

### GOOD HIGHWAY PLAN ONE OF GREAT NEEDS IN STATE OF OREGON

Former Portlander Writes His Impressions of Situation From Washington, D. C.

#### SAMUEL HILL IS HONORED

Investment in Good Roads Will Bring Handsome Returns to Pockets of Many Citizens.

What Oregon is losing in not having a good system of highways is suggested in a letter from Paul J. Feeley, a former resident of Portland, but now of Washington, D. C. Mr. Feeley is associate editor of the American Motorist. He was formerly automobile editor of the Oregonian. He writes as follows:

"If more Oregonians were imbued with the spirit that has won for Sam Hill a place of national prominence in the good roads field, the state might be \$1,000,000 richer by fall. It is easy to see why Oregon is going to lose a round million in direct revenue, and much more indirectly, through lack of improved highways. This is the minimum estimate of those who have studied the matter.

"Take New England's case, for instance. Early in the game the tight-fisted (so-called) Yankees saw that they could turn good roads into a salable asset. Now the states in that group are enriched each year about \$2,000,000, simply because they have the kind of roads that give the maximum pleasure to motorists.

**Tourists Spend Big Sums.**  
And Europe! American motorists have done much to fatten the purses of England and the continent. They left much of the \$3,000,000 of our money left there annually.

One group of men who are in close touch with touring conditions estimates that 100,000 parties will "transcontinental" this year. If you cut this in half, I think you will get nearer the correct figure.

"Taking 50,000 cars as the basis for computing expenditures, you arrive at the following figures: Cars on long tours average three and a half people. The expenses for such cars, including food, fuel, garaging, etc.—come to about \$18 a day. This means an aggregate daily expenditure of \$900,000.

"This is a very conservative estimate. It is quite probable that the daily expenses of the transcontinental parties will total more than \$1,000,000. Hotel accommodations necessarily will be taxed to the limit. This may mean higher rates than obtain in normal times. The fact that hotels are not as numerous or of sufficient capacity to care for the sudden increase will inconvenience many and cause thousands to do considerable camping. This condition has been considered in making the above estimate.

**Many Cars Coming.**  
Oregonians touring in California will appreciate the wisdom of putting their roads in order. The "foreign" cars will be so great that they cannot help but notice their force; and, being successful business men, as a rule, they will naturally practice mental gymnastics trying to figure out how much the Sun-Kist state is cashing in on her fine roads.

"At the same time it will probably dawn on them forcefully that such men as Sam Hill and S. Benson and C. T. Prall were not the visionary spellbinders they thought. They are disciples of the better kind of roads told Oregon taxpayers years ago that they were dumping millions into mud holes. They told them that the day was not distant when the highway would be a great lure to tourists; that they would soon wake up to the economic importance of good roads.

"Some day the Pacific Highway will be one of the wonder roads of the west. It has all the natural advantages to make it far famed as a motor route. Right now, if improved as a state's main north-and-south artery of intrastate and interstate communication should be, it would bring at least \$1,000,000 to Oregon. But it is so Oregon will lose this million and a half in money, and many times that in the advertising that would come from being toured by influential people from all sections of the United States.

#### Repair Much Needed.

"The last time I drove over the Pacific Highway it was in such woeful lack of repair that it seemed more like a journey through a devastated land than through a valley noted for its productive soil and its prosperous people. Had our been merely a pleasure trip, we would have abandoned it in disgust before we reached Salem. It was mud, and more mud; mud ten feet deep, and still drifting. What a contrast culverts had been swept away, roads turned into miniature lakes.

"We were constantly reminded of the value of road signs, which were then as rare as good 'goin'.' I mention this as one of the points that will militate against Oregon getting its share of motor tourist patronage. What a contrast to New England, the middle west and other sections, where rivalry between routes keeps every crossroad plainly and intelligently marked, permitting the stranger to travel without worry for fear of losing his way.

#### Roads Not a Luxury.

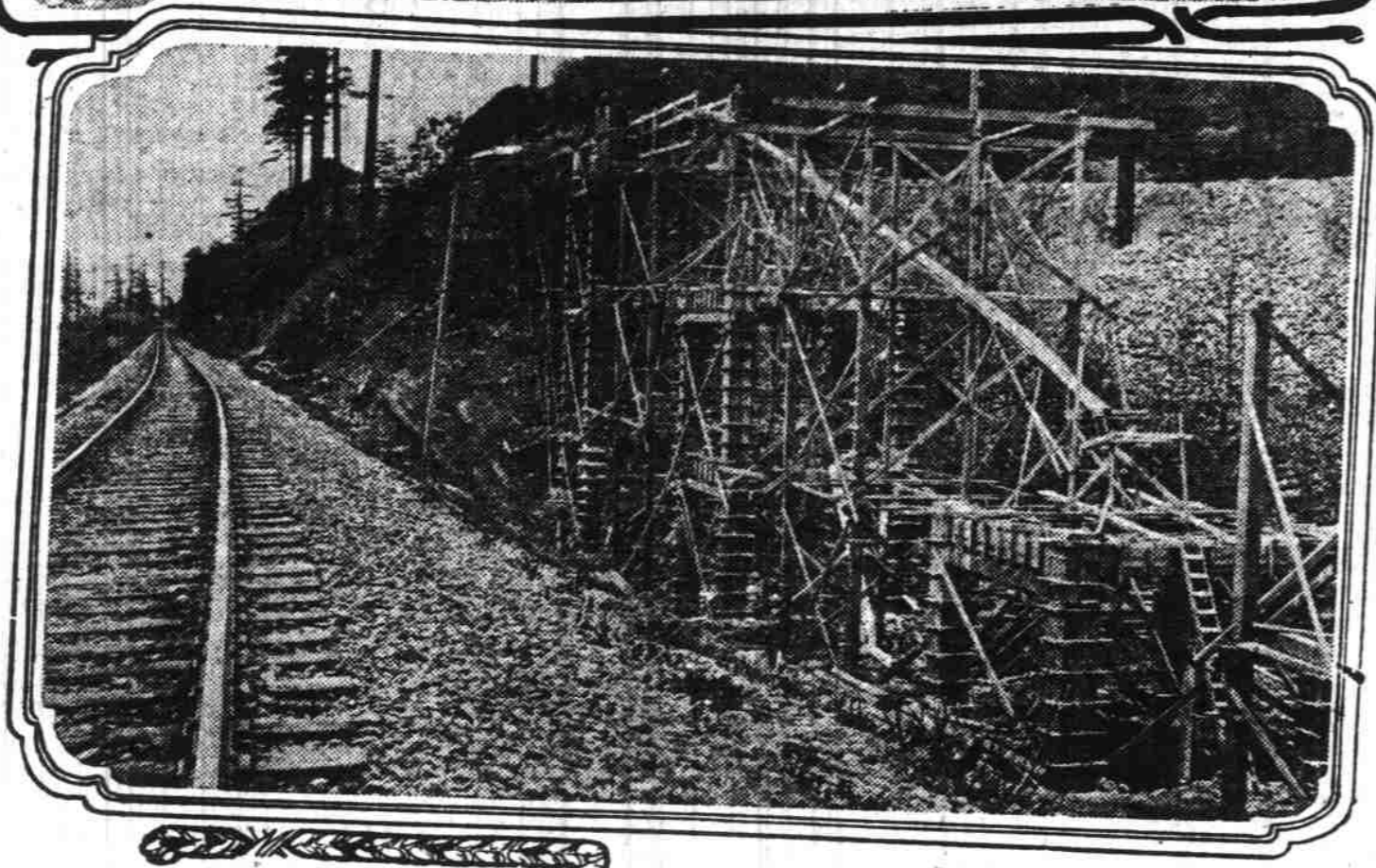
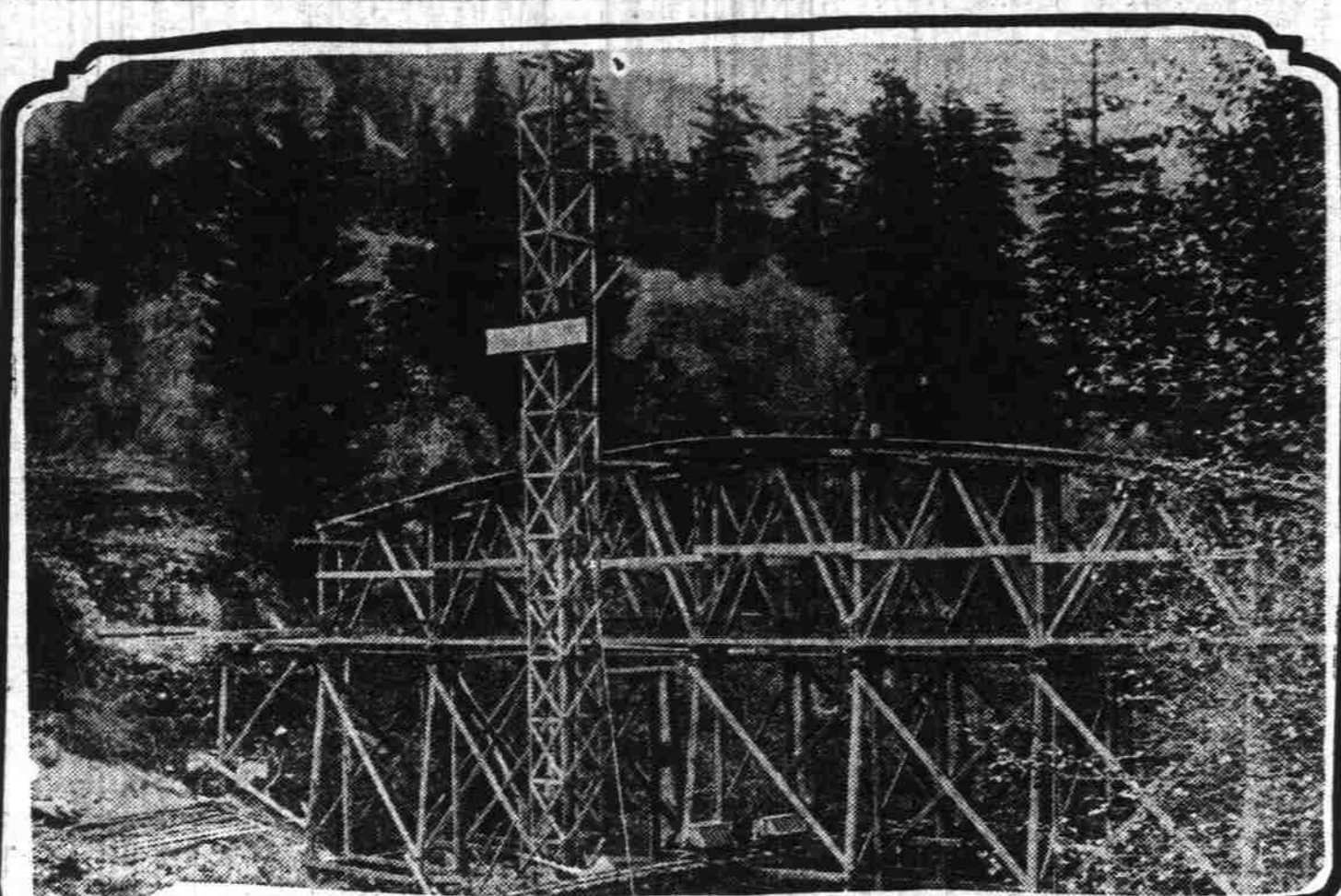
"But this is merely one phase of the question, though at this particular moment it looms as a very important issue. I have in mind the report of the congressional joint committee on federal aid in the construction of post roads, headed by Jonathan Bourne, Jr. After an exhaustive investigation, this committee concluded that, from an economic viewpoint, the subject of good roads is not surpassed in importance by any question before the American public.

"You may doubt this; that is of little moment, for the fact remains that all who study the question arrive at that identical decision. The logical solution of this perplexing problem—federal aid—may not come as quickly as we hope for, but its momentum is already so great that the forthcoming congress cannot afford to ignore it.

"You who think good roads are a luxury, instead of a crying necessity, will do well to study this report, which shows how an annual saving of more than \$500,000 can be made by the improvement of our rural roads. This saving, the committee states, if capitalized at 6 per cent, would justify an investment of \$4,000,000, or a much larger amount than would be necessary to place the highways of this country in satisfactory shape."

An Italian university professor claims to have found radium in ordinary dew.

### WORK PROGRESSING RAPIDLY ON BRIDGES



Top—False work for arch bridge over Moffett creek. Bottom—Erecting concrete piers for McCord Creek bridge.

Good progress is being made on the Wendale and the Hood county boundary, already in. According to the contracts three reinforced concrete bridges on contracts for which were let a few weeks ago. Much of the false work is L. The bridges across McCord creek,

just east of Warrendale, is to be 360 feet long. Its average height above the bottom of the creek is 60 feet. The one across Tanner creek, at Bonneville, is a girder of elliptical shape, with a span of 60 feet. The most slightly bridge on the entire highway will be the one spanning Moffett creek, east of Warrendale. It will be an arch 170 feet in length, with a crown of 17 feet. It will be one of the longest arch bridges in the United States. The contract prices on the three bridges totals \$25,246.

### TACOMA RACES WILL ATTRACT LARGE FIELD OF STERLING DRIVERS

Seven Speed Kings Have Already Signed Up for the Speedway Events in July.

Robert Burman ..... Peugeot  
Eddie Pullen ..... Mercer  
Earl Cooper ..... Stutz  
Glover Ruckstell ..... Mercer  
Dave Lewis ..... Stutz  
Jim Parsons ..... Parsons' Special  
Joe Thomas ..... Mercer

Although the running of Tacoma's 1915 speedway events is still three months off, the foregoing entries have been received at the office of the association. The first five entries are for the Montamathon classic and the Potlatch trophy races, that of Jim Parsons being for these two and the Inter-City as well, while that of Joe Thomas is a conditional entry for the Inter-City.

The drivers already signed are a flattering recognition of the importance of Tacoma's races this year, and with the field made up of from 20 to 25 cars, such as is expected, headed by this list, the success of the meet is unqualifiedly assured.

Included in the above list are three of the best known drivers in the United States, and the others in the list, while not having achieved the success of the first three, are all quite well known and of established, enviable reputations as drivers of speed creations.

**Title Is Deserved.**  
Robert Burman, commonly known as "Wild" Bob, is the holder of many world's records, and his cognomen of "speed king" is deservedly applied. Bob is this year driving the French car that established the world's record

for the fastest lap on the Indianapolis course last year, and Bob has demonstrated repeatedly that he is a master driver and that he can get the maximum speed from his car. In one race held not long ago of a distance of 60 miles, he broke every world's record from 5 to 50 miles for a dirt track, and has promised that with the new surface on the Tacoma speedway he is going to do his best to break several more in Tacoma.

Eddie Pullen, the Mercer pilot, who has gained much fame in the last year or two by his consistent driving, now holds the world's record for a 300 mile race, having won it at Corona last Thanksgiving day, and maintained the remarkable average of 87.3 miles per hour for the entire distance of 301 miles. That this race was not a fluke Pullen has demonstrated at several meets since that day, and with the new Mercer car which the Pacific coast agents have assured us will be in Tacoma, it is safe to say that Pullen will be among the leaders all through the race.

#### Can Show Wonderful Speed.

Earl Cooper, the classy pilot of the Stutz car, the third record holder in this remarkable trio, having established the unheard of record of winning seven consecutive races in 1913 from the classic fields that could be got together in the United States. A great many followers of the race game do not appreciate the wonderful speed that Cooper can show when called upon, but a glance at his performance in the Corona race, when Pullen established a world's record, demonstrates beyond peradventure that Cooper's sturdy Stutz is one of the speediest machines that will be entered in Tacoma. In that race Cooper was first and second for practically the entire distance, the race being extended over 109 laps and Cooper being forced out by a broken timing gear when in second position on the one hundred and seventh lap. This was a great performance, and, as Cooper says his new Stutz is faster than the old one, there is no question but he will be one of the chief contenders at Tacoma again this year.

Glover Ruckstell, who will also pilot a Mercer, is one of the most promising of the younger generation of drivers, who has not yet, as it were, won his spurs, but his sensational showing in the Venice road race, when he, in the last 14 laps, made up nearly 18 minutes lost at the pits in repairing a broken valve, stamps him as a driver of indomitable courage. Ruckstell's stinging performance in last year's Tacoma events formed one of the most interesting factors in those races, and he is determined to win one of the events this year if it is possible.

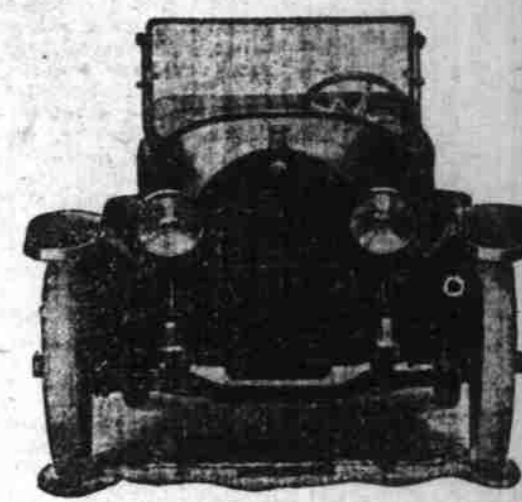
Dave Lewis, another Stutz pilot, is a driver who has been more or less prominent for a number of years. He

has been associated for some time with the Fiat racing outfit, and was seen in Tacoma in 1913, when he ran a good second to Cooper in one of the big races. In the recent road race at Venice, Cal., he led the field until within about four laps of the finish, when he was forced out with a broken valve; but in this race he demonstrated that his lay off from the racing game for about a year and a half had not in any way affected his skill or his daring.

Jim Parsons, the Seattle boy who is driving the Parsons Special, has already demonstrated to race fans in the northwest that he is a meritorious and consistent performer, having won the Inter-City century event two years in succession. Parsons claims that his car this year is faster than ever before, and promises to give a good account of himself.

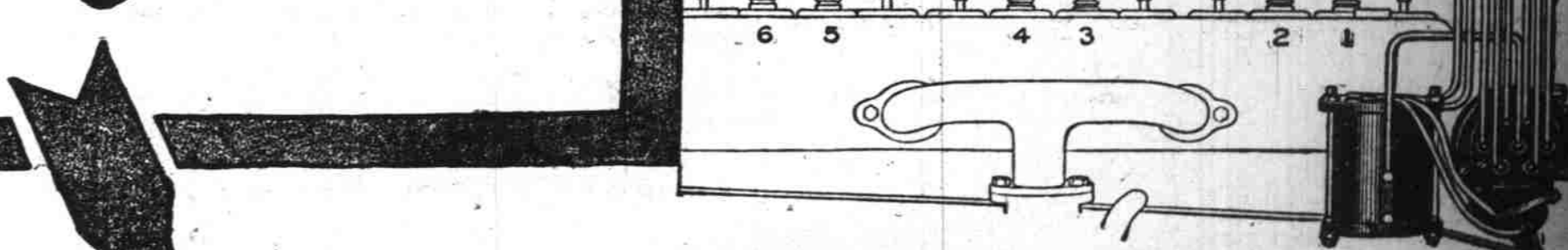
A process invented by an Italian chemist for extracting the essential oils from citrus fruits is said not to effect the chemical properties of the oils in any way and it is predicted that it will revolutionize the industry.

### Jeffery Chesterfield Six

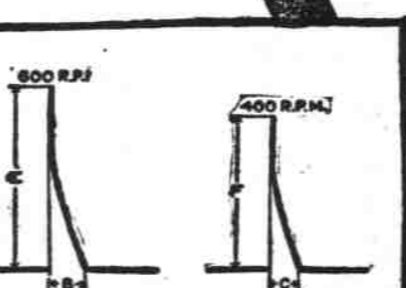


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BEAUTIFUL LINES  
SNAPPY PERFORMANCE  
LOW MAINTENANCE COST  
Frank C. Riggs Company  
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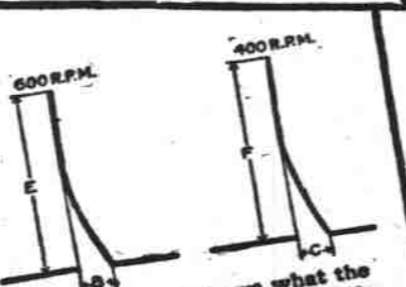
### How Studebaker cars are built— Ignition



### SURE steady firing at any speed



The oscillograph shows the energy that is developed by a magneto or other firing system and how it varies when the speed of the motor varies. This illustration is a record showing the variation in the energy of a magneto when the motor was turning 600 times a minute and 400 times a minute.



This illustration shows what the battery-ignition system at the Studebaker does. At 400 revolutions a minute the energy produced is equal to that produced by a magneto at 600 revolutions a minute. That is why a battery-ignition system is much better than a magneto—IT IS DEPENDABLE at all speeds.

Magneto? No, sir! Better than that—the Studebaker-Wagner Electric System that's built to order for Studebaker Cars. Lots of cars, of course, are still using magnetos. But study of the leading cars at the Auto Shows disclosed that more than 52% of the high-grade cars are using a battery-ignition system.

And the reason is simply that electric-system ignition is better than the magneto. When the motor is turning fast, the magneto is satisfactory. But the minute you slow up on a grade or in city traffic the energy developed by the magneto weakens—and that is just when you need ignition energy most.

For when the motor is running at low speeds and the charge is highly compressed, it takes a hotter spark to fire it. And that's why Studebaker is using this battery-ignition system, which is not only simpler but MORE RELIABLE, because it insures maximum voltage at low speeds as well as at high speeds.

It guarantees SURE, steady firing. For the storage battery is ready to deliver the maximum voltage at all times. The motor doesn't skip or miss at low speed. And it PULLS steadily and tenaciously ALL the time the car is moving. Guarantees the CERTAINTY of operation that a man looks for in this car.

Because it's a **Studebaker**

**Studebaker Features**  
Electric Lighting and Starting—Full Flushing Rear Axle—Timken Bearings—Safety Tread Rear Tires—One-man Type Top.  
Studebaker ROADSTER, \$ 885  
Studebaker FOLIO, \$ 985  
Studebaker LIGHT SIX, \$ 1385  
Studebaker SIX 7-Passenger, \$ 1450  
F.O.B. Detroit

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**HUDSON**  
\$1550  
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The Light Six As It Will Be      7-Passenger Phaeton  
3-Passenger Roadster

### Think What Security One Gets in a HUDSON

The HUDSON is built by one of the strongest concerns in the industry. It is built by the largest builder of class cars—cars that cost over \$1250.

It is designed by Howard E. Coffin, whose designs have for years led the trend in America.

It shows the Light Six in perfection. Scores of engineers worked for years to get every detail right.

And 12,000 owners in 43 countries have proved this Light Six faultless. In the past two seasons they have driven it at least 30,000,000 miles.

**Our Prize Success**  
There have been many successful HUDSONS, but none so successful as this. When this Light Six came out—the first model—it took a year to catch up with our orders.

Sales last year—\$11,500,000—nearly doubled the year before. This year shows another amazing increase.

And never was a car so widely copied as this HUDSON—the pioneer Light Six.

**Look a Year Ahead**  
When you buy a Light Six look a year ahead. Do more than consider.

**C. L. BOSS & CO., 615-617 Washington Street**

## HUDSON Light Six

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