

COLUMBIA HIGHWAY IS OF GREAT SCENIC BEAUTY

In Connection With Opening Yellowstone Park to Automobiles, It Will Attract Many Tourists.

Two impelling attractions soon may be added to the scenic assets of the Pacific Northwest and serve to accelerate road travel in that part of the country. One of these is certain—the Columbia River highway, the other is possible—the opening of the Yellowstone wonderland to motor-driven vehicles.

Samuel Hill, the well-known roads enthusiast, thus informs Chairman Frank X. Mudd of the A. A. A. Touring League, as to the great thoroughfare which will begin at Portland and skirt the majestic river of the Northwest: "You may say authoritatively that the Columbia Highway will be open for travel July 1, although only hard surfaced in part. In my opinion the Columbia Highway will surpass in scenic beauty any road anywhere in the world."

The effort to secure the admission of automobiles into Yellowstone Park is not of recent origin, and President John A. Wilson of the American Automobile Association is continuing the policy of his predecessors in urging that this national recreation park should be available to the modern form of transportation. A communication to the A. A. A. head from E. P. Mathewson, president of the Montana State Road Association, concisely summarizes the situation in these words:

"We, of Montana, have felt for some years past that the stage lines in Yellowstone Park were not progressive and were not looking to the best interests in working against the introduction of automobiles. As a rule, the visitor to the park nowadays takes the five-day trip. People who are not passionately interested in the stage, and many people who would otherwise visit the park will not go on account of the poor arrangements for transportation. If the good people running the stage lines would substitute the modern sight-seeing automobiles they would have twice the number of passengers and could charge a larger fee. In addition to this, they would be able to take a much more extended route through the park, visiting points of interest that are never seen by the ordinary visitor."

It was natural that the United States Senators from the Pacific Northwest should take an interest in the Yellowstone matter, and Senator James H. Brady, of Idaho, and Senator F. E. Warren, of Wyoming, have been especially active. In a letter just directed to the Hon. Stephen T. Mather, assistant to the Secretary of the Interior, and in charge of the national parks, Senator Brady thus refers to the subject: "Conferring with my attorney, I am desirous of taking certain improvements and changes in the park roads cause me to express the hope that it is now possible for the people en route to the Pacific Coast to enjoy the scenic advantages which automobile service in Yellowstone would afford. It would be a splendid thing and of much benefit to the traveling public, and I am hopeful that the 1915 interstate travelers will have opportunity of using their own vehicles in the park."

Admission into Yellowstone will result in considerable travel over the Park-to-Park road connecting with Glacier National Park, and a use of the new Snoqualmie Pass road over the cascades, with Seattle as the destination. Then would come the use of the Columbia Highway, through Oregon southward to California. For those who would emerge from Yellowstone at the western gate there would be offered the Idaho route, which would include Shoshone Falls, deservedly known as the Niagara of the West, and successful competing with the great cataract in its picturesque grandeur.

Unquestionably the western country is going to make an irresistible appeal to a large percentage of the motor and three-quarters of motor car road travelers.

RING W. LARDNER JOINS CHICAGO MOTORING RANKS

Latest among the humorists who have ceased writing jokes on the automobile in favor of driving their own, is Ring W. Lardner, well known Chicago newspaperman. Mr. Lardner has achieved more than local fame in the past year through his "Letters of a Bush-Leaguer" in the Saturday Evening Post, and "You Know Me, Al" has become a pet phrase with thousands of Lardner's followers.

During the recent Chicago automobile show, Mr. Lardner determined to buy a car, and narrowed his choice down to two makes, one of which was the Chandler Six, made in Cleveland. Just at the critical moment his own paper, the Tribune, carried a page announcement of a \$2000 "triple" price on the Chandler Six. Mr. Lardner, who sought out Tom Hays, Chicago dealer for the Chandler, and presented him with a check for \$1297.

59,507 FORD CARS SOLD IN THREE DULL MONTHS

For the first three months after the announcement August 1 last, of the profit-sharing plan for Ford purchasers, there were sold at retail and delivered 59,507 Ford cars. These three months, August, September and October, are among the lean months of the year. They are preliminary to the seasonal season. Dealers, too, in those months are making contracts, and for the Ford Motor Company sold at retail and delivered 59,507 cars.

The statement is highly significant, in that the Ford Motor Company can easily materialize its stupendous plan to sell at retail between August, 1914, and August, 1915, the 200,000 cars necessary to give Ford purchasers within that period a share in Ford profits.

MOTORCYCLE EXHIBIT AT TOMPKINS'S STORE MONDAY

Makers of "Indian" Select Richmond as One of Cities to Make Initial Display of 1915 Models.

Because of the strong local interest in motorcycles, Richmond has been selected by the Indian Manufacturing Company, Springfield, Mass., makers of the well-known Indian motorcycle, as one of the desirable points for the initial Indian Day display, to-morrow, Washington's Birthday, at H. Tompkins, local dealer, 325 West Broad Street, will have an exhibition duplicate of the new models, which were the sensation of the big New York and Chicago shows. The stores, from 11 a. m. to 6 p. m., and every visitor will receive a handsome catalog of the 1915 Indian.

In a season marked by a scarcity of important mechanical developments, the Indian stands out as the standard bearer of nine big improvements. The Little Twin is the pioneer of its type, and the most advanced lightweight model ever offered.

In the development of ignition and lighting forming one instrument, the Indian blazes the way with the magneto-generator which has excited the admiration of electrical experts.

Everyone is cordially invited to attend the Indian Day opening and inspect the new models. Riders of all makes are equally welcome. It will mark the official opening of the riding season, and the best motorcycle display of the year.

INCREASING PROSPERITY INDICATED BY AUTO SALES

Week Ending Last Saturday Was Largest Single Week in Overland Company's History.

As another indication of the increasing prosperity of American industries comes an announcement from the Willys-Overland Company to the effect that the week ending February 12 was the largest single week the company has ever experienced. Coming from a concern that ranks as the second largest manufacturer of motor cars in the world, the statement of facts is indicative not only of better business conditions, but of the steadily growing market for motor cars that sell for a medium price.

The enormous Toledo factory is operating twenty-four hours a day with a full force of 8,600 men. Although the present daily production of Overlands far exceeds that in effect on the corresponding date of last year, the number of cars being built is not sufficient to meet the demand. The unfilled orders in the hands of the Overland sales department on February 6 were larger by 26 per cent than those on hand by the same date last year.

Of particular interest to the students of business conditions are some facts relating to the Overland business in the East, where financial conditions have been reported to be especially bad. In New York City 114 per cent more Overlands have been required to meet the demand since the start of the fiscal year on July 1. In Washington the increase is 125 per cent; in Boston 110 per cent, and in Philadelphia 70 per cent.

A little farther to the west Cleveland shows a healthy increase of 130 per cent; Pittsburgh follows with 80 per cent, and Toledo 60 per cent. In the Middle West, Chicago, which ranks as the third largest of the 1,000 overland dealers, shows a growth in sales of 61 per cent. Kansas City, the second largest Overland distributing point, is using half again as many cars as it did during the same period of last year. Milwaukee is running one-third head of its record of a year ago.

The Overland figures show a surprising volume of good business in the motor world, and bear out the statement of business optimists who declare that the recovery from conditions brought about by the declaration of war in Europe is growing stronger every day. In order to provide for the manufacture of the Overlands needed to meet the demand, a large addition to the plant is being erected. When completed the new structure, which is 1,000 feet long, will be one of the largest factory buildings in the world.

SHOULD HIRE CONVICTS ON ROADS SAME AS LABORERS

Report of New York State Highway Department Seeks Co-operation in Road Work.

"The State Highway Department should hire convicts from the State Prison Department in exactly the same way as it would hire free laborers, and at the same price per day. During the hours of work the men should not be thought of as convicts, but simply as employees of the Highway Department. No payment should be made for a single hour not worked, and a man discharged should be removed at once and permanently, while the Highway Department should have no responsibility for nor authority over the convicts at any time nor in any manner except to conduct their work or to discharge them."

Mr. Shore's practical experience has demonstrated the importance of the recommendation for co-operation between the Highway and Prison Departments in conducting convict road work, which the National Committee on Prisons and Prison Labor has advocated for a number of years, and has been instrumental in embodying into the laws of the State of West Virginia.

The work in Greene County, New York, was carried on under most difficult conditions. The men arrived at the camp before the organization and equipment were completed. They were sent there without regard to their suitability for the work, and almost one-fourth were totally unfit and had to be returned to the prison. Arrangements for feeding the men were unsatisfactory, while winter made efficient work impossible fully two weeks before they were removed from the camp.

In spite of these difficulties, Mr. Shore reports that, taking the sixty convicts who were retained at the camp and combining them with fifty-one civilians also working at the camp, the convicts averaged better than the civilians and as good as any ordinary contract gang. Under proper conditions he maintains there will be no difficulty in using convicts for this type of work with good results for the money expended.

The National Committee on Prisons and Prison Labor calls special attention to this report and its conclusion that two factors are essential to the success of convict road work. Responsibility for administration must be placed in the hands of those competent to meet it, and the men encouraged through a system of rewards so that they feel they have something to gain through good work.

POPULAR PRICES ON TIRES PLEASING TO THE PUBLIC

George A. Allen Discusses Main Factors of Tire Market—Cheap Quality Tires Poor Economy.

"Popular prices on tires are as desirable as on everything else the public buys," said G. A. Allen, of the Allen-Keppler Rubber Company, Inc., "and it is a striking illustration of what scientific manufacturing methods on a stupendous scale and economical distribu-

tion can do, that such a tire as the Firestone can be sold at the price of the ordinary.

"But popular price alone will never satisfy the experienced buyer of tires. When you think of it you will realize that in no other line of goods is the value of what you pay for so quickly put to the test as in tires. They go right from the hands of the dealer to all grueling tests of the road.

"It is poor consolation to the motorist laboring under all the conceivable afflictions of tire trouble to reflect that he bought his tires cheaper than any of his friends.

"There is an old saying by a famous maker of quality goods, copyrighted, I believe, that 'the recollection of quality remains long after the price is forgotten.' Truer words were never spoken—especially of tires.

"The car owner has a keen recollection both of good and bad tires. That is why dealers who are in the tire business to stay insist on quality with price. Popular price alone does not hold tire customers. The 'kick back' of one sale of a poor tire may destroy the profits of many sales.

"Firestone prices are reduced as scientific efficiency in our factory and economy of distribution are developed. The only fixed factor is quality. That we keep at the maximum and no price movements in the tire world ever have or ever will induce us to change it. The volume of Firestone business is sufficient evidence that tire buyers approve the policy."

Phone: Randolph 6048

ATTENTION AUTOISTS!

For a mighty small sum I can make your car look as good as it DID WHEN IT WAS NEW—by giving it the best coat of paint it ever had. Phone me. Let me give you prices. Glad to do it. No obligation.

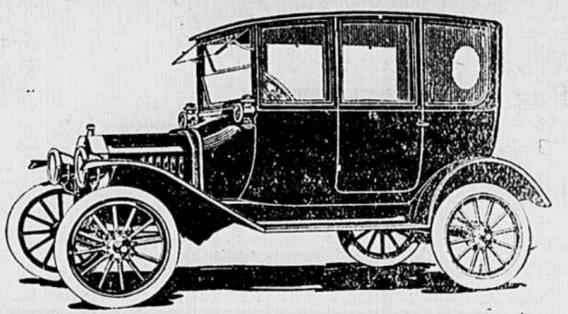
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The Cadillac 8-cylinder car is now on exhibition at our salesroom. Your inspection invited.

JONES MOTOR CAR CO., Inc.

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When you buy the Ford Sedan you buy all of the Service and Essential Comforts obtained in any car—but you don't pay an extravagant first cost and an excessive maintenance expense. The Ford Sedan is like the other 700,000 Fords already in use—low in Cost, high in Quality and the most economical car to run that was ever built—on the average less than two cents per mile. Light, strong aluminum body with every demand of style and luxury in detail of appointment.

Ford Sedan \$975; Coupelet \$750; Town Car \$690; Touring Car \$490; Runabout \$440. All fully equipped. f. o. b. Detroit.

On display and sale at Kachler Motor Co., Broad and Ryland, Richmond, Va.

Buyers will share in profits if we sell at retail 200,000 new Ford cars between August, 1914 and August, 1915.



Somebody had ---to do it!

PRICE LISTS were in the joke class, and value was being lost sight of in the hot competition as to who could quote the **GREATEST** discount off Price Lists padded up for the purpose.

So we cut loose from the padded Price List procession and supplied a reliable Standard to judge values by. Here follows the popular sizes of,

GOODRICH Fair-Listed Tires

Size	Plain Tread	Size	Safety Tread
30 x 3	\$ 9.00	30 x 3	\$ 9.45
30 x 3 1/2	11.60	30 x 3 1/2	12.20
32 x 3 1/2	13.35	32 x 3 1/2	14.00
33 x 4	19.05	33 x 4	20.00
34 x 4	19.10	34 x 4	20.35
36 x 4 1/2	27.35	36 x 4 1/2	28.70
37 x 5	32.30	37 x 5	33.90
38 x 5 1/2	42.80	38 x 5 1/2	46.00

Ask your dealer for Users Net Price List showing prices on all sizes.

The Safety Tread



If you are charged less for any other make they're taking it out of the TIRE; if you are charged more, they're taking it out of YOU.



Overland

Model 80 Controls

HORN
MAGNETO
START
SIDE TAIL
HEAD TAIL
SWITCH BOX
LOCK

Simplified Driving

On the Overland (Model 80) steering column is a set of electric buttons. By just gently pressing these buttons, the car is electrically started, stopped and lighted.

No other method is as simple, as accessible, as positive or as reliable.

"But"—you say—"other cars have this advantage."

Certainly—but only those cars that sell at a much higher price.

Why pay more?

Buy an Overland and save money.

Model 80 5 Passenger Touring Car \$1075	Model 81, Roadster . . . \$795 Model 80, Roadster . . . \$1050 Six-Model 82, 7 Pass. Touring Car - \$1475 Model 80, 4 Pass. Coupe . . . \$1600 <i>All prices f. o. b. Toledo</i>	Model 81 5 Passenger Touring Car \$850
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Overland Motor Co., Distributors, 114 West Broad St. Madison 7044

The Willys-Overland Company, Toledo, Ohio