

TIRES CARRY MR. COAST TO COAST

New York Motorist Reaches Portland With Rear Tubes Filled in Buffalo.

PACIFIC HIGHWAY LAUDED

E. M. Pierce, Who is Circling United States in Pathfinder Car, Crosses Continent in 242 Hours of Actual Running.

"Considering the age of the country, the Pacific Highway is the most wonderful road I have ever traveled over," declared E. M. Pierce, the New York motorist, who is circling the boundaries of the United States on the north, west, south and east, when he arrived in Portland in his Pathfinder car last week, 242 hours actual running time from New York.

"Not only is the Pacific Highway, or that portion of it I have experienced from Vancouver to Portland, a remarkable tribute to the good roads movement on the Pacific Coast, but it compares most favorably with the roads I encountered in the East, surpassing those of the Middle West and is much better than those of Canada," continued the New Yorker, who will claim the distinction of being the first owner to drive a car across the continent, following northern and southern routes.

Road Is Kept Up. "What struck me as surprising on the Pacific Highway was the effort made to keep it in continual repair. Every few miles we would come to sections which gave evidence of repair within the past few days. Some of the Middle Western and Canadian roads look like someone took a wagon out to blaze a trail and then called the job a finished one, leaving travelers to wade through gumbo, ponds, and climb sharp hills as best they could.

"New York has the best roads of the entire trip, but next to the Empire State, I believe that Washington and Oregon are the best. Why? Back in Wisconsin, a state much older than either of these Northwestern commonwealths, I was compelled to ford a stream for three miles, and in Idaho, while the gumbo of the Dakotas and Manitoba made travel almost impossible.

Start Made July 1. "British Columbia is going to be the ultimate Northern route for transcontinental tourists, for the scenery there is surpassingly grand. Once the Canadian officials weaken to the necessity of rebuilding mountain roads, the tourists are certain to overlook the United States on the last lap of the trip to the Pacific Coast."

The pathfinder party, consisting of Mr. Pierce, his wife, and Miss Theilan, all of New York City, left home on July 1 and expect to return by September 20. The tourists followed the route taking them from New York to Chicago, Minneapolis, through the Dakotas to Winnipeg, and from there to Portage, in Manitoba. They followed the Canadian Pacific Railroad to Medicine Hat, then to Phoenix, Westminster, Vancouver, Seattle and Portland.

The return trip itinerary is San Francisco, Los Angeles, San Diego, Galveston, New Orleans, Tampa, Charleston, Richmond, Washington, New York.

Mr. Pierce estimates the total mileage at 11,000 miles, with about 4000 of the distance negotiated when he landed in Portland.

New Records Made. "The trip of the writer-driver was a far more noteworthy one than that of Pathfinder Westgard, for Pierce made 44 miles on his slowest day, against three for the American Automobile Association official, made a run of 229 for his best day's work and established a new record of 112 hours, running time, between New York and Minneapolis.

Mr. Pierce points with pride to two other records achieved on the trip, declaring that he arrived in Portland without making a mechanical adjustment on the car, and also brought along Buffalo air in his two rear tires. Mr. and Mrs. Pierce are on their most ambitious automobile jaunt, their longest trip heretofore taking them up into Eastern Canada.

The party was joined by B. F. Jacobs, Pathfinder Western sales manager, at Portland, the Pacific Highway greeting them once more when they left Wednesday night, on their way to San Francisco.

BEAUTIFUL SCENERY PRAISED. Spokane Motorists Enjoy Fishing and Motoring on Way Here. Enthusiastic over the beautiful scenery found on their way from Spokane to Portland, Mr. and Mrs. H. A. Hoyer, of Spokane, reached this city recently after a delightful trip in their Maxwell car. After a short stay here they started for Mount Rainier, Seattle, Vancouver, B. C., and other northern points. They will return home via the Snoqualmie Pass route.

Mr. Hoyer declares that the Northwest scenery is simply wonderful and far superior to much of Europe. In 1908, Mr. and Mrs. Hoyer toured more than 30,000 miles in Europe. They were the first motorists to make a complete automobile journey across the United States, making the coast-to-coast trip in 1908.

TRUNK HIGHWAY IS MAPPED. Studebaker First Car to Cover New Route. Firm in the belief that in the near future the National Government will see its way clear to give definite aid to the improvement of certain through lines of highways, many influential motorists in the Atlantic Coast States have enlisted under the banner of the International Highway Association to secure early attention for a route from Miami, Fla., to Montreal, Canada.

The association has been hard at work for several months. Its latest measure has been to formally chapter the trip of the first car which has ever covered the route. The story of the trip is now being compiled for use in the association's campaign. Originally it had been intended to explore the route with a party of four cars. This quartet left Miami to-

gether June 19, but found terrific going, as soon as Palm Beach had been passed. Record rains had flooded the Florida swamps, and the bog holes were almost impassable to heavy high-powered cars. Singly three of them gave up the battle, one only continuing. This was a Studebaker '20, owned and driven by C. J. Martin, a Miami real estate dealer.

Mr. Martin's car splashed along steadily. At times the water was above his running boards for miles at a time. Fish wiggled along in the wake of the car, and alligators poked out their long snouts to watch the unusual sight. At times shell roads gave a pleasant variety, but not until Southern Georgia was reached did the going show permanent improvement.

Martin's car went over the Blue Ridge of Southern Virginia in a down-pour similar to that which came so near annihilating last year's Glidden

WINTON FACTORY MAN WHO IS SALES MANAGER OF PORTLAND AGENCY.



H. R. Roberts, who was recently appointed sales manager of the Portland Motor Car Company, Winton agency, for five years was the Northwest factory representative of the Winton Motor Car Company. Mr. Roberts and George F. Brice, manager of the Portland Motor Car Company, visited Seattle last week to see the 1913 Winton. Both are enthusiastic over the new models. Mr. Roberts declares that half of his 1913 allotment already has been sold.

tour, but emerged unscathed on the Shennandoah Pike "the road of a thousand toll gates." Thence the route led through Philadelphia, New York, Albany, and along Lake George and into the Catskills at Plattsburgh. The frontier was crossed near Rouse's Point, from which the route led to Montreal over a fine new road, built by the Canadian government.

At Plattsburgh the crew of the car was warmly received by President Hadley and other members of the International Highway Association. Monday also tendered an enthusiastic welcome.

The trip of 2301 miles consumed 19 running days, which could have been cut materially had the roads been in normal shape. Mrs. Martin and A. J. Sheldon, of Miami, were with Mr. Martin all the way. Two tire punctures caused the only delay for repairs, and Mr. Martin's proudest boast is based on the fact that the entire trip was made with no extraneous help to the busy motorist under the hood.

CAR SERVICE ASSURED

STATE FAIR GROUNDS TO BE ACCESSIBLE THIS YEAR.

Portland, Eugene & Eastern Oregon Prepared to Furnish Unlimited Number of Cars.

SALTEM, OR., Aug. 24.—(Special.)—For the first time in many years a perfect street car system and service are being operated during the week of the Oregon State Fair this season. The Portland, Eugene & Eastern Company is now prepared to assure the public that the service to and from the fair grounds to Salem will be so perfected before the opening that congestion, long waits and uncomfortable accommodations will be eliminated altogether.

Local conditions are improving constantly. Eighty-five miles of electric line is now operating out of Salem. This splendid street and interurban system extends to the gates of the fair grounds, with equipment to expediently handle many thousands of people in the course of six hours. The lines leading to the fair ground gates will be constantly occupied by moving cars during the week.

In years past patrons of the State Fair were either compelled to walk or hire horses or automobiles in order to reach the fair grounds, or wait from 30 to 60 minutes for a car to convey them there from the city, but this season the Portland, Eugene & Eastern Company is making extensive preparations to afford the visitors an adequate street car system.

The Salem officials of the Portland, Eugene & Eastern Company state that while the switches and turnouts will be made longer and more convenient, the company will supply as many additional cars from Portland as is necessary to handle the crowds for the entire week.

Gradual improvements and betterments in transportation facilities in every section of Oregon will have a tendency to bring more people to the State Fair this year. The Southern Pacific Company is granting every concession possible to the shippers of exhibits and to the visitors to the fair this year. This company has constructed an additional 500 feet of platform along its spur leading into the grounds for the shippers to unload material more conveniently, while it will maintain a first-class station within one block of the grounds during the week of the fair. Accommodations of this character are greatly appreciated by the patrons of the fair, and afford some incentive to prepare and ship exhibits from the far interior towns and cities.

Booth Memorial to Be Held. In honor of the late General William Booth, memorial services will be held simultaneously by the Salvation Army in every city throughout the world Sunday, September 1, at 3 P. M. The city churches will unite with the Salvation Army in Portland in conducting a great memorial mass meeting in Dr. Hinson's church, the White Temple, Twelfth and Taylor streets. Governor West will preside as chairman. Pastors of the city will unite and many prominent speakers will take part. Music will be furnished by the Eighth Military Corps band through the kindness of the director, Major Charles York. The general public is invited to participate.

Great shoe sale at Rosenthals.

NORTH JETTY NOW WELL UNDER WAY

Actual Dumping of Rock Is Expected to Begin Within Another Year.

PORTLANDERS VIEW WORK

Major McIndoe Declares Shifting of Channel Will Cease When New Jetty Is Built—Preliminary Work Heavy.

ASTORIA, Or., Aug. 24.—(Special.)—Preliminary work on the north jetty at the mouth of the Columbia River, begun several months ago, is well under way, and in another year the actual dumping of rock will begin. At about that time it is expected that the reinforcement work on the south jetty will have been completed, and the plan is to move all the machinery there employed to the other side for service there. Already 48 bents of the north jetty trestle work, running over 1200 feet, have been completed.

The progress of the work was viewed Wednesday by about 49 Astoria business men, who accompanied Major McIndoe, of the United States Engineers; J. N. Teal, C. S. Jackson, James Laidlaw and other Portland business men on an inspection trip through the harbor. Both the south and the north jetties were inspected, and the work went out upon the south jetty for five miles. The harbor trip was made in a Government boat.

The extent of the work already accomplished on the north side proved a revelation to the visitors. Fort Canby, where the petty starts, is rather isolated, and the status of the work was not generally known. In fact, few were aware at that time of any considerable activity abated.

Much Hoped for From New Jetty. The shipping interests of Portland, Astoria and of the entire Columbia River Basin base great hopes on the construction of the north jetty. With its completion, which will be accomplished in about five years, from the present calculations, a fixed channel, and consequently a channel much deeper even than the present one, will be assured.

The principal effect of a fixed channel will be to instill more confidence in many of the large shippers, for while the channel, even at present, is deep enough to accommodate the largest vessels that ply the Pacific Coast, its shifting nature has always been a bugaboo.

Dredge Is Pulled Off. At the meeting held when the Portland delegation was in Astoria, Major McIndoe said that experiments covering several years had shown that, due to the shifting channel, the current deposited silt and sand much faster than the dredge Chinook could dig it away. For this reason dredge operations were suspended last month. Major McIndoe said that as soon as the channel became fixed through the construction of the second jetty, he would recommend the replacing of the Chinook.

The site selected for the beginning of the north jetty is a depression at the northern part of the Fort Canby promontory facing directly on the ocean. Fort Canby and the reservations are themselves on a very high elevation, from which it would be impracticable to run the jetty.

Preliminary Work Heavy. The preliminary work will take about a year, and cost about \$250,000, according to the estimate of Engineer Gerald Bagnall, in charge of the work, and also in charge of the operations on the south jetty. It will be necessary to clear and fill the beach and swamp lands which the jetty trestle will traverse for about a mile before touching the ocean. It will also be necessary to erect buildings for residence and other purposes before the jetty work is well under way.

Another part of the preliminary operations is the dredging of the shoals between Sand Island and the mainland to secure a mooring for the rock barges which will convey the material for the south jetty, although definite arrangements have not yet been made as to this. The rock for the south jetty will be brought on loaded barges to the scene of construction at a cost of \$1.30 per ton.

There will be, according to the present plans, a space of two miles between the ends of the south and the north jetties. The south jetty, which reached its full length about a year ago, is now seven miles long. At its base it is now 230 feet in width throughout, as a survey made only recently has shown, and the ridge of rock extends four feet above low water. This is now being finally rammed and equalized.

On this machine they have tested over 200 fabrics, and some 40 formulas for threads. Every method and process has here been put to the ultimate test of mileage.

New ideas have been constantly compared with the old. Rival tires have been compared with our own.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
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No-Rim-Cut Tires—10% Oversize

The Human Side of Tires The Goodyear Code

After all, tire worth depends entirely on the men behind the tires. So today let us cover the human side—the ambitions and principles, the men and the methods which underlie Goodyear tires.

Complete Independence. We believe that active competition, better than anything else, insures justice to consumers. It makes quality essential, compels fair prices, induces a square deal. Under free competition the best man wins, and that's best for all concerned. So we maintain complete independence. We have no trade alliances, no gentlemen's agreements. And consolidation, when proposed, has met our earnest opposition. Even our patents are licensed to others, to avoid the slightest taint of monopoly.

Modest Capitalization. We believe that high cost of living is largely due to the enormous volume of watered stocks. Fictitious capital, calling for dividends, compels prices out of reason. So we have clung to modest capitalization, though this is the world's largest tire business. Not a dollar of water in our capital stock. We count in our assets neither patents nor good-will. We have no bonded debt.

Moderate Profits. We insist on moderate profits. Our eventual interests, we are sure, are best conserved in that way. Our profit last year on No-Rim-Cut tires averaged 8 1/2 per cent. That's half the usual in a line like this.

Factory Growth. Our original factory had 36,000 square feet. Our additions for the year 1912 alone will total 660,000 square feet. When these additions are completed they will give us a total of 1,690,000 square feet. Figure what this means. Were the factory fifty feet wide, and one story high, it would be over six miles long.

Goodyear Popularity. Our monthly sales now just about equal our year's sale in the year 1909. Last year's output for the first six months was 186,302 automobile tires. This year's output, for the same six months, came to 458,982 tires. This has largely come about through what motorists said about Goodyear tires and methods. These are eloquent figures to answer the question, "Do ideals in business pay?"

How It Came About. The ablest men we could find have, for 13 years, worked to perfect these tires. Years ago, in our factory, they built a tire-testing machine. This machine wears out four tires at a time, under all sorts of road conditions. On this machine they have tested over 200 fabrics, and some 40 formulas for threads. Every method and process has here been put to the ultimate test of mileage. New ideas have been constantly compared with the old. Rival tires have been compared with our own.

Not in a personal way—not a boastful way. We wish simply to show, in these days of complaint, that Big Business may still be guided by The Golden Rule.

For our factories we pick the most promising men who come from great technical schools. Every year our superintendent visits the best of these schools, where he aims to select the very cream of the graduates. Thus we have gathered here, in the course of years, an army of trained and competent men. And the future of all of them depends on better tires.

All Young Men. We believe in young men, and our organization consists of them. The most important man in it, in a manufacturing way, is 36 years old. Thus the Goodyear concern typifies the activity, the enthusiasm, the ambition, the enterprise of youth. Each man's career lies mainly before him. So none rests on his laurels, none is yet easing up. Goodyear men, wherever you meet them, are the kind you like to meet. They personify intelligent activity.

Fairness and Truth. Above all, with these men we insist on fair dealing, and on utter regard for the truth. Faults and mistakes are forgiven by all of us, but unfairness and falsehood are not. Here lies, we believe, the chief reason for the Goodyear growth. Wherever you seek you'll find a boundless faith in what the Goodyear people do.

Trained Men. College-bred men are employed here in large numbers. Their accurate training and breadth of view are evident in Goodyear dealings.

Trade came like a flood as soon as men became acquainted with these tires. Now a monthly output of 100,000 fails to keep pace with the call. Few business stories ever told compare with the Goodyear story.

Every question that came up has been answered only by the mileage test. After 13 years of that sort of comparison we have brought Goodyear tires pretty close to finality. It is figured that 5 per cent added to the weight takes 15 per cent from the mileage. So we made these tires—No-Rim-Cut tires—10 per cent over the rated size. And that 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage. These two features together—No-Rim-Cut and oversize—have saved motor-car owners many millions of dollars. For tens of thousands of men they have cut tire bills in two.

There are not less than 200,000 motorists now using Goodyear tires. Wherever we have made a careful count—at shows and in show-rooms—every third car is equipped with them. This year, 127 leading motor-car makers contracted for Goodyear tires. Over 100,000 cars of the 1912 models were equipped at the factory with them. That is the present situation, with 25 competitors making tires. Now Goodyear sales are doubling every eight months. They are twelve times larger than three years ago. Judge for yourself what conditions will be when all men know these tires.

The Goodyear Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you. Goodyear pneumatic tires are guaranteed when filled with air at the recommended pressure. When filled with any substitute for air our guarantee is withdrawn.

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