have been used for a longer time in the East, the factories being there and naturally catering to the nearest markets. Today, however, the electric manufacturers consider the entire country their market and are building their plants to take care of the growing demand for this type of car, which has gained a reputation for its simplicity, quiet running, convenience and comfort.
The electric is practical and is growing in demand is shown by the following figures of three American cities:

Number of electrics in use	1905	1912
Chicago	580	4500
Detroit	290	1800
Denver	100	1100

Concentration of Effort on Single Machine Minimizes Cost of Production and Upkeep.
Concentration of effort on the production of one model has figured largely in the success of manufacturers of popular-priced and medium-priced automobiles. Announcements made by several of the leading makers show that the tendency toward this idea is growing more and more pronounced. Keen competition in the automobile field has caused the manufacturers to strain every point to minimize the cost of production and facilitate the marketing and maintenance of their products. To this end they are hitting on the "one-model" plan.
"The logic of producing only one model is apparent to all who are familiar with the motor car industry," said F. W. Vogler, Northwest agent for the Reo, Apperson and Little cars, in discussing this subject the other day. "It eliminates a world of complicated machinery, makes the buying of material easier and cheaper, and brings to a minimum in more ways than one the cost of running the factory."
"It is the dealers who benefit most by this plan. They do not need to carry several stocks of different parts—complete sets for each model—and they are better able to render adequate service to their customers. This is a big point in their advantage, more so than most people realize. Since the question of service—replacing parts quickly—has become an important factor in the business, the dealer who can render the best service is the one who will eventually have the highest increase in sales, provided, of course, he handles a good car. The fewer the parts he is forced to carry, the more easily he can give good service."
"Delve into the history of the success of the biggest automobile manufacturer the world has and you will find that one of the most important factors in his great success has been his concentration on one model. Thus it has been with the Reo. The Reo Motor Car Company manufactures but one model—the color, the equipment, the construction on each is identically the same."
"This idea of carrying different models, with different colors and body de-

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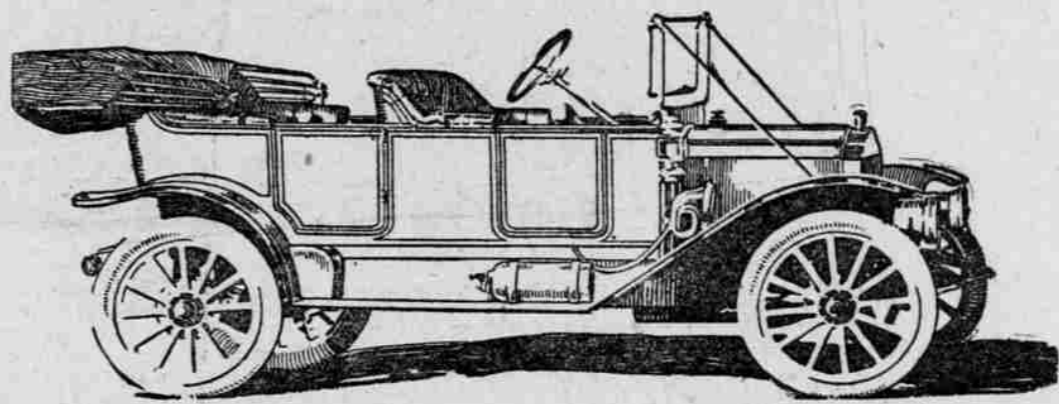
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ONE MODEL PLAN BEST
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Concentration of Effort on Single Machine Minimizes Cost of Production and Upkeep.
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