

ROAD WILL BECOME AN EXPENSIVE LUXURY IF NOT MADE PERMANENT

Construction Must Keep Pace With Needs of People or Cost Will Be Excessive.

Radical and immediate changes in road building methods must be made if the country is to keep pace with the industrial, commercial and social needs of the people.

This quotation represents the sentiment of the Automobile Chamber of Commerce on the good roads movement in America as voiced at its meeting last week when it passed a resolution.

The executive committee of the Automobile Chamber of Commerce has gone further and at its meeting in Detroit drew up its 11 principles of road construction which are:

- 1-Highway construction is a scientific and engineering problem. 2-Proper location, grading and drainage are first essentials of any good road. 3-Highways should be of a character suited to the kinds and volume of traffic using them.

Volume of traffic and kinds, speed and weight, with loadings of vehicles using the roads should be ascertained before beginning the construction of a state road, by taking a traffic census.

Construction or reconstruction of all main through roads between important trade centers, that is, capitals and centers of a large population (50,000 or over), not more than 100 miles apart should be of permanent character.

Roads which sustain a considerable volume of traffic and in which motor vehicle traffic should have a surface that will not become dusty by wear and the effects of weather; that will be impervious to water, and will not be loosened by frost.

Until such time as traffic over subsidiary roads and relatively little used country roads warrants improvement with permanent construction they should be maintained in serviceable condition for the traffic using them by relatively inexpensive methods.

Traffic development is an economic necessity and the capacity of roads and bridges should be adequate to the industrial and commercial needs of the communities they serve.

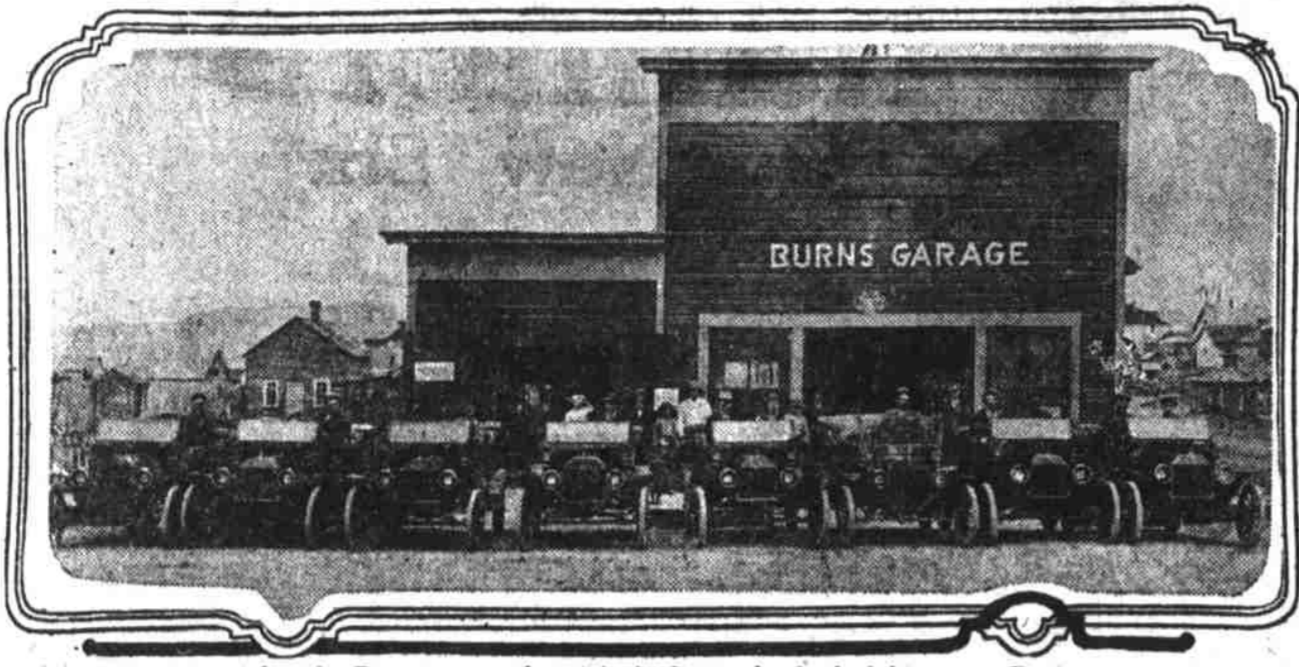
Permanent highways is the new slogan of this national governing body. It is not enough to talk good roads but the day has come to talk permanent roads.

Motor Trucks Blamed. Because this increased rate of destruction coincident with the increased use of motor vehicles, the road authorities lay the blame upon the swift automobile and the heavy motor truck.

Anyone of ordinary intelligence can foresee that decades before we have finished paying for the roads that are being built under 50 year bond issues, the predominant traffic on all main roads as well as on city streets will be by motor vehicle.

Highways Not What Is Wanted. Under present conditions we have the

WHEN INTERIOR OREGON PURCHASES ITS AUTOMOBILES IT BUYS BY THE CARLOAD



The above scene was taken in Burns, upon the arrival of a carload of eight new Ford automobiles, via Prairie City, before their distribution to the original purchasers, and speaks for the present prosperity of this section of Oregon and is indicative of the character of Eastern Oregon roads.

anomalous situation that we—meaning manufacturers, dealers and users—are taxed on real and personal property for the construction of a kind of highway we do not want because it is not suited for motor traffic and then, when we run our cars and trucks over the road, the authorities demand that we pay for repairing damages that they say these vehicles do to it.

The users of motor vehicles are taking as important a part in road improvement as vehicle manufacturers and not infrequently they are as acute students of road construction and maintenance.

Lack of prompt repair when breaks appear in the road surface. Narrow iron tires on heavily loaded wagons. Horses' hoofs with calked shoes.

Shoos Himself for Fun. Paris, Sept. 20.—A man of 44, named Alfred Dreyfus, an ex-member of the Foreign Legion, shot himself the other day in the Bois de Boulogne after scribbling a farewell note.

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MANY AMERICAN CARS TO BE AT PARIS SHOW

In Drawing for Position Hudson Company Got Best Location.

Drawing of lots for positions in the Paris, France, automobile salon to be held from October 17 to 27 took place August 22, when the Hudson Motor Car company secured No. 1 stand, a desirable 650 square feet location directly opposite the main entrance.

So great is the demand for space that a number of 60 meter stands have had to be reduced to 40 meters, the machine tool section has had to be abolished to give way to automobiles, and an attempt is being made to secure permission to build an annex for the commercial vehicle section.

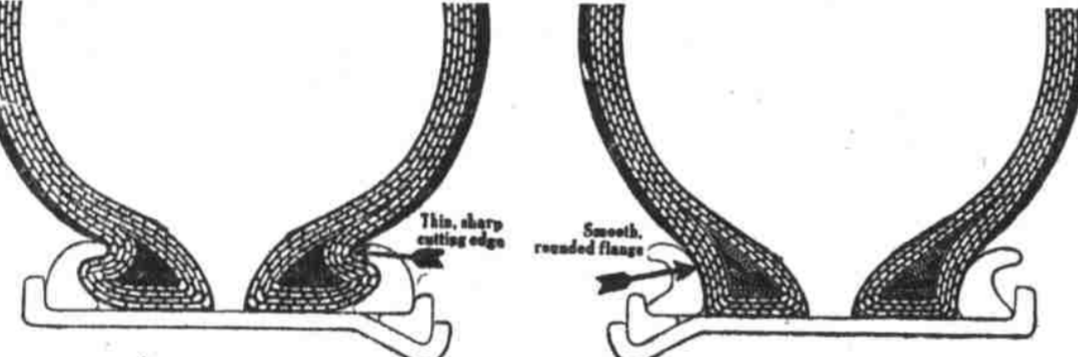
Other American firms are exhibiting direct: other American firms are showing on the stands of French agents. The leading English firms to take part in the Paris show are Daimler, Foden, Humber, Humber, Hoyt Metal Co., North British Rubber Co., Palmer, Rolls-Royce, Rudge-Whitworth, Sankey, Sunbeam, and Wolseley.

given the smallest possible space, no firm being able to show more than one vehicle, but such is the increased demand that it is hoped to be able to place these bulky units out of doors.

America will have a rather stronger representation in the Paris show than last year. The following are the firms having secured stands: Abbott (Rushmore searchlights), Benjamin Briscoe, Buick, Cadillac, Case Co., Ford, Hudson, Hupmobile, Klaxon, Mitchell, Olds, Overland, Packard, Stewart speedometers, Studebaker Corporation, Thomas B. Jeffery & Co., Vacuum Oil Co., Warner Speedometers.

All these firms are exhibiting direct: other American firms are showing on the stands of French agents. The leading English firms to take part in the Paris show are Daimler, Foden, Humber, Humber, Hoyt Metal Co., North British Rubber Co., Palmer, Rolls-Royce, Rudge-Whitworth, Sankey, Sunbeam, and Wolseley.

A Rim-Cut Tire Now Means a Needless Waste



This is the hooked-base clincher tire. Your removable rim flanges must be set to curve inward. Those curved-in edges dig into the tire when it is wholly or partly deflated.

This is the Goodyear No-Rim-Cut tire. No hooks on the base. Your removable rim flanges are set to curve outward. The tire, if deflated, rests on a rounded flange.

Other Goodyear Savings Blow-Outs Loose Treads

We add to our tire cost \$1,500 daily to wipe out the chief cause of blow-outs. No other tire maker does this, solely because of expense. All other tires are vulcanized on iron cores alone.

Tread separation causes another enormous tire expense. We alone combat it by a patent process which cost us \$50,000. In No-Rim-Cut tires the tread rubber is forced down through the breaker strip.

This extra process, every year, costs us hundreds of thousands of dollars. A cost which all others save. It comes back to users over and over in the check on blow-outs.

The results show up in mileage, on hundreds of thousands of cars. They show so clearly that Goodyear tires now dominate in Tiredom. Men who know them are buying 150,000 monthly.



THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO. This Company has no connection with any other rubber concern which uses the Goodyear name. Branches and Agencies in 103 Principal Cities For Sale by All Dealers.

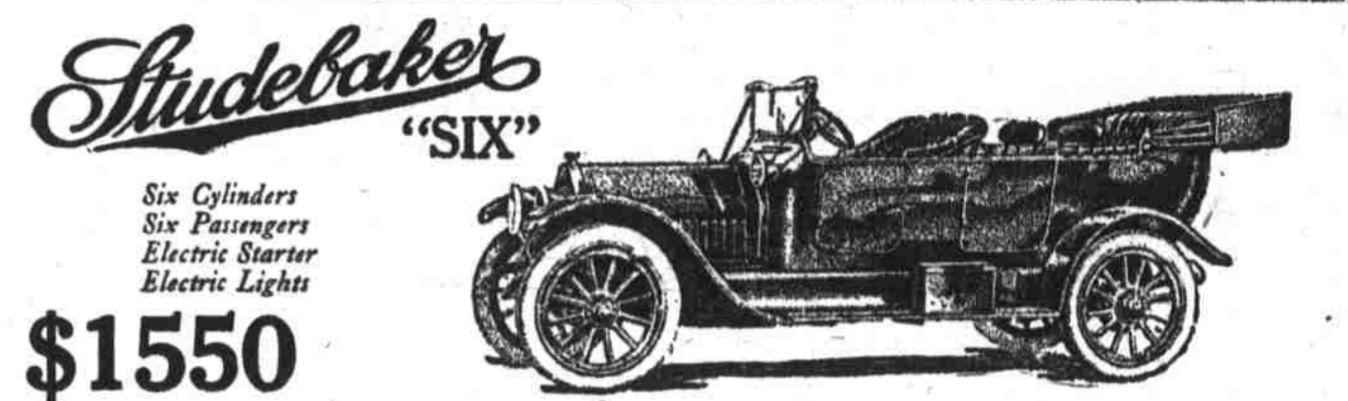
PARTY OF MOTORISTS IN CALIFORNIA DID ALL BUT CLIMB THE TREES

From Beginning to End of Trip One Trouble After Another Was Overcome.

Motorists who prate proudly of their accomplishments over the comparative easy grades that most of them encounter, will open their eyes and ears with interest to the graphic description of a tour recently undertaken by D. A. Whitaker, vice president, and W. R. Letton, secretary and treasurer, of the Los Angeles Union Stock Yards company.

started north out of Los Angeles, through the Antelope valley and across the Mojave desert through an ocean of sand. "When we left Mojave we ran into a number of water spouts which washed out much of the road and all of the bridges. The most of our party were afraid to venture, but we took the lead of thirteen machines. There were only three of them that went through that day. Now, I venture to say that our car went through mud and ditches that an eight mile team could not have gone through with the same load.

be nothing but plain crude oil just out of the well, but it was all we could get, so we filled our crank case and started for Silver Lake. "We arrived at Silver Lake, about 9500 feet elevation, where we won new laurels by taking our car and dragging the biggest pine log into the camp for fire purposes. During our stay there we made a side trip through Briggsport, while a big '90' horsepower and another big car failed. We made the return trip of 78 miles in 7 1/2 hours, over mountains and sand roads.



Look Around To Your Heart's Content—You'll Surely Come Back

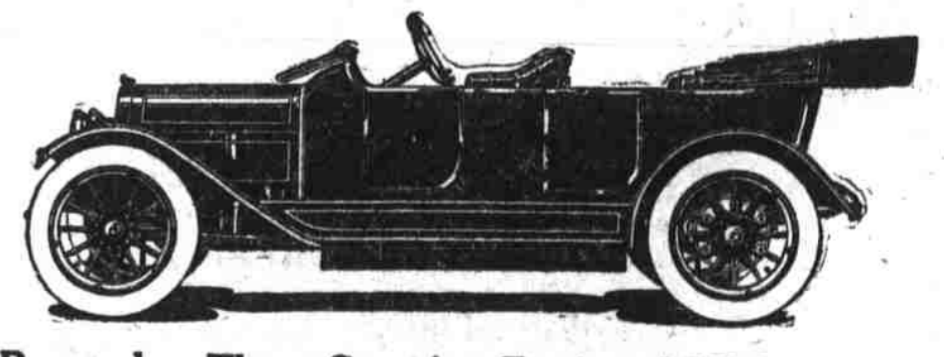
Your Studebaker dealer is not only willing, but glad, to have you "look around", after you have seen the Studebaker "SIX". He means what he says. He feels perfectly safe. There is nothing in the market that can win you away. It is not easy for him, or for us, to tell the simple truth about the car without seeming to indulge in braggadocio.

- The Question of Price: Let's assume that you do "look around". The first thing you discover is that the Studebaker "SIX" is in a price division all by itself. You've got to begin several hundred dollars higher up in your hunt for a car comparable with it. Check One for the Studebaker.

Buy It Because It's a Studebaker "SIX" We say to you what your dealer will say to you—"Look around to your heart's content, you're bound to come back". You'll buy this Six because it's a Studebaker "SIX". You'll buy it because its superiority will be forced upon you by comparison.

Automobile Bargains

We Have Several 33 and 40 Horsepower 1913 Models That Must Be Disposed of at Once.



Remember These Cars Are Equipped With Electric Lights and Starter. They Have Been Used for Demonstrating Only and Are in Good Condition.

Michigan Auto and Buggy Co. 16TH AND ALDER STREETS.