## **GOOD ROADS PROVE** BOON TO MARKETS

High Cost of Living Solved in Measure by Better Highways, Writer Says.

TRIPS FREQUENT

Journeys of 15 or 20 Miles Held of Countries, Where Hard Surface Is General Rule.

BY FRED WEST.
Manager J. W. Leavitt Company.
The building of good roads is the one biggest and most important factor which this country must consider in the next few years. The improved highway is the one means of salva-tion for the poor man, for in these days of the high cost of living we must look to the cheaper transportation of

look to the cheaper transportation of foodstuffs as our way out.

We can no longer expect to better our condition through a greater supply of necessities, for every effort we have made toward lowering the cost of foodstuffs heretofore has been met with the response that the United States is now about as intensively cultivated as it can be. In other words, our people are no longer turning to the country in an effort to produce a larger amount of food. Therefore we must face the problem of getting along with the same amount that is now produced.

duced.

The only solution left for us is to cut our cost of production and delivery. The best way to accomplish this is to provide good roads, for we have already had many demonstrations of how good roads will work to our advantage.

Roads Better Living Conditions.
The improvement of highways in many parts of our country in the past few years has been followed invariably few years has been followed invariably by better living conditions. Where the roads leading into a large city have been improved we have seen an in-creased supply of foodstuffs on the lo-cal markets and a larger number of farmers bringing their products into the city. This, of a necessity, results in lower prices for the products and a long step toward better living condi-tions.

On the other hand, the improvement of roads throughout the country is invariably followed by an improvement in farming methods. The agriculturist who heretofore devoted his energies to grazing and the production of rough foodstuffs, such as corn, is now turning to what is known as market gardening. He is raising potatoes, beans, peas and other commodities that are in every-day demand, simply because he can get them to market where heretofore markets were denied him. It is no uncommon sight now to see farmers driving 18 or 20 miles to market with loads of products, which, before the

ing, and this every one who has given the matter any thought will admit. They not only promote increased industrial activity, and therefore better the living conditions of thousands of our city dwellers, but they provide an improved social life for people who live in the country. The family which has proved social life to:

In the country. The family which has
access to a good road, and therefore
quicker and more pleasant trips, goes
to church oftener, visits the neighbors
oftener and attends farmer club meetings more frequently. No one can
important ings more frequently. No one can deny that all of these are important factors in the farmer's life.

FIRESTONE NON-SKID BLOWN FROM CAR, BUT IS UNBURT.

Powder Factory at Canal Explodes and Chief's Machine Is Wrecked by Blast and Scattered 100 Feet.

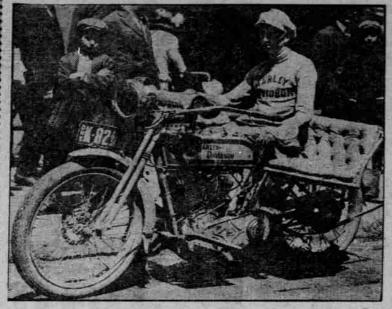
limits getting to the scene.
Upon his arrival the fire seemed insignificant. Stopping his car about 150 feet from the powder house, he got

injured, but the same could not be said of his car. He found it to be a wreck and minus the left front wheel. When Mr. Kerr arrived he immediately instigated a search for the missing wheel. The and rim were eventually found more than 100 feet away, and, to the amazement of everyone, the tire, which was a Firestone non-skid, was absolutely uninjured.

This is an entirely new method of blowing up a tire, which few could stand.

### Motor Census Recently Taken.

An English automobile magazine recently complied a census of motor-driven vehicles in the United Kingdom, driven vehicles in the United Kingdom, which may be considered authoritative. It was learned that the total number of votor vehicles of all types in the United Kingdom is 425.825, of which motor cars comprise 227.907; motorcycles, 178,226, and heavy vehicles, 18,005. The same authority gives the number of motor vehicles in France as 90.959; Italy, 20,470; Germany, 77,116; Austria, 14,200; Belgium, 13,250; Switzerland, 10,370; Canada, 34.793, and the United States, estimated, 1,425,000.



GEORGE F, PLANK AND HIS INVENTION, ON WHICH HE RE-CEIVED A PATENT LAST WEEK.

An oddly equipped motorcycle attracted much attention on the downtown streets during the Rose Festival, its unusual feature being a double seat, the invention of the owner of the machine, George F. Plank, of Eugene. The seat is about 3½ feet wide, so that two people may sit in it at ease, one on each side of the center bar. It is neatly and strongly constructed of gaspipe and is upholstered with leather. The seat, which Mr. Plank has named the "Side-by-Each." is about six inches lower than the ordinary motorcycle seat, which may be left in position for a single rider if desired. However, one person may ride on one side, with no one on the other, without losing balance. Mr. Plank received letters patent on his device just before coming to Portland Thursday, and was offered \$7500 for a third interest by a Eugene business man. He is 21 years old.

26,700 of Preceding Year, But Their Value Is Greater.

Foreign trade in American motor cars continues to increase, as shown by reports of the United State Departby reports of the United State Department of Commerce. The following comparison of tabulated reports of the exports and imports of vehicles and parts, as made by the National Automobile Chamber of Commerce, shows that the exports of cars for the nine months ending with last March exceeded in valuation by more than \$1.000,000 the exports for the corresponding period the year before and by more than \$4.500,000 the exports of cars during the corresponding period ending with March, 1912:

Actual Tests on Willys-Utility Trucks

"Proper attention to brakes and a practical working speed would eliminate many of the motor truck accidents which are now pronounced unavoidable," says Fred West, local agent for the Garford and Willys-Utility truck, in actual service, show that, under full speed, with a load of three-quarters of

These are fastened by special brackets and are instantly removable. A fireman's ax also forms a part of the equipment. In cases of incipient fires the motorcycle men can frequently save the heavy trucks from long, hard runs. And even where the blaze has gained too much headway to be extinguished with the apparatus carries on the two-wheeler, it is still of advantage to have the motorcycle men on the ground as

the motorcycle men on the ground, as they can locate the nearest water plugs and investigate the best method of get-ting at the fire, so that no time is lost when the heavy equipment arrives.

BRAKES CARE IS ONLY NEEDED

|    | in farming methods. The agriculturist<br>who heretofore devoted his energies to<br>grazing and the production of rough<br>foedstuffs, such as corn, is now turn- | trucks.  "Tests on a Willys-Utility truck, in actual service, show that, under full speed, with a load of three-quarters of the corresponding period ending with March, 1912:  "Tests on a Willys-Utility truck, in actual service, show that, under full speed, with a load of three-quarters of the corresponding period ending with March, 1912:  "Tests on a Willys-Utility truck, in actual service, show that, under full speed, with a load of three-quarters of the corresponding period ending the corresponding    | and at Sand          |   |
|----|--|--|----------------------|---|
|    | ing to what is known as market gar-<br>dening. He is raising potatoes, beans,  | Experts   William   Strings, N. Y., on July  | 3, 4 and 5, when   ] | Ĩ |
|    | peas and other commodities that are<br>in every-day demand, simply because   | No. Value. No. Value. No. Value. Sather for a Fourth of .  | July rally, There    | ı |
| 31 | he can get them to market where here-<br>tofore markets were denied him. It is   | Cars 11,569 514,189,948 17,550 \$17,752,259 20,471 \$18,765,858 Will be five tours to the Parts 2,559 1,500,047 1,500, | Vashington, Bos-     | ı |
|    | no uncommon sight now to see farmers<br>driving 18 or 20 miles to market with  | Tires  | I thousand riders    | l |
|    | loads of products, which, before the   | Imports. one of the most attract   | ive beauty spots     | ı |
|    | the consumer. The automobile, it is true, has had a great deal to do with  | Parisf 240,212 192,888 483,720 Is Slores to Which Discriminate ing to the resort are id  | leal for the two-    |   |
|    | increasing this supply, but even this vehicle would be helpless without high-  | Totals \$ 1,573,551 \$ 1,632,947 \$ 1,032,956 ing Public Quickly Responds.   | quet and a tour      | ı |
|    | Ways.  Intensive Farming Result.   | tertainment offered th   | e riders, in ad-     |   |
|    | The advent of good roads, too, has   | In March, 1914, the United States a ton, the vehicle can be brought to a superted 3598 motor vehicles, valued stop within 30 feet, simply by applica-  | M. convention        |   |
| +  | brought about another revolution—<br>that of intensive farming. The coun-  | at \$3,048,847, as compared with 2842 tion of the brakes. It is equipped with cars in the last preceding March, val- an automatic governor by which the system of transportation has been pro-   | the morning of       |   |
|    | tries of the Old World have always re-<br>garded us a criminally wasteful peo-   | and at \$2,909,741, showing an increase owner can regulate the speed of his duced by a Kansas City firm, Pauly's Wholesale Bakery. The day that this Bridge Work to S  | Start Soon.          |   |
|    | some of land in this contains man often  | clusive of engines and tires, show an driver is unable to drive faster than 18 necesses of \$96,559 in the same interval, miles an hour, which is the speed our into commission its fleet of Willy's class County County County  |                      |   |
|    | less than they produced on 10 acres.<br>Good roads have changed this condi-  | imounting to 16 per cent. Only 15 engineers have proved the highest Utility three-quarter ton trucks it be- cial.) — County Commis   | d District, has      |   |
|    | tion. The American farmer now finds  | it \$15,859, as against 49 valued at \$104, - A five-ton Garford, hauling a max. paign, calling the attention of the pub- announced that the w   | ork of hauling       |   |
|    | one acre of land intensively cultivated than 10 acres farmed in the old slip-  | rease has been almost compensated hour allowed by the governor, can be baked goods were absolutely clean, bridge at Nesika is at   | bout two-thirds      |   |
|    | is the direct result of good roads for   | not including tires, from \$15,236 to "These facts show conclusively that paign which was made possible only by active work installing   | the same and         |   |
|    | where the farmer heretofore found it   | Exports for April from the port of conscientious work on the part of the   |                      |   |
|    | made a large bulk so that his infra-   | New York were: Automobiles, 2006, driver will decrease accidents to a and the people who buy baked goods have been quick to see the desirabil-   |                      |   |
|    | now finds that he can take a small load to the consumer as often as he de-   | 3-MINUTE VULCANIZERS HERE cleanliness is made indeed "next to York City to be completed."  | ading from New       |   |
|    | sires.   | PTIND IC All MUITED godliness."   road from Jersey City  | to Newark, has       |   |
|    | Good roads are an undisguised bless-<br>ing, and this every one who has given.   | WITHER is absolutely no comparison been opened. A movem of motor and horse-and-wagon meth-   |                      |   |
|    | They not only promote increased indus-   | in 10 Minutes, Is Clara. ods, as applied to the delivery of bread son Lincoln Highway.   |                      |   |
|    |  |  |                      |   |

ROBERT EDESON ISSUES BOOKLET ON OAKLAND CARS.

A cablegram to the Firestone Tire & Every man connected with the motorist contained some startling news. The gist of it was as follows:

Mr. Arosemena is chief of the Panama City fire department. On the night of June 5 he was aroused by an slarm of fire. Learning that the Government powder house was ablaze, he jumped into his auto and exceeded all speed limits getting to the scene.

Or you won't be with us long.

"Every man connected with the motorist business is a robber! (Except the man who owns a car.) So, should so used a motorist who is grateful for what you have done for his car, and doesn't think the bill excessive, cultivate him.

"Should any man give you a tip, sing his praises to Allah, or anybody handy.

"Don's smoke here, unless you carry accident insurance. That goes both ways."

Another humorous chapter gives a

Upon his arrival the fire seemed insignificant. Stopping his car about 150 feet from the powder house, he got out to investigate. A few minutes afterward a terrific explosion occurred, which killed eight firemen and altered the landscape considerably.

Fortunately Mr. Arosemena was uniquired, but the same could not be said of his car. He found it to be a wreck and minus the left front wheel When

repairs done and be on their way ten minutes from the time they reach the repair shop.

This is the fastest curing adhesive presented to the trade. It is known as the Strongheart Company, who recently became a dealer for Oakland cars and opened the Strongheart garage at Sag Harbor, Long Island, has added to his many accomplishments that of author and advertising writer.

Edeson has his own ideas about advertising and recently issued a little booklet, which has been copyrighted, boosting Oakland cars and his garage business. The book is written in a light vein and is brimming with original and witty remarks. In a chapter giving instructions to employes of the garage is found the following:

"A company is known by the men it keeps." Get that into your carburetor or you won't be with us long.

"Every man connected with the motoring business is a soluth the motoring business is necessing business in the fastest curing adhesive repair gum, minutes from the time they reach the repair sum, minutes from the time they reach the making agraes business to use of motor trucks. Without them with the public that the province and business to the public that the province and business to the public that the public that the prov

tinent is now practically an assured event in connection with the Panama Pacific Exposition to be held at San

Pacific Exposition to be held at San Francisco next year.

W. L. Hughson, president of the Pacific Kissel Kar branch, who is chairman of the exposition racing committee, is authority for the statement that the most important preliminaries have been arranged, although there remains a vast amount of work in obtaining rights of way across the various state. rights of way across the various states

and counties.

This would be the longest road race ever held and undoubtedly would enlist most of the great drivers of the world.

She may think you are proposing.

"You can furnish an inferior grade of cigar when you are touring, providing you increase the speed of the machine.

"Don't be too ambitious, the red light that you are trying to beat may be the town constable.

"Don't think the girl in the other car is flirting with you when she waves her hand; she may only be warning you of a trap. It's a good bet either way."

Edeson also sells motorcycles and he has one of his characters refer to them in a rare bit of the vernacular; "I always thought those poor simps that rode motorcycles were the original cheap-skate guys, but if I can't get a runabout, me for the lonely life on one of those stuttering bikes."

A motorcycle relay race to carry a message from the Mayor of Halifax, N. S., to the Mayor of Vancouver, B. C. is being arranged by the Canadian Motorcycle Association. According to tentstive plans the route will be partly in Canada and partly in America, the Dominion riders delivering the message at Windsor to members of the Federation of American Motorcyclists, who would carry it around the southern shores of the Great Lakes. From there the Canadian cyclists would again take up the trall, making a dash across the proposed transcontinental run is approximately \$600 miles, and about 100 motorcyclists are expected to aid in delivering the message in record-breaking time.

Perfect



# Firestone Tires

Percy Barnes driving an eight cylinder Romano Special carries off all honors Rose City Speedway Carnival. In the twenty-five-mile event he made a lap of one mile in fifty-four seconds; time for the twentyfive miles, twenty-five minutes and forty seconds.

Win Again

## In Two Days' Racing He **Never Changed a Tire**

Don't you think, Mr. Motorist, that tires which give such service and put to such a strain are the tires for you to use?

Quality

Most Miles Per Dollar

Service

**Use Your Credit** 

\$300 down, the balance in six monthly payments, will buy you a Ford Automobile. 7% interest on deferred payments. The Ford Motor Co.'s guarantee goes with each car OUR SERVICE IS THE BEST

BENJ. E. BOONE & CO.

514 Alder St., Portland, Or.

## 65-69 West Park North, Portland, Or.

Phone Main 4506, A 2367

Factory and General Offices, Akron, Ohio

of motor and horse-and-wagon meth- to rename the road the Essex-and-Hudin 10 Minutes, Is Clasm.

Drying and vulcanizing perfectly in three minutes, the new vulcanizing coment manufactured by the ailler Rubber Company, at Akron. O., will make it possible for motorists to have tube repairs done and be on their way ten minutes from the time they reach the repair shop.

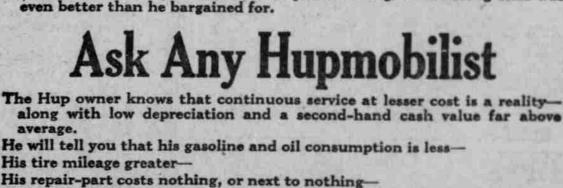
This is the fastest curing adhesive presented to the trade. It is known as the notation of motor and horse-and-wagon methods, as applied to the delivery of bread and baked goods in general, "said a member of the firm recently. "While our product has always been as cleanly handled as was possible, we really liave a big argument to use in our advertising now. Aside from calling attention to the wholesomeness and quality of the materials we use, we are making a great play on the legend, "Clean bread: delivered clean. No horses; no harness; no wagons; no barn."

to car industry, the horse is an almost indispensable essential.

A plausible deceiver, in a spirit of fun, might tell you that upholisery in motor cars is built up of cocoanut hair. But a trip to the Stearns plant at Cleveland would completely disprove that.

Into the upholstery of every car tail and mane hair from 25 to 30 horses.
"Horse hair is used in varying amounts in all high-grade motor cars," say officials of the Stearns Company.

Fourth of July Meet Arranged. A general round-up of motorcyclists



Put It Up To The Owner

We would rather have you put a Hupmobile owner on the stand in our

For even if you find it hard to credit this story of satisfaction—you know

You will find him ready and willing to tell you of continuous service, at

He feels that in the purchase of a Hupmobile he got something that was

low cost, because he feels that his ownership of a Hupmobile has done him

Main 3966

The Car of The American Family

behalf than one of our best salesmen.

that he has no axe to grind.

credit to his judgment.

These are the things that make Hupmobile ownership a delight, and put second and third Hups into the service of hundreds of owners. See the Hup dealer today and get the facts at first hand.

His adjustments minor, of the kind he can easily make himself-

Hupp Motor Car Company, Detroit **Dulmage Auto Company** Distributors

46 North Twentieth Street, Portland, Oregon.