

GOOD ROADS IDEA IS NOW TAKING A HOLD IN THE UNITED STATES

Thirty-four Thousand Miles of Surfaced Highways Have Been Built in Country in Last Two Years.

\$225,000,000 IS INVESTED

Much of This Money is Wasted, However, by Expenditure Under Local Rather Than State Control.

While the statement that 15,000 miles of surfaced roads were constructed in the United States during 1913 and 18,000 miles during 1914, a total of 33,000 miles in the brief period of two years, is impressive, it does not convey an adequate conception of the great progress that is being made in the building and management of good roads. To grasp the significance of the movement, it should be borne in mind that in 1904 there were in the United States only 153,500 miles of surfaced roads of all types, and this included many thousands of miles of road which in the year 1914 would not be regarded as improved. In the brief period of 10 years 38,000 miles of surfaced road have been completed which would mean an average yearly increase of 3,800 miles.

The year 1914, with its 18,000 miles, shows a rate of progress nearly double the average for the 10 year period. The total amount of money expended on road construction during 1914 was \$225,000,000. In 1913 the total was slightly in excess of \$79,000,000. Discussing the progress in highway administration, E. Pennycuik, chief of road economics, noted the office of public roads, said recently: "Many recognized authorities have pointed out that a large percentage of this money is expended under local control. Unquestionably this is true in very large measure. That the results under state aid are becoming evident because the increasing rate is proved by the fact that during 1913 and 1914 nearly 10,000 miles of state aided roads were completed as compared with 20,000 miles for all the previous years.

State Control Essential.

"It must be admitted that the efficiency of state highway departments is greatly hampered because their supervision extends to only a limited portion of the ground. In 1913, 229,000 miles of public highway in the United States. Most of this mileage is still under local control, but gradually state control is reaching out into the local field. Already the state of New York, by its elaborate system of aid to the various classes of highways, practically centralizes supervision in the state highway department. The same holds true of Pennsylvania. Last year the Iowa law placed all road work in the state under the direction of the state highway department. The trend is inevitably toward the centralizing of supervision in a state highway department so that the work throughout the state may be correlated and standardized and so that the efficiency of the highway department may replace the inefficiency which marks local control in many hundreds of counties.

"Admittedly the weakness of state highway work in many states is due to the failure to provide efficient control and adequate funds for road maintenance. The result was that many thousands of miles of state roads were in serious danger of utter disintegration. This condition is rapidly being met by remedial legislation and large appropriations and the much abused automobile is proving a saving factor in this crisis. During the first ten months of the year 1914, 1,740,000 automobiles were registered and it is estimated that the annual revenue from this registration will exceed \$11,500,000. Most of this sum goes to the maintenance of state highways.

What States Are Doing.

"The year 1914 was marked in the field of legislative enactment by the action of Kentucky in joining the ranks of state-aid states and providing a system of state roads. A levy of one half mill tax has been authorized, which will provide about \$600,000 annually and this fund will be available for 1915. Colorado has also taken steps to provide adequate state road funds by authorizing, at the last election, a measure for a one half mill state tax, which will provide about \$500,000 per annum. Illinois, which enacted legislation in 1913 for state aid, actually got under way in 1914 and this year awarded contracts for 100 miles of improved roads. The appropriation for 1914 was \$400,000, and for 1915, \$700,000. A large amount must be raised by the counties to make these appropriations available, and in addition an appropriation of \$100,000 per annum was made for engineering and administrative work. Mississippi took an important step looking to adequate supervision by providing that all roads built from county bond issues should be supervised by skilled highway engineers. California and Maryland have some steadily ahead with the building of their state systems of highways by means of bond issues. California spending about \$6,000,000, and Maryland authorizing an additional bond issue of \$6,000,000 to carry on the work."

Plan to Increase Plant 40 Per Cent

It is announced that plans have been made by the Franklin Automobile company to increase its production to 3500 cars a year. It is stated that this is a 40 per cent increase over last year. This shows a steady increase for this company for the past years as the 1914 production was stated to be 30 per cent greater than that of 1913.

At the annual meeting held last week, the company elected directors and officers. The H. H. Franklin Manufacturing company, president, H. H. Franklin, vice president, John Wilkinson.

THE LOCOMOBILE CO. of America The World's Grade Car Is being shown at new Salesroom. 490 BURNSIDE Corner 14th St. First-Class Repair Shop in Connection. F. H. DOWNES Phone Main 6922

Cape Perpetua Road Nearing Completion

Completion of This Road Provides Continuous Highway From Newport to Gold Beach.

Supervisor Rankin of Eugene, Or., announces that the road which the forest service is building around Cape Perpetua, in cooperation with Lane and Lincoln counties, is nearing completion, and will be ready for use by wagon and auto this coming summer.

With the completion of this road there will be a continuous highway along the California line. That part of the road constructed by the forest service is about a mile and a quarter in length, and is located on the side of a steep mountain or promontory jutting out into the ocean, the highest point on the road being 300 feet above sea level. A temporary rock wall which is to be replaced later by a permanent one of cement, now protects the edge of the bluff. To build this length of road required the moving of approximately 5000 cubic yards of rock, 9000 cubic yards of rock and dirt, and cost the government \$11,000.

The construction of this road around the cape was a very difficult piece of work. Most of the way had to be forced through solid rock, so that much drilling and blasting had to be done. Furthermore, it was often difficult to keep a foothold on the side of the slope. In fact, this was found to be a task for both mules and men. On one occasion a mule went over the grade and tumbled a considerable distance down the side of the mountain about 60 feet, his fall being checked by some brush at the edge of a precipice. He was rescued and found to be little the worse for wear.

At another time, one of the men fell about 50 feet down the bluff. He was holding a rope to guide a mule on the edge of the grade, and was walking along a 90 per cent slope, clinging to the sidehill as best he could, when the rope broke and let him fall. He struck on his face and shoulder, then slid about 20 feet further, landing on his feet. His comrades on the road above watched him with bated breath and wondered how they could get a dead man up that steep slope. To their surprise and relief, he turned over and waved his hat to them. He was able to get out without assistance and resumed his work. This incident has caused this spot to be named "Keller's Leap."

SCENIC BEAUTIES OF OREGON ARE IN PLAN FOR MOTOR BOOKLET

Columbia Highway, Pacific Highway and Oregon Trail Will Be Featured.

Chairman James D. Abbott reports progress on the booklet of the Portland Automobile club. He is making arrangements with photographers who have made special efforts to secure exceptional pictures of the scenic beauties of Oregon, whereby the club book will be provided with the best cuts obtainable. Naturally particular attention will be given the Columbia Highway from Astoria to The Dalles, The Pacific Highway and the "Old Oregon Trail" a route from the Snake river running through the northwestern Oregon counties to The Dalles, which is being reconstructed, also will be featured for the benefit of the automobile tourist who travels west in their machines the coming season.

Co-operation of all commercial bodies of the state is being asked, so that every section of the state can be fully represented in the unique book, which is the first of the kind ever attempted by an automobile club. So far as is known, no other state has had a similar piece of work done for the exploitation of the natural beauties. The booklet will deal with Crater Lake, Josephine county caves, Blue mountains, the Mt. Hood roads and the wonderful road along the Columbia river. Prospective tourists will be shown that a run can be made either through the western part of the state or the eastern into California. The "Old Oregon Trail" will be a link of the northern branch of the Lincoln Highway.

It's going to be Diamond year in Humboldt County—and every other county in California as well, if economical tire mileage will make it so.

Read this letter and think it over:

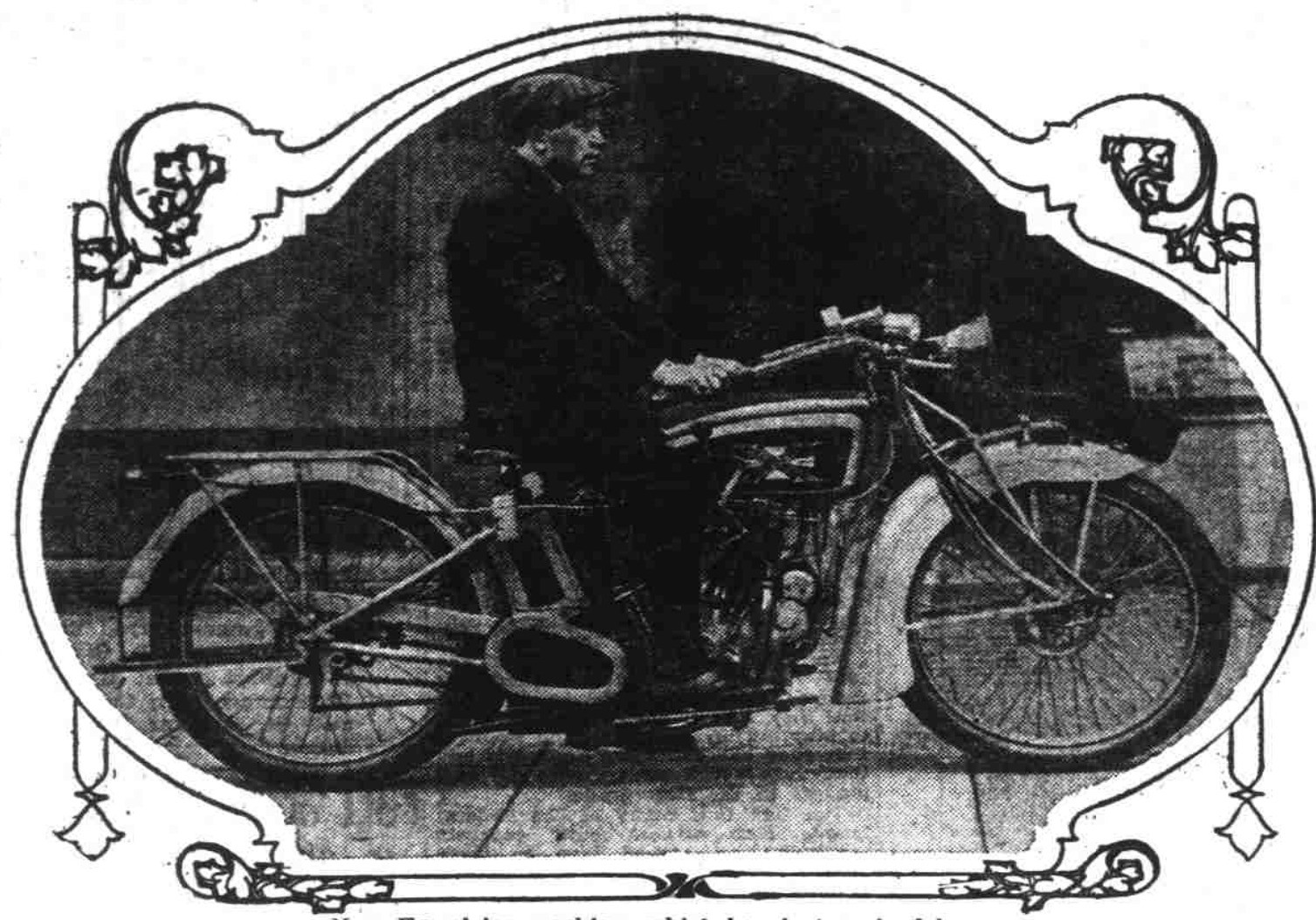
"Eureka, California, November 27, 1914. "Right here I want to thank you for letting me in on the Diamond line. We have had a splendid season, outlast almost every other dealer, and replacements have been very few and nine times out of ten we sell the famous Squegee Tread in place of the smooth. "Six different stage lines running in this county have been using Squegee Tread cases all season and the lowest mileage in any case has not been below 5,500—the best is 11,000 and the average is 7,000. "Next year will be Diamond year in Humboldt County. "K. Knudson, Manager, "SEQUOIA TIRE AND OIL COMPANY."

In addition to the extraordinary mileage and freedom from trouble that you get in Diamond Squegee Tread Tires, you can now buy them at the following "FAIR-LIST" PRICES:

Table with 4 columns: Size, Diamond Squegee, Size, Diamond Squegee. Rows include 30 x 3, 30 x 3 1/2, 32 x 3 1/2, 33 x 4, 34 x 4, 36 x 4 1/2, 37 x 5, 38 x 5 1/2.

PAY NO MORE For Automobiles, Bicycles, Put on Diamond Squegee Tread For Cyclecars, Motorcycles

THREE SPEED MOTORCYCLE IS BEING SHOWN



New Excelsior machine, which has just arrived here.

The new three speed Excelsior motorcycle that arrived in Portland last week, the fundamental element, the motor, remains practically the same as for the last seven years, with only such

improvements in minor detail as the development of motorcycle has shown advisable. The new machine is equipped with electric lights and a foot starter.

matter of comfort study. There are a number of very radical changes in detail, the fundamental element, the motor, remains practically the same as for the last seven years, with only such improvements in minor detail as the development of motorcycle has shown advisable. The new machine is equipped with electric lights and a foot starter.

VALUE OF CAR NOT MEASURED BY PRICE

It Is What One Gets for His Money That Counts, Declares Dealer.

"The average buyer of an automobile appreciates that the true measure of value lies not alone in what he pays for an article, but rather in what he gets for what he pays," says W. C. Garbo, the local Studebaker distributor. "Price is but a relative argument in selling automobiles to a keen customer. It is necessary first to show him stability. Convince him that the material is staunch and strong and that it is put together in a workmanlike manner. Convince him that the car is so built that it will serve him well and long, that its depreciation will be slow, and that it will bring a good proposition if, for any reason, he wants to sell or trade it. "Convin' him that there is a good, substantial concern back of the car and that it manufactures the vital parts of its product, for therein lies the only assurance that he will be able

MOTORCYCLE'S USES DAILY GROW MORE AND MORE NUMEROUS

Physician and Minister of Gospel Able to Make Frequent Visitations.

THE POLICE ARE EQUIPPED

In Army Machines, Among Other Things, Have Revolutionized Signaling on the Battlefield.

The utility, speed and economy of the modern motorcycle is daily being demonstrated in hundreds of ways. There is scarcely a field of activity that the two wheeler has not entered and proven its value.

The motorcycle enables the physician to reach his patient in less time than ever before, making it possible to eliminate many hours of human suffering. The motorcycle carries the minister of the gospel on his missions of mercy. The motorcycle is a part of every progressive police department, carrying mounted officers to the scene of crime or accident, and enabling them to run down violators of the law.

The motorcycle aids the forest ranger in protecting our great timber lands from fire. The motorcycle carries mail and delivers telegrams. The motorcycle rushes the important prescription to the bedside of the suffering. The motorcycle hurries the pulmotor to the beach where every second counts in the effort to restore life. A motorcycle mounted guard accompanies the president of the United States on his trips about the capital.

And the uses of the motorcycle in the branch are almost unlimited. Motorcycle dispatch riders and scouts have won great fame for themselves in the present European struggle. Machine guns mounted on motorcycles are carried to their position on the battlefield; motorcycles with sidecars hurry supplies to the Red Cross workers who are seeking to relieve the suffering of the wounded, and motorcycle ambulances carry the injured soldiers to the hospitals. "The motorcycle has revolutionized signaling on the battlefield," says Henry Beach Needham, a war correspondent. "It has practically done away with wig-wagging on the field. It is economical, efficient and speedy, and is everywhere and nowhere as much as at the front."

For pleasure, too, the motorcycle has

made a definite place for itself. The ease with which the two wheeler is operated, its reliability and comfort, make it an ideal vehicle for touring. Club sociability and endurance runs are enjoyed by thousands of riders all over the country every year. And more and more we hear of the long distance tourist, riding from ocean to ocean or from gulf to lakes or around the United States or circling the globe—for pleasure. Many of these long distance tourists are women, who find as much pleasure in the sport as do the men.

Completely Equipped Cars Are Necessity

Motors Are Now Regarded in Same Light as Telephone, Electric Light and Other Conveniences.

"A motor car without complete equipment reminds me of a home without a telephone," declared John N. Willys, president of the Willys-Overland company, to a group of friends in Pasadena, where he is spending the winter. "There was a time when the telephone, the electric light and other modern conveniences were considered the height of luxury, while today they are numbered among the necessities of life. "The public has come to view the matter of motor car equipment in much the same light. In the swaddling clothes days of the industry, but few were educated up to the more recent innovations in accessories, we

AMERICAN MAKES OF 8-CYLINDER CARS

Table with 4 columns: Make, Price, Bore and Displacement, Features. Rows include Cadillac, King, Briggs-Detroit, Royal, Cole, Abbott, Marston, Monitor, Bailey-Klapp.

Diamond Tires FOR PEOPLE WHO KNOW. NOTICE: The Y. M. C. A. wants you to be one of the 1000 "1000 IN 14 HOURS" ARCHER AND WIGGINS OAK STREET, CORNER SIXTH Automobile Supplies Sporting Goods

VEEDOL Most Lubrication Least Carbon A Trial Will Convince BALLOU & WRIGHT Broadway at Oak

10,000 CARS BURNED UP IN 1914 Most of these would have been saved had they been stored in a fireproof building—OUR BUILDING IS ABSOLUTELY FIREPROOF MULTNOMAH GARAGE & AUTO CO. Expert repairing at lowest prices consistent with good workmanship. Storage and Auto Supplies. Electric Charging. Sixth St. and Madison, only 3 blocks from the Hellig. Phones Marshall 2300, A-4636.

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GRAY & DAVIS SERVICE STATION Storage Batteries Rebuilt and Recharged Magneto Recharged—Car Wiring GIBSON ELECTRIC GARAGE & STORAGE BATTERY COMPANY Marshall 1752 434 Alder Street A-7435

Reo! You can "See America" in a Reo! We have with us today: Mr. E. J. Jaeger, setting the pace in his Reo "Four" Up and away—to the oceanside—to Hood's snowy base—over the Siskiyou and down through California's groves to her wonder cities—your Reo speeds, asking no favors from road or grade, pulsating with eagerness and power! Never stopping save at your wish—never failing—always on time. Invest in a Reo now and let it serve you through the long months ahead! Low in cost, handsome in appearance, economical in upkeep, it will repay you daily in pleasure and in economy of time. Read this tribute to the Reo: Northwest Auto Co., Broadway & Conch Sts., 5157. Jan. 16th, 1915. Gentlemen:— In May, 1914, I purchased a Reo automobile, which I am pleased to state, has given me great satisfaction. Shortly after buying same I had occasion to give it a good try-out—making a trip to the McKenzie and return, a distance of over 400 miles. The first 150 miles was made on 7 gallons of gasoline, an average of 21 and 2/3 miles to the gallon. The remainder of the trip, which was over very bad roads and was negotiated mostly on the intermediate and low, averaged 17 1/2 miles to the gallon. This, I think, is a record hard to beat, and I certainly have been very much pleased in every way with my machine and if I were in the market for a new one, I certainly would give the Reo first consideration. Yours very truly, E. J. Jaeger. The Reo "Four" \$1050—The Reo "Six" \$1385 F. O. B. Factory—Deliveries from Portland. Northwest Auto Co. F. W. VOGLER, President. Broadway and Couch Sts.