

AD CLUB TELLS WHY PEOPLE OF OREGON SHOULD VOTE BONDS

Farmers With Good Roads Can Reach Markets When Prices Are High in Winter.

DAIRIES WILL INCREASE

Farmers Benefit Directly.

The Portland Ad club has endorsed the six million dollar road bond bill. Before taking this action a committee composed of Plowden Stott, Dr. E. K. Scott and Winthrop Hammond investigated the measure and returned a favorable report.

After reviewing the bill the committee calls attention to the following conclusions:

The improvement of the roads designated in the bill would make it possible, if military operations in Oregon should become necessary, to move troops, artillery, munitions and supplies to any part of the state at any season of the year. Under present conditions such movements would be confined to the railroads at any time of the year except in the summer.

Farmers Benefit Directly. It would enable the farmers to market their crops in winter as well as in summer, thereby taking advantage of the winter prices and giving the consumer the advantage of a regular supply throughout the year. To illustrate, last year when potatoes were about \$5 per hundred in Portland nearly all of the supplies that were in the farmers' hands were unavailable on account of bad roads. When these supplies became available the price dropped very materially.

It would make of the Willamette valley the greatest dairymaking state in the world, for which it is peculiarly fitted. With less natural advantages, the small territory tributary to Seattle, with good roads, in 15 years increased from 10,000 dairy cows and one small condenser producing two carloads a week to 100,000 cows with 13 large condenseries producing nearly 100 cars of evaporated milk a day. A corresponding increase was also made in the production of butter and cheese.

Milk Condensery Awaits. To illustrate further the possibilities in Oregon for dairy development, a committee says that within a week after the legislature had passed the bond bill and submitted it to the people a representative of one of the Washington condenseries went into Columbia county and after canvassing the field agreed to put in a condenser immediately after election, provided the bond bill was passed.

Oregon and the federal government have invested more than \$7,000,000 in the portage road and the Cello canal. With the completion of the proposed road system in eastern Oregon, auto trucks will bring the grain and other farm products to the river bank and carry back merchandise. This will relieve the cost of shipping and provide cheaper transportation throughout that vast territory.

Small Sums Avail Little.

"We have carefully looked into the financial questions involved in this bond issue," continues the report, "and find that the quarter mill state road tax which has been levied in this state for the last four years has raised about \$250,000 per year and has been expended in small investments in various parts of the state and we have very little to show for it. The automobile license tax was increased at the last session to take effect next year. It will produce an income on the present number of machines of \$210,000 a year. Hereof only this money has been returned to the various counties and there is no way of determining what road work it has been accomplishing with it.

"These two amounts make an aggregate of \$460,000 per year, which will be sufficient to repay the \$6,000,000 paying bond issue and \$1,818,200 of bonds issued to meet the federal appropriation, and will leave a surplus of \$2,793,402.66. This surplus will be available as it accumulates from year to year for other road construction, for maintenance of roads, or it may be retained as a sinking fund. If retained as a sinking fund it has an earning capacity during the bond period of \$1,369,314. This, added to the surplus, would make a grand total of \$4,162,717.

Auto Increase Is Rapid.

"The number of automobiles has increased in Oregon during the last three years at the rate of thirty-three and one-third per cent per annum. During the present session the increase has been greater even than during the past three years.

"This will mean that the actual balance on hand will be far greater than is given above, but we have than our computation on the actual number of machines in the state in January of this year.

"To understand the necessity of good roads it is necessary only to visit the rural section of southern California or the country surrounding Tacoma and Seattle and then visit the Willamette valley, southern Oregon, or any of the coast counties. With good roads the tillable land in the Puget sound country is practically all in cultivation. In the Willamette valley a very large per cent of the best land is now growing worthless brush and second growth timber, while with good roads it is possible to produce crops the value of which would mount into millions, and where it would maintain its present population several times increased.

Present Rates Big Handicap.

"Farm products are delivered by motor trucks in Seattle for a distance of 40 miles at a freight rate of about 25 per cent of what we pay for a corresponding haulage plus the expense of cartage at each end. In other words, our farmers are working under a handicap of approximately 200 per cent. Garden and farm products are delivered in Los Angeles daily by motor trucks from points as far as 50 miles away.

"When we consider how much more productive is our land and what climatic advantages we have and also take into account the dire necessity of something to improve business conditions, we have unanimously arrived at the decision that the adoption of this bonding bill is altogether advisable."

A woman is the inventor of a suitcase made in three parts and with legs that unfold to support it when it is opened so it can be used as a dressing table.

PORTLAND BEAVER IS AUTOMOBILE SALESMAN



Captain "Bill" Rodgers.

The sporting editor is authority for the statement that the batting average of "Bill" Rodgers is .334. If Bill can sell Dodge cars and maintain the same average as he does in "swatting the pill," the Covey Motor Car company, local Dodge distributors, will release Bill from the sales line-up.

While in Portland, Rodgers devotes his spare time when he is not hitting down second, to selling Dodge cars. He has had previous experience in selling automobiles, as he was formerly connected in a similar capacity with an automobile concern in Cincinnati. Rodgers has a pet Dodge of his own and takes a great interest in automobiles.

TEN SPEED DONT'S

"The driver who persists in operating his motor car at high speeds may elude constables and police," says a writer in Farm and Fireside, "but he cannot escape from the penalties which natural mechanical laws levy upon his car. Here are 10 reasons why it is expensive, dangerous, and inconsiderate of others to speed.

Tires last about twice as long on a car that is driven at 15 miles an hour as upon cars driven at 30 miles an hour. Speeding generates heat, which is an enemy to rubber.

Driving a car around a sharp corner at 25 miles an hour does more damage to the tires than 200 miles of straight road work. Excessive side pressure on tires may pinch the tubes, and it always strains the side walls of the casings.

High speeds are likely to cause skidding and breaking of springs and steering gear, any of which are dangerous when speeding.

In proportion to the mileage obtained, high speeds require more gasoline and oil than a moderate rate of traveling.

Driving a car at excessive speed, especially over rough roads, subjects the bearings to enormous strains.

High speed may cause crystallization of rapidly moving metal parts that are subject to strain, and these may break at any time without warning.

High speeds interfere with the accuracy of steering, as is shown by the number of reckless drivers who have gone over banks and into ditches, especially on curves.

It is a strain on the eyes and the nerves of the driver and also of the other passengers in the car.

Finally it is a menace to the pleasure and safety of others who use the road.

The majority of modern motor cars develop their maximum efficiency with lowest expenses at speeds ranging from 15 to 25 miles an hour, depending on the make of car and condition of the road.

Autos Would Save Food Given Horses

"If motor trucks and tractors were entrusted with the work now being done by horses, one great stroke in the desired conservation of food would be accomplished," said W. L. Hughes of the Kieselkars.

"Eighteen quarts of oats is the average daily consumption of a work horse during the open season. At least 17,000,000 of the 25,000,000 horses in this country come under that classification. During the winter six quarts a day is sufficient for each. This means 138 bushels of oats per horse per year, or a total of 2,352,000 bushels. This without taking into account the 8,000,000 horse population not included in the workhorse class.

"There is no more nourishing food for human beings than oatmeal, so if this country should unfortunately come to the necessity of regulated rations, what a boon it would be if a few million horses should be replaced by motor trucks.

Good Compression Is an Essential

In tuning up a six-cylinder motor one should be very careful to see that there is good compression in each cylinder. In a four-cylinder motor the sound of the exhaust will reveal the trouble. From the exhaust of a six-cylinder motor, however, the condition of a particular cylinder is hard to detect on account of the stroke lapping. Very often a weak cylinder is not detected and the carburetor adjustment is changed to eliminate the supposed thump in the motor. In reality, the cause lies in a weak cylinder.

HIGHWAYS, SHIPS IN EQUAL PLACE AMONG DEVELOPMENT NEEDS

Max Houser Sees in Transportation Greatest Factor in Agricultural Exploitation.

OTHER STATES SEE NEED

Bond Issue Seen by Grain Export as Speedy Salvation From Mud and Expensive Hauls.

Owing to the nature of his business interests there is probably no man in Oregon who has given more study to the subject of highways in their relation to the transportation of farm products than Max H. Houser.

"Two of the most important propositions now being presented to the people of Oregon for consideration," said he, "are good roads and ships. They are co-related and one supplements the other.

In the present crisis the importance of these two subjects cannot be too strongly emphasized. Transportation is the vital factor that not only enters into the daily life of every community but is the greatest contribution to its progress, prosperity and advancement. Every pound of raw material, the produce of the farm, the timber of the forest, the output of the mine and the product of every worker must first find its way over the rural highway.

Raw Material Plentiful.

"Oregon is essentially a state of raw materials. Its vast areas of fertile but undeveloped soil, its great forests of standing timber, its mines, its great flocks of sheep and herds of cattle are the essential attributes for which the national government is bending every effort in its power to stimulate. Oregon can and should do more to increase its agricultural production than any state in the union. But if proper road and transportation facilities are not provided for bringing its products to the centers of trade or to the shipping point all its efforts will go for naught.

"Our prosperity and security depend on our transportation systems. The bill which has been submitted to the citizens of Oregon for approval providing for a \$6,000,000 bond issue to be used for the improvement of highways is a long stride in the solution of our problem of internal transportation.

Bond Issue Will Help.

"I have given this bond issue a great deal of thought, especially from a financial standpoint. As I analyze it, it does not mean any increase in taxation. The burden is placed where it properly belongs, on the motor vehicle. I am glad to say that we hear little, if any, complaint from this source which will really pay the bill. Any motorist knows only too well that the wear and tear on his machine is much more over 50 or 100 miles of poor roads than it is over 1000 or 2000 miles of good roads.

"In 1914 when conditions were normal the office of public roads of the United States department of agriculture issued a bulletin stating that at that time it cost a farmer to haul a bushel of wheat 9 1/2 miles as much as to transport that bushel of wheat from New York to Liverpool, a distance of 3100 miles, and even now the charges for water transportation have increased amazingly the disparity of ratio has not materially decreased.

Sister States Active.

"Every state in the union is devoting its energies to the improvement of good road facilities. California to the south, Washington to the north and Idaho to the east are expending vast sums of money for road development. With the betterment of the roads in the states mentioned it would almost be criminal for Oregon, forming the connecting link in the Pacific coast states, at this time to neglect this important work. It would be extremely damaging as well as humiliating if the world was once passed out to 'keep away from Oregon.'

"It seems hardly necessary to dwell upon the present phase of water transportation, which in a measure depends upon our highway transportation. The launching of a great steel ship recently, the construction of others under way, the large number of wooden vessels approaching completion are a practical demonstration of not only the resources of the state, but what can be done if perseverance, energy, and enterprise animate its citizens. This is a crisis as we are now passing through it would be as great a folly to cease to foster this as great enterprise as it would be to not go ahead with a comprehensive plan of road development.

"Oregon's powers of productiveness are unlimited and its advantages unrivaled. All that is needed are transportation facilities which will break through the barriers of its isolation and enable it to come into close communication with the markets of the world."

But, as one man who has risen from the salesman's position to the executive head of a great factory naively puts it: "Guess there are not enough executive positions to go around, so a lot of men will seek their success in life in being the best dealers in their territories. But it is a mighty fine community of interest feeling that obtains when you are a president when you clasp the hand of one of your dealers: 'I was a dealer in a big city and now I consider the dealer organization of my company the foundation of the ottis's success.'

Twelve years ago President Otis C. Friend of the Mitchell Motors Company, Inc., was a salesman marketing automobiles. The business obsessed him and he grimly remarked that he would be a major league city dealer if he had to work day and night. Then he accomplished his desire and there's an old sign still hanging, bearing his name as dealer. Subsequently, Mr. Friend became general manager and made the point of personal contact with Mitchell dealers in all the states of the union his most engaging work.

Executive Places Too Few to Go Round

If such a thing as continuous civil service development in the automobile industry were practical, the salesmen and dealers of today might be the presidents or general managers of the big motor car manufacturers' plants of tomorrow.

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MONTAVILLA SERVICE STATION

FRANK G. KRAM, Mgr.
East 82d and Base Line Road
Montavilla

Good Roads Spirit Contagious Oregon Boys and Girls Get It

The accompanying brief essays on good roads were selected at random from those written by school children in different parts of the state who participated in the recent essay contest.

Lift Oregon Out of the Mud.

By Harold Wright, Marshland, Or. Why should the farmer haul his products to market when the mud is up to the hubs? That is the question a farmer asks himself. It will be a good thing if the bond issue carries Every state in the union has better roads than Oregon. Let us all vote for the bond issue. The automobile owners are the ones to pay for it, and they reap the benefit of it. If the bond issue carries in two years we will have roads that Oregon people will appreciate. It will cost no more to bond the state of Oregon and get the roads immediately than it will to go along the way we have been. We can only build as much road as there are taxes. We build two or three miles of road in each county each year, the next year when the taxes come in we have to build it all

over again, and that is the way we have been running along for the last 50 years.

Benefits of Bonding Act.

By Edith Sandholm, Tigard, Or. The roads provided by the "Six Million Dollar Bonding Act" will benefit the state of Oregon in several ways:

First, the farmer, instead of having to haul his large crops of grain, potatoes and fruit, to market by horse and wagon over muddy and impassable roads, can hire a truck for this purpose, which will bring his products to its destination in one-third the time and with less expense.

Second, by these good roads the farmers are enabled to attend religious services and public gatherings without hindrance.

Third, in purchasing land the buyer always takes into consideration a good road to market.

Fourth, in mobilizing the country, or in actual war, it is of great advantage and convenience to have good

roads over which to transport troops and supplies.

Fifth, they will encourage the "tourist traffic." This will add to the business of, and in many other ways, benefit the state. The inland streams, green hills, sparkling falls and snow-capped mountains are all very inviting to the tourist and sportsman, but without good roads they cannot enjoy these scenic beauties.

Sixth, the paved roads may seem more expensive, but will cost less than the ordinary road in the long run.

Good Roads. Automobiles require good roads and two thirds per cent of the vehicles in Oregon are automobiles, and therefore we need better roads to save tires.

Transportation requires good roads. People who live on farms must get their products to town and the town needs them, and farmers have to buy such things as their clothes and beef scraps for their chickens. How can they market their products without good roads?

If the farmer has to go some distance with a load of hay or grain he has to have good roads to haul it on or if he doesn't he gets stuck in the mud and has to leave his wagon in the mire until the road dries or unload his produce. If he unloads he gets his hay wet so that he can't sell it, and then he loses.

Why should the people of Oregon, as they have done for scores of years, keep on pulling and tugging through mud and water knee deep, and even deeper?

This is the question many persons have asked themselves; and how shall farmers out in the country haul away their produce if they have to haul it away through mud up to the hubs?



GOODYEAR TIRE SERVICE STATIONS

What Is Goodyear Service?

IT is based on a *disposition to help*—not on any extra service equipment.

The Goodyear Service Station Dealer knows that it is to his advantage to show his customers how to get the greatest possible mileage out of their tires.

He knows that his tire experience is much broader than the experience of any who buy from him.

He knows that he has a lot of information that will save his customers money—and he gives it to them.

He knows that no tire, however good, will give good satisfaction unless it is used properly.

He takes care that every man who buys Goodyear Tires from him at least *knows how* to treat them.

He finds that the average customer is grateful for every bit of money-saving information received.

He finds that this policy of painstaking advice and willing helpfulness brings him more and more trade and cuts down adjustments to the vanishing minimum.

So Goodyear Service is not necessarily a matter of having a lot of men around and a lot of trouble cars to go out on calls.

It is very largely a matter of carefully selected advice, given to the right party at the right time.

And Goodyear Service Station Dealers find it more important to *keep* their customers out of trouble than to help them out.



The Goodyear Tire & Rubber Co. Akron, Ohio

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