

Good Roads and Marketing Problem

By W. S. Nicholson, Traffic Editor, Fruit and Produce Distributor.

Fruit and Produce Distributor is "Devoted to the Marketing Industry." Were we to interpret this narrowly, we would in all probability be compelled to confine our activities to the discussion of marketing problems alone, that is to say, merchandizing methods. We are, however, endeavoring to do a work of broader scope than that, and our investigations of marketing problems have led us far afield, and have given us a new insight into the many subjects that must be considered before the great work of proper distribution may be treated intelligently.

Thus, in our investigation work, we have found that poor transportation methods have, in many cases, been responsible for low prices, and we have accordingly been compelled to establish a Traffic Department in order to study transportation conditions, with a view to improving them, insofar as the movement of fruit and produce is concerned. In studying these transportation problems, we have found that the shipper himself has a great deal to learn about proper methods of preparing, inspecting and loading fruit, and that it is not always the carrier who is to blame when shipments "go wrong."

Effects of Bad Roads.

Now we are beginning to see that in some cases, we must search further than the shipper, and it looks as though, in the natural order of things, we are going to be led into the "Good Roads Movement."

A few days ago, the manager of a large shipping association, located along the Columbia River, visited our office. His district raises as fine strawberries as can be produced anywhere in the world, yet the growers have never made any money on this fruit. We asked him the reason for this—his answer was "Bad Roads." He told us of one man, who brought his berries to the association for shipment. They came from a farm about two miles from the shipping station; were well packed, clean, picked at the proper time, yet the berries in about two hundred cases were so badly bruised that the association inspector refused to accept them, and the grower had either to dump them or feed them to his hogs, if he had any.

In this case there was a loss of at least \$200, which, at 5 per cent, represents the interest on a principal of \$4,000. Suppose \$4,000, or a much smaller amount, had been expended on a good, permanent road from this man's

place to the railroad—there are few roads in the Northwest that a few hundred dollars a mile will not put in passable condition—it is obvious that this loss would not have occurred. When we consider the thousands of miles of bad roads in the Northwest, and the thousands of fruit growers who are hauling their produce over such roads, the gross amount of loss due to bruising must run into almost unbelievable figures.

Marketing Problem.

So the study of marketing problems brings up not alone the question of selling fruit over a counter in some Eastern city for the highest possible price, but leads us into a labyrinth of complex, correlated problems—picking, packing, grading, "Good Roads" and transportation, storage, distribution, advertising, accounting—each one of which is related to and is an important factor in the ultimate returns that will be made for any given shipment.

Good roads are expensive; anything that is good costs money, but if we are losing more money by having bad roads than we could save by installing good ones, by all means let us wake up and get behind the "Good Roads Movement."

Improvements Pay.

At least let us study the merits of the movement and see whether it will pay us in actual dollars and cents; whether it will add to the value of our property; whether it will improve social conditions in our fruitgrowing districts by facilitating social intercourse with our neighbors; whether it will make it easier for the children to travel to and from school; and above all, whether it will add to our own self-respect to be able to feel, and to be able to say with pride that we are factors in a live, up-to-date, progressive community, too proud of its name and reputation as a good place to live, to countenance the wretched trails that pass for roads in so many of our growing districts today.

In conclusion, unless the grower has a good road between his home and his shipping station, all his care in preparing his produce will be wasted, and in many cases fruit that is one hundred per cent perfect when it leaves his shipping station will be so badly bruised that it will be practically worthless after the wagon haul over the rocks and ruts and chuckholes of his "road." If there is a cannery available, he may save something; if there is not, his loss will frequently be total.

—From Fruit and Produce Distributor.

STEEL WHEELS FOR AUTOMOBILES.

PRESSED-STEEL wheels are being built for automobiles, which have great strength and no more weight than wooden wheels of the same carrying capacity. For vehicles weighing up to 1½ tons, No. 18 gauge steel is used, and this is found to be heavy enough for larger cars, although a lighter gauge would doubtless be ample for the lighter varieties of touring cars. The sheet steel is pressed cold, the first impression merely outlining the spokes, while subsequent processes cut out the intermediate steel, and round the spokes for close fitting. The wheel is assembled, the "spider" is placed in the concave side of one of the stampings, and the spoke wings closed, forming a perfect interlock. The surplus material is removed from between the spokes and the hub and rim added, while spot welding may be used between the spokes if desired.

WOMEN AND GOOD ROADS.

The United States Department of Agriculture, working on the theory that much of the hardship suffered by women on farms is directly due to bad roads, is beginning a campaign to interest the farmers' wives in the good road movement. The department is backed by the American Highway Association.

The scheme is to have the wives of farmers study the good roads question from a practical viewpoint, and then demand of township and county officials that they spend their funds properly and direct the work of road improvement in a scientific manner.

Bulletins on road improvement will be printed for the women's use, and

women's road clubs will be organized along the lines of the girls' canning clubs and the boys' corn and pig clubs. In addition to getting good traveling roads, the women will be urged to see that their husbands plant trees to provide shade along the highways and to afford protection from storms.

AUTOS PULL BINDER.

WHEN the horses of G. L. Hamm, a farmer near Williamston, Kan., played out while cutting a field of oats, two automobiles belonging to J. D. and M. F. Martin, who were visiting on the farm, were fastened to the binder and completed the work.

The tongue of the binder was removed and a rope was run through a pulley fastened on the front of the reaper. One end of the rope was tied to one car and the other end to the second car, thus making a sliding pulley so if one car pulled ahead of the other it would not have the whole job of pulling thrown upon it.

The binder pulled easily and it is said one car could have done the work alone. At the rate the field of oats was harvested thirty acres per day could have been cut.

COMBINATION PLEASURE CAR AND DELIVERY VAN.

A GERMAN automobile manufacturer has recently brought out a delivery car, which, used as a 30-horsepower sporting phaeton, holds four passengers, but, by taking out the upholstery and removing the seats, is adapted to the transportation and delivery of merchandise. The transformation may be accomplished in a few minutes.

HOTEL BUTLER

SEATTLE, WASH.

Under new management—entire change in all departments—all rooms redecorated and refurnished. Particular attention is now being paid to prompt, efficient and courteous service.

DAILY RATES

\$2.00 Up With Private Bath
\$1.00 Up Without Private Bath

Hotel Butler Cafe

THE FINEST IN SEATTLE

Service the Best Cuisine Unexcelled

ROBERT J. ROBINSON
Manager.

When In Seattle
TRY THE FRYE
IT'S NEW
IT'S CLEAN
IT CAN'T BURN

LOCATION IS RIGHT

Only 3 Blocks From Depots
and Docks.

THE RATES ARE RIGHT
\$1.00 Per Day and Up.

THE FRYE IS THE RIGHT
HOTEL FOR YOU.

"IT LOOKS LIKE A HOTEL"
That's What They All Say.

Hotel Clifford

East Morrison and Sixth Streets.

Modern in every detail. Best of service. Rates by week from \$3 up, by day 50 cents and up. See the Clifford before going elsewhere.

ED. F. REEVES, Proprietor.

HOTEL ACKLY

Corner Twelfth and Stark Streets
Portland, Oregon.

RATES: \$2.50 per week up. With private bath, \$4.50 up.

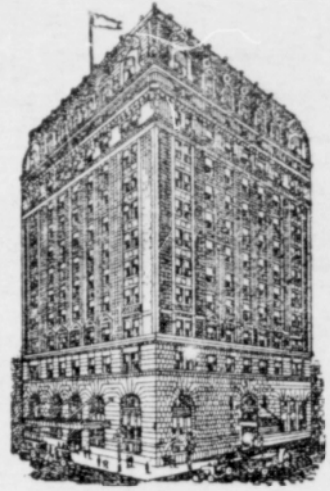
CLEAN OUTSIDE ROOMS.
MODERN BRICK BUILDING.

The Man Who Knows

a practical, profitable trade is independent. Write or call for references, takes only few months to learn. Positions guaranteed.

WATCH MAKING, ENGRAVING, OPTICAL SCHOOL

216 Commonwealth Bldg., 6th and Ankeny
Portland, Oregon.



WHEN IN PORTLAND
stop at the incomparable

Hotel Benson

CENTRAL, FIREPROOF,
MODERN, LOW RATES

Send for free book.

Carl Stanley, Mgr.

What do you think
OF THIS?

3,000,000 Acres

FINE FREE HOMESTEADS
and Montana Deeded Lands
\$8 to \$40 an Acre

Ready for the plow.
Yields 30 to 60 bu. wheat.
Oats, barley, flax, hay, etc., in
proportion.

Finest Inland Climate.
Land Sold on Crop Payment
Plan.

Low fare Homeseekers' Ex-
cursions on first and third
Tuesdays of each month.

Western Immigration Agent,
C. M. & ST. P. RY.
2nd and Cherry, Seattle, Wash.

YOU WANT THE BEST SPRAYER

You want to save time
temper, trouble and trees.
You want to raise fruit that
brings the highest prices.
You want to know all about
your sprayer before you buy.
There is more you ought to
know. Do You Want To
Know The Price?
REIKSON MACHINERY CO.
Manufacturers 182 Morrison St., Portland, Ore.

TYPEWRITERS

RENT a Typewriter from the manufacturer,
\$5 for three months; Remington No. 6 or
No. 7; Smith Premier, No. 2 or No. 4; visible
Remington, Monarch, Smith Premier, \$3 per
month delivered anywhere. Rebuilt machines
sold on easy payments.
REMINGTON TYPEWRITER COMPANY.
86 Broadway, Portland, Ore.

\$60.00 A WEEK AND EXPENSES



**YOU!
YES YOU
CAN GET IT**

That's the money you should get this year. I mean it. I want County Sales Managers quick, men or women who believe in the square deal, who will go into partnership with me. No experience needed. My folding Bath Tub has taken the country by storm. Solves the bathing problem. No plumbing; no water works required. Full length bath in any room. Folds in small roll, handy as an umbrella. I tell you it's great! GREAT! Rivals \$100 bath room. Now listen! I want YOU to handle your county. I'll furnish demonstrating tub on liberal plan. I'm positive—absolutely certain—you can get bigger money in a week with me than you ever made in a month before—I KNOW IT!

TWO SALES A DAY—\$300 A MONTH

That's what you should get—every month. Needed in every home, badly wanted, eagerly bought. Modern bathing facilities for all the people. Take orders right and left. Quick sales, immense profits. Look at these men. Smith, Ohio, got 18 orders first week. Meyers, Wis., \$250 profit first month. Newton, California, \$60 in three days. You should do as well. 2 SALES A DAY MEANS \$300 A MONTH. The work is very easy, pleasant, permanent, fascinating. It means a business of your own.



DEMON-
STRATING
TUB
FURNISHED

H. S. ROBINSON
President
913 Factories Bldg., Toledo, O.

Little capital
needed. I grant cre-
dit—Help you out—
Back you up—Don't doubt—
Don't hesitate—Don't hold back—
You cannot lose. My other men are
building houses, bank accounts, so can you.
Act then quick. SEND NO MONEY just name on
penny post card for free tub offer. Hustle!