

# IMPROVED HIGHWAYS REAL MEANS OF SALVATION FOR POOR MAN

## DECREASED COST OF TRANSPORTING WOULD LOWER LIVING'S COST

### Building of Roads in Different Parts of Country Always Beters Conditions.

The building of good roads is one of the biggest and most important factors which this country must consider in the next few years. The improved highway is the one means of salvation for the poor man, for in these days of high cost of living, the cheaper transportation of foodstuffs must be looked to. Conditions can no longer be bettered through a greater supply of necessities, for every effort 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, the American people are no longer turning to this country in an effort to produce a larger amount of food. Therefore the problem of getting along with the same amount that is now produced must be faced.

The only solution left is to cut the cost of production and delivery. The best way to accomplish this is to produce good roads, for many demonstrations of how good roads will work to our advantage have already been made.

### Better Living Always Resulted.

The improvement of highways in many parts of the country in the last few years has been invariably followed by better living conditions. Where the roads leading into a large city have been improved, an increased supply of foodstuffs with local markets and a larger number of farmers bringing their products into the city has resulted. This, of a necessity, results in lower prices for the products and a long step toward better living conditions.

On the other hand, the improvement of roads throughout the country is invariably followed by the improvement in farming methods. The agriculturist who heretofore devoted his energies to grazing and the production of rough foodstuffs, such as wool, is now turning to what is known as market gardening. He is raising potatoes, beans, peas and other commodities that are in everyday use, simply because he can get them to market where heretofore markets were denied him. It is no uncommon sight now to see farmers driving 15 or 20 miles to market with loads of produce, which before the highways were improved, were denied the consumer. The automobile, it is true, has had a great deal to do with increasing this supply, but even this vehicle is useless without highways on which to run.

### Intensive Farming Brought About.

The advent of good roads, too, has brought about another revolution—the advent of intensive farming. The countries of the old world have always regarded us a criminally wasteful people, in that the product raised on 100 acres of land in this country is worth less than they produced on 10 acres. Good roads have changed this condition. The American farmer now finds that he will get a greater return from one acre of land intensively cultivated than 10 acres farmed in the old slipshod method of raising crops. This intensive farming is the direct result of good roads, for where the farmer heretofore found it necessary to cultivate crops which made a large bulk so that his infrequent trips to market were profitable, now finds that he can take a small load to the consumer as often as he desires.

Good roads are an undisputed blessing, and this everyone who has given the matter any thought will admit. They not only promote increased industrial activity, and therefore better living conditions for thousands of city dwellers, but they provide an improved social life for people who live 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 deny that all of these are important factors in the farmer's life.

## ECONOMY RECORD SET BY MOTORCYCLIST

### Trip of Nearly 163 Miles is Made in California on One Gallon of Gasoline.

A new world's record for motorcycle economy test was established in Stockton, California, on May 25, by Eddie Perrin, when he rolled up the surprising mileage of 162 7-10 miles on one gallon of Associate gasoline. This information was received in Portland by A. D. Parker, Oregon manager for the Associated Oil company, when Perrin rode an Excelor machine, but in speaking of the race afterwards attributes a large part of the victory to the purity of the gasoline used. It is generally conceded by those who have made a study of the gasoline business that the slightest adulteration or impurity detracts from the highest efficiency of the fuel.

Mr. Parker in commenting on the result of the race, and the breaking of the old record, which was 128 miles per gallon, stated: "That the economy test was conducted with the greatest possible precaution for absolute accuracy. The gasoline used was the regular commercial gasoline furnished to the automobile public, and was drawn from a regular sidewalk delivery tank by the chief of police of Stockton. The chief had previously sealed the tank to prevent it being tampered with. Just before the start for the race, he made the chief personally measured the gasoline and poured it into the tanks of the different competitors' motorcycles.



Attractive entry of the United States Rubber Company, makers of the Nobby Tread Tires. Float was designed by the Portland manager, Pete Mayer, who, dressed in Rosarian regalia, is standing in the center of the three men in front of the float.

## POWERFUL EXAMPLE OF GREAT FORCE OF ADVERTISING SHOWN

### Far as Known No Accessory Firm Ever Before Used Equal Space.

Today the force of advertising is felt in every line of business. Probably there has been more high class advertising in the automobile and accessory field during the past few years than any other line before the American public. At least it is claimed by big automobile manufacturers, and advertising agencies, that the men who write the automobile and accessory advertising are the highest paid advertising experts in the world.

It is just as important that the proper medium in which to place this high class advertising be carefully selected, as it is for the matter contained therein to be properly displayed and arranged.

The Journal, of this date, has been selected as the newspaper in the northwest in which the largest automobile accessory establishment north of San Francisco should publish its anniversary announcement. Ballou & Wright of this city and Seattle have in this edition a special eight-page section containing many of the lines for which they are exclusive distributors in this territory. Ballou & Wright have been in active business in Portland for the past 18 years. They began with the bicycle business and have grown along with the automobile and motorcycle industry until now they occupy a position in this territory second to none.

The section printed with this edition speaks for the progressiveness of the Ballou & Wright concern. As far as can be ascertained no accessory firm in the United States has ever attempted an individual advertising campaign in any newspaper containing 128 inches in any one issue. This great advertisement for one of Portland's most progressive business concerns will go down in the history of the automobile industry as an act of optimism for the future generation of dealers and accessory men to point to with great pride.

## SMALLER MOTOR IS DECLARED SUPERIOR

### Portland Dealer Predicts That Days of Big Machine Are Numbered.

"The car that is economical in any price range is the car that holds its own with any number of people," says E. E. Gerlinger, local distributor of the Oakland. "The one time idea that the expense of operation or upkeep means little or nothing to anyone is able to own an automobile of any sort has been dissipated and today we find that the news matter of the greatest interest here is to win the number of miles a car has actually traveled to the gallon of gasoline.

## BIG FEATURES SPEED AND ENDURANCE IN INDIANAPOLIS EVENT

### Portland Dealer, Who Saw Race Tells What Was the Most Impressive.

"To anyone, and more particularly one interested in the automobile, the recent 500 mile race on the Indianapolis circuit was probably the most interesting automobile racing event ever held in the world," said Mel G. Johnson, manager of the Howard Automobile company, distributor of Buick automobiles for the Pacific northwest, who returned a week ago today from a three weeks' trip through the middle west, during which he attended the 500 mile race.

The features of this great event which mostly appealed to Johnson was the remarkable speed and endurance shown by the numerous entrants, as no less than six of the cars finishing the race surpassed the former record established by the National three years previous.

The remarkable success of the foreign cars in this event can be ascribed to but one cause: Superiority of the foreign cars entered over the American cars. Rene Thomas, victor in a French Delage, owes his victory not only to the speed of his car, but the fact that he was most fortunate in his limited tire troubles.

### Speed Was Impressive.

Duray, finishing second in the French Peugeot, was slightly handicapped by the numerous and frequent tire troubles which he encountered during the race. The French Delage, won his position by keeping in the race at all times.

Among the most interesting entrants of foreign cars were Goux in a French Peugeot, who finished fourth, and like his team-mate Bolloit, seemed to have the real speed of all the foreign entries, but were particularly unfortunate in their tire troubles.

### Dawson's Car Fastest.

The fastest American car in the event, according to the time taken in the race, was the Marmon, driven by Dawson, and in which he was seriously injured in a collision with Gil Anderson in the No. 24 Stutz, apparently the fastest of the three Stutz entries.

Among the notable features of the race was the fact that "Howdy" Wilcox, in his American Gray Fox, showed surprising speed during the time he remained in the race.

The most interesting among the foreigners, exclusive of the winners, were the Belgian six cylinder Excelor, driven by Christians; the quiet, smooth running rig of the whole Stutz entries.

To the German Mercedes, Ralph Mulford, driver, belongs the distinction of being the only light car on the course. Apparently the greatest handicap of the American cars entered in the event was their newness, or the fact that they had been built for the purpose of being used without previous opportunity to test either their speed or their staying qualities.

Foreign Cars Had Advantage.

## HALF TOTAL OUTPUT IS USED IN AMERICA

### Interesting Figures Are Given Comparing Number of Cars in States.

Of the half million and more Ford cars which have been produced, over one-half of them are in operation in this country, says Motor Age. This is according to rather incomplete returns of the registrations in the different states between January 1 and April 1 of this year. In several of the states complete figures of the registration of the foreign cars are not available. These include Pennsylvania, South Carolina, Louisiana, Mississippi, Texas, Oklahoma. In these, however, a figure was given which was known really to be exceeded. In West Virginia and Wyoming no estimate as to the number of Fords was obtainable.

Neglecting these two states and taking the minimum figures in the other states mentioned there were 249,270 Ford cars registered on April 1, for the 1914 season in the United States. Consequently it is safe to say that complete returns would indicate a registration considerably in excess of 250,000 Fords in this country.

To get an idea of what this number means, a glance at the total registration of all makes of cars will be of assistance. On this same date, April 1, the 1914 registration of all the cars in the United States was 1,255,528. Just over five times the incomplete total of Ford registrations.

Taking up the separate states, we find that New York, which leads in the total number of cars, also takes first place as a Ford state. In this state there are 21,000 Fords in actual use. Iowa comes second with 20,500 Fords, although it is only sixth in the number of cars of all kinds registered. In that state, according to the registrations, every third or fourth car is a Ford.

The relative position of the first three cars to finish was the same at 100 miles. The two first cars occupied the same relative position at the end of the first 200 miles, with Wishart in the American Mercer third.

At the end of 400 miles, the three winning cars occupied the same position as that in which they finished. The failure of the American cars is solely attributable to the fact that they were outclassed by the foreign cars.

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## NO DANGER EXISTS OF GASOLINE SUPPLY BECOMING EXHAUSTED

### Bugaboo Raised That Price Will Be Raised to Dollar a Gallon Declared All "Talk."

Probably the most unfounded belief among motorists today is the supposed impending loss of gasoline as a motor car fuel.

It has only been a few weeks ago that one of The Journal's contemporaries published, practically word for word, over the signature of one of its learned editors, an article from one of the National weeklies in which it was claimed that within a very short time gasoline would be selling at a dollar or more per gallon.

Notwithstanding this fact, the price of gasoline in Portland and the Pacific northwest has dropped considerably in the past month. And at least one firm in the city of Portland is now advertising gasoline to the public at 14 1/2 cents per gallon, retail. The big wholesale distributors of the fuel are all emphatic in their statement that the supply of gasoline was never so plentiful as at the present time, and in consequence thereof they are all willing to make contracts covering a period of one or more years to furnish gasoline at from one to two cents less per gallon than it could be purchased at the time it was supposed to be on its way to the dollar per gallon mark.

That our contemporary seems to dread that the supply of petroleum from which gasoline is produced, will soon give out, is shown conclusively from its article. That its fears are all unfounded is evidenced by the increased amount of gasoline being produced from petroleum.

According to an investigation by a leading automobile publication there are 1,700,000,000 gallons of automobile gas refined each year and only 2,000,000 motor cars to use it. Providing that the average mileage received from total number of machines in use was only 7 miles to the gallon, the two million cars would each have to travel more than ten thousand miles each year to consume the gasoline refined. But as the average number of miles secured from all makes of machines is above 10 miles to the gallon, the cars would have to travel between 12,000 and 15,000 miles each per year to exhaust the supply. The average yearly travel of an automobile is less than 8000 miles.

Chemists employed by large gasoline refiners say that they are doubling the gasoline production by improved refining methods, which have replaced the ways of a few years ago.

So with the increased production of gasoline and steadily increasing mileage received from the present day automobiles the motorist need fear no immediate loss of fuel.

Ford, Ohio, which is third in the list of cars of all sorts, also is third as Ford state, and Illinois, which comes fourth in the list of car owners, is fifth as a Ford state, with Massachusetts sixth and Nebraska seventh.

Rain hoods in the shape of monk's cowls are now quite the thing for motor wear. They come to match various waterproofed materials and are especially becoming to young faces.

## POPULAR DEALER HAS RESIGNED POSITION

### Captain W. H. Gray Intends to Go on Vacation Before Reentering Business.



Captain W. H. Gray.

Captain W. H. Gray, who has been manager of the Northwest Auto Co. for the past two years, resigned from that position, effective last night. Captain Gray has been very popular since joining the automobile men of Portland and has been highly honored by that body.

It was through his efforts that the automobile show held on the east side two years ago was made such a success and he was also largely responsible for the reorganization of the Portland dealers' association. After the show of two years ago, the dealers saw the necessity of having an organization for their protection, consequently Gray was made chairman of a committee for the formation of same.

After details were arranged Captain Gray was made president of the organization and served faithfully during the first year. He was also on the committee in charge of the show this year and that was said to be the best automobile show ever held in Portland.

Captain Gray will take a few weeks' vacation before entering active business again. He expects, in his motorboat "Lady Gray," to take his vacation in a cruise on the Columbia river. He is commodore of the Portland Motorboat club and vice-admiral of the Astoria regatta which will be held July 4.

Gray has made many friends during his sojourn in the automobile industry who wish him every success in whatever line he may engage in future.

### Reason Enough.

"Why is there such a hot fight over the appointment of a postmaster in this little town?" asked the stranger. "The office doesn't pay anything much, does it?"

"That ain't it, mister," replied the native. "You see most of us are particular as to who reads our postal cards."

## FEDERAL GOVERNMENT IS TO AID GOOD ROADS

### Appropriation for Cooperating With Various States Made Year Ago.

Although it is not generally known, the federal government has, in a small measure, already embarked upon a policy of federal aid, in addition to the great educational work which it has been doing for a number of years through the medium of the office of public roads of the United States department of agriculture.

In the postoffice appropriation bill for 1912-13 an appropriation of \$500,000 was made for cooperating with the various states in the improvement of the post roads, conditioned upon the states providing \$2 for each \$1 thus provided by the government.

The appropriation required that the money should be expended under the direction of the secretary of agriculture in cooperation with the postmaster general. Owing to delay on the part of the states in meeting the necessary requirements, the appropriation was continued in the bill making appropriation for the fiscal year 1914, and made available until expended.

At the present time construction is actively under way and allotments have been made to various states as follows: Alabama, Iowa, Kentucky, Maine, Maryland, Mississippi, North Carolina, Ohio, Oregon, South Carolina, Tennessee, Texas and Virginia. Much valuable data will be obtained from these various demonstration roads to aid the federal government in the future conduct of its road work on a large scale.

Lots of failures can be traced to the belief that other people are not quite as smart as we are.

## NEW ZEALAND MAN VISITS THIS COUNTRY

### Principal Purpose of Visit is to See "How Things Are Done" in America.

H. Nairn representing the firm of Lerew & Heale of Napier New Zealand started on his long journey home Saturday after three weeks of strenuous "investigating" in Detroit.

The principal reason for his visit to the United States was as he quaintly expressed it "to see if you fellows really do things in the big way we foreigners have talked so much about and especially to look into the claims made for that Maxwell '25" which has aroused considerable interest in Australia and New Zealand.

A week spent in the plant of the Maxwell Motor company where he watched closely each operation in the production of the "25," confirmed Mr. Nairn's judgment that this car will meet the requirements of the people of his country.

"It is positively the best car for the money I ever saw," said he, "and I have handled a lot of them. Its beauty lines, roominess, silent and smooth running motor, and above all, the enormous power it develops for its weight makes it just the car we New Zealanders are looking for. You know we have lots of rough roads to negotiate and hills to climb over there."

After closing a contract with the Maxwell company for his firm to handle their cars at Napier and placing quite a respectable preliminary order Mr. Nairn was turned over to the sales and advertising departments for a course in American ideas and methods of disposing of cars after the factory had performed its duty.

The Georgia state federation of labor gained 38 new unions last year.

**Gasoline Trucks** **Electric Trucks**

## New Prices on Trucks

F. O. B. Portland

1 1/2 TON	\$1700
2 TON	\$2100
3 1/2 TON	\$2550 TO \$2900
5 TON	\$3100 TO \$3500

### Trucks Absolutely Guaranteed

We Have Many Models in Gas and Electric Trucks and Can Fit Your Business

GET DEMONSTRATION

## Columbia Carriage and Auto Works

209-211 FRONT STREET

## This Is Confidential

Put on Diamond Squeeze Tread Tires and save money—Non-skid—None Better

We have a set in reserve for you.

## ARCHER AND WIGGINS

OAK STREET CORNER SIXTH

AUTOMOBILE SUPPLIES SPORTING GOODS

## Don't Fail to Read Special Section Devoted Exclusively to

# Ballou & Wright

IN THIS EDITION

Broadway at Oak - - - Portland, Ore.

## NORTHWEST AUTO CO.

Factory Distributors of

# Cole, Reo, Lozier Cars

BROADWAY AT COUCH STREET

Main 8887		A-4959
AUTOMOBILE AND SHOP SUPPLIES		
Spark Plugs	TOOLS	Brake-Lining
MOTORCYCLES AND ACCESSORIES		
<b>Preer Tool and Supply Co.</b>		
74 Sixth and 211 Oak St. Phone—Main 1000, A 1000		
<b>Diamond TIRES</b>		
Vulcanizing & Retreading R. E. BLODGETT, 25-27 North 14th, near Couch Phone Main 7008.		

## The Extra Millions Spent on Goodyear Tires

### Let No Man Charge You Higher Prices For Tires Not Made Like These

For many years we have had scores of experts working to better No-Rim-Cut tires. They are in our Department of Research and Experiment. Their efforts have cost us, in your behalf, \$100,000 yearly.

Every No-Rim-Cut tire gets our extra "On-Air" cure. This is done to save the countless blow-outs due to wrinkled fabric. It is done by no other tire maker.

This single extra process costs us \$450,000 per year.

We create in each tire, during vulcanization, hundreds of large rubber rivets. This is done to combat tread separation—to reduce the risk 60 per cent.

The simple rights to this method cost us \$50,000.

Another costly, exclusive feature makes rim-cutting impossible. No other satisfactory way is known.

And these tires alone have our All-Weather tread. That's a tough, double-thick anti-skid. It rides as smooth as a plain tread, yet it grasps wet roads with countless deep and sharp-edged grips.

These efforts and features have cost us millions of dollars. They have saved tire users tens of millions, perhaps. And not one of these four—the greatest features in tire making—is found in any other tire.

## GOOD YEAR

AKRON, OHIO

### No-Rim-Cut Tires

With All-Weather Treads or Smooth

**THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO**

This Company has no connection whatever with any other rubber concern which uses the Goodyear name

Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.