

GOOD ROADS TO MAKE CALIFORNIA THE NATION'S FINEST PLAYGROUND

All Counties United in Move to Spread Great Network of Smooth Highways Over Entire State

CALIFORNIA the nation's playground!

It is an ambitious saying—a boast that sounds as though it might be fraught with bombast.

Yet it is merely a prophecy that promises to be one of the realities of the near future. For as surely as the Golden Gate lures the ships of the Pacific to a safe and profitable haven, so will the good roads of California, those of today and those that are promised for tomorrow, lure the automobilists from their homes in the east, far across the Rockies, to the mountains, canyons, orange groves and apple tree vistas of California.

For the "era of good roads" is at hand. From one end of the state to the other, the impulse of the state highway has found fertile soil and in valley and upland there is a stir among the people that betokens good roads, better roads or perfect roads.

In all the state the urban motorist and the farmer have joined hands through their discord of the past and have united in the spirit that spells good roads for the near future and, consequently, one of the rarest playgrounds for the touring motorist who looks every season toward the state that borders the Pacific ocean with a longing for a week or two of spinning along the highways that run through the various changes of climate and scenery for which the Golden state is famed as far as the Atlantic.

The result is the spread of a good roads propaganda, through all the counties, that bids fair to materialize in a network of broad, smooth roads and lanes that will make of the state an everlasting temptation that will bring thousands of tourists annually, and millions of dollars monthly into the midst of California that could not be tempted by other agency that the chance to see the out of the way corners of the state from the tonneau.

Significant of the good roads movement that is fast spreading through the state is the conversion of the dwellers in the rural districts to the need of more expenditures—consequently higher taxes—in the perfection and extension of the county road systems. In the past the good roads movement has been too often looked upon askance by the farmers and the lesser property owners, who have been wont to sight the scheming profligate motorist in the agitation for new bond issues and improved roads. These have fought the issue in many counties, hindering the good roads cause, by their antagonism to the necessary bond issues and the resultant increase in the tax rate. They have looked upon the movement as a scheme of the autoist to add to his comfort at the expense of the tax payers, who lived without the extravagances of "their cars."

Gradually, however, thanks somewhat to the successful issue of the state highway agitation, the rural communities have come to realize that good roads are just as much a benefit to them, even if they do go their way behind the old fashioned horse and buggy, as they are to the resident of the city who spends his idle time spinning along the country thoroughfares. In one county, Fresno, where a \$3,000,000 bond issue is proposed by the Good Roads club, it has been determined that the additional annual taxes a farmer will have to pay, if the road bonds carry, will not amount to as much as the cost of one set of new wheel rims for his farm wagon. And it has been shown that better roads will relieve each farmer of the necessity of renewing his iron tires at least once a year.

Similar arguments are being used in almost every county of the state where it is planned to better the roads against the ushering in of the exposition year when the state will be on show before the world. These arguments of the good roads enthusiasts have convinced the farmer that it is as much to his interest as to that of the city dweller to have the highway that passes his farm improved after the latest methods of road building.

WHAT GOOD ROADS DO
The best example of what good roads will do for a county is seen in San Joaquin county, in the country surrounding Stockton. Here the motorist may cover 200 miles in the country around the city without ever decreasing his speed except for turns and city

SOME OF THE STATE'S GOOD ROADS BOOSTERS

Left to right: C. W. Williams, San Jose; Hugo P. Frear, naval architect, San Francisco; E. J. Fraser, Rio Vista; H. C. Flournoy, Quincy, Cal.; H. M. Shreve, Tulare, Cal.



crossings. With the city as the hub, there is a system of oil macadam and asphalt roadways that reach into every corner of the county, spreading away wide and inviting, as smooth as the smoothest of city streets, bringing the entire county into touch with the central city.

Three million dollars this road system cost the county, and the county is richer by five times this amount than before. The first noticeable result of the completed system, by which any section of land in the county could be reached in an hour by automobile, was the marvelous increase in land values. It has been estimated that every acre in the county increased in value from \$50 to \$250 with the completion of the road system. The holder of a scant 10 acres before the improvement of the roads was not much of a land owner when his holdings were figured in dollars and cents, especially if he had to carry his products along rough, treacherous roads to the city market. Now this owner of 10 acres, in the majority of instances, is able to mortgage his land for a third more than its market value in the time of bad roads.

MOTORISTS AND MONEY ATTRACTED BY HIGHWAYS

San Joaquin county is one of the most convincing examples in the state of what good roads actually accomplish for their community. Motorists from the bay region know the pleasure of touring in this region because of the smooth roadways that tempt their gears to the "high speed," and thousands of dollars each week are taken into the county that otherwise would stay at home were it not for these good roads. Not only have the land values increased, but city property has sold higher in the market than before the roads were completed, and one of the most convincing "points" of the reality dealers in talking to prospective customers from other neighborhoods is a trip along the country roads, with the ever changing panorama of the rich countryside, to close the bargain with the homeseeker.

Sacramento county is a close second to San Joaquin in good roads spirit. A bond issue now under way there will complete the Sacramento county system and increase the land values and the attractiveness of the Sacramento valley as no other progress has accomplished in a quarter of a century. One of the direct results of the completed system will be the marketing of a number of new subdivisions, and, consequently, an influx of residents that will expand the prosperity of the entire region around the city of Sacramento.

A movement now is under way to extend a highway from Stockton through the delta lands, those wonderful islands outside the city, through Contra Costa county to the Alameda county line, thus cutting off 12 miles of the route from Oakland to Stockton and Sacramento. Part of the right of way for the extension has been donated by I. L. Borden, owner of the wonderful Victoria island, in the delta, and the completion of this highway by the San Joaquin and Contra Costa supervisors will be the signal for the coming of a new electric line that will open up a region that is isolated now and will, besides, make an unexcelled driveway from Oakland to the state capital, running straight, broad and smooth.

NORTH BAY COUNTIES JOINING IN MOVEMENT

Marin county, Sonoma county and other north bay counties are talking good roads with a spirit that spells accomplishment. Beautiful Sonoma county, with its Gravenstein orchards in the Sebastopol country, its hops and wine, and the winding roads of Marin bay, and the orange groves from Petaluma to Cloverdale, will be a week end delight for the motorist from the bay, and the winding roads of Marin county, when they are graded and improved, will be a never ending pleasure to the San Francisco auto owners who will take their Sunday dollars and their Sunday good will to the north bay resorts.

Merced, Madera and Fresno counties soon will open up the most scenic part of the San Joaquin valley with innumerable of shoots from the state highway that reaches down to Bakersfield. Fresno county particularly is planning a system that will open up its great vineyards to the tourist.

Kings county and Tulare are contesting for the route of the state highway, with the probability that Kings county will win and put Hanford, its county seat, in direct touch with the route to Bakersfield and Los Angeles. Into Bakersfield the state highway will follow its most interesting stretches, skirting the desert, across the Tehachapi and along the alfalfa fields, Bakersfield, as what is virtually the northern terminal of the highway from the central portion of the state, will benefit widely by the improvement of its own roads, and a movement is afoot there to issue bonds for the improvement of 250 miles or more of roads that will open up a district of which the auto tourist now knows little, but of which there is much to learn. In all these districts it is the progressive men of the communities that are fathoming the Good Roads propaganda. Business men are giving their time to the cause willingly, giving of their dollars and giving of their energy, with the common idea of making their particular part of the state part of the great plan to make the state the nation's greatest playground.



C. H. Cummins, a prominent marble and tile contractor of Oakland, in his War-Detroit roadster inspecting a new marble quarry near Monterey.

NORTH FORK ROAD IS BEST FOR OCEAN TO OCEAN HIGHWAY

Scenic Grandeur of Road Skirting Feather River More Attractive Than Middle Fork Route

By H. C. FLOURNOY

Various interests recently have advocated the adoption of the middle fork of the Feather river as the preferable route for the building of the midland ocean to ocean automobile highway to connect at Reno in Nevada with the proposed highway to be built across Nevada, Utah, and Colorado, which would ultimately connect with an eastern connection from there on.

A survey recently has been made of the middle fork by an engineer, whose report was submitted to the Oroville Chamber of Commerce. It is claimed therein that the middle fork is the shortest and easiest route to build. This in part may be true, but there are advantages possessed by the north fork which, in the mind of the writer, make it the preferable route.

In the first place, the Western Pacific railroad at the time it built its line down the north fork constructed a wagon road over which supplies for the various camps were transported. This road for the most part is still in existence and the greater portion of it could be utilized for the proposed highway. It is not claimed by any means that all of this road could be used, yet probably three-fourths thereof would be available and probably not more than 30 miles of new road would have to be built. This road for the most part would be on the north bank of the river, which would give it a south exposure to the sun that would be a big factor in keeping it open for travel for at least 10 months in the year, whereas if the survey down the middle fork, as made by Engineer Norris, were to be adopted it would be on the south bank of the stream, which is the cold, snowy side, a fact that would make the road, especially where it traverses the upper reaches of the stream, practically impassable during the months of December, January, February and March, and possibly longer, because of the snow that would naturally lay thereon through the action of the cold and greater depth, whereas this would be practically avoided on the north fork.

Again, the north fork has a railroad running through it over which the construction supplies and materials could be transported at the lowest possible cost, which would be a big factor in the construction of the road. The middle fork is practically uninhabited, has a greater depth of snow, and would traverse a portion of Plumas county that offers very little inducement for settlers.

Many costly enterprises have been inaugurated along the north fork since the building of the railroad, and an ocean to ocean highway over this line would cause many others to spring up.

If a road should be built down the north fork it would be more central and convenient to the residents of northern Plumas, Lassen and Modoc counties than the middle fork route would be. Commencing at Oroville in Butte county the distance to Indian Falls in Plumas county would be about 70 miles, and as stated before, not more than 30 miles of this distance would have to be rebuilt.

From Indian Falls in Plumas county there is a good highway leading north into the northern part of the county and on to Susanville in Lassen county, and from there north a good road continues on to Alturas, in Modoc county, and from there north a good road would afford a means of getting in and out of the state for all time to come.

Let the midland road be adopted and built by all means and the north fork route selected as the easiest and best means of affording an entrance to the middle of the state and an exit therefrom.

that these falls have only been known to exist for a very short time. Permit me to say that these falls were mapped by Arthur W. Keddie of Plumas county in 1867 and were known to older inhabitants since 1852.

In the opinion of the writer the north fork route is the best and easiest road that can be constructed through the mountains to the coast and if it were practical to make the expenditure a grade not exceeding two and a half per cent could be obtained through the greater portion of the canyon.

The people of Plumas county do not ask or expect that such costly roads should be built here as are being constructed in the valleys. We are used to dirt roads and if made on proper grades but little money would be required for their maintenance after they were once constructed.

The midland road is the proper one to adopt and it is to be hoped that the people of San Francisco and central-northern California will unite in demanding of the highway commission that proper recognition be given to the practical use it is to have good roads within the state if the people from the outside are not afforded a means of reaching them? And the building of a suitable road down the north fork would afford a means of getting in and out of the state for all time to come.

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ROAD OIL MADE BY BAKERSFIELD PLANT

One of the principal factors in California's good roads is California oil—road oil drawn from California's land. Among the many companies whose road oil and asphalt have had important part in making good roads possible, is the National Oil Refining and Manufacturing company of Kern county, of which George Calhoun is president.

As one enters the Kern river oil fields, one of the first things to attract the eye is the refinery of the National Oil company, this being one of the largest and best equipped refining plants in the state of California. Mr. Calhoun, the president and general manager, with years of experience in the manufacture of asphaltums, has been identified with large refining interests on the Pacific coast. His ideas for producing grades of asphaltums can not be excelled for paving and roofing. The fame of the National Oil Refining and Manufacturing company is fast spreading throughout the United States and Canada on account of its two specialties, namely: Black Eagle brand asphaltum, which is best for paving, and National brand asphaltum, which is best for roofing. These two commodities are being used year after year by many of the best known paving contractors and roofing concerns in both countries.

Considerable has been said about the recent discovery of the Fall River falls and the impression seems to prevail

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KERN COUNTY FOR GOOD ROADS

One of the leading good roads enthusiasts of the state is Assemblyman Fred H. Hall of Bakersfield, who is at the head of a movement in Kern county to give that county one of the finest highway systems in the state.

Because of his activities in Bakersfield, where he is connected with every public movement that makes for the betterment of the city and county, Mr. Hall is in a position to swing his county into line in the good roads cause.

Starting almost one hundred two years ago, Hall began to talk and argue good roads before the rural communities, the oil interests and the city residents. The street system of Bakersfield, which compares favorably with that of other cities of the same size, owes its good condition to the fight for better streets put up by Mr. Hall. Antagonistic at first, the city councilmen finally adopted his ideas and surrendered to his logic, making liberal appropriations for the paving of streets in Bakersfield that badly needed the improvement.

As a result of the Hall policy, property values in the city increased marvelously. With his success in his own city to spur him on Mr. Hall, with the assistance of other men who realized the benefit of good roads, both to the motorist and the farmer, began his propaganda for a county bond issue to cover the expense of improving highways leading out from Bakersfield and branching off from the proposed state highway which includes Bakersfield in its wanderings into Los Angeles.

Difficulties in the way of a county bond issue at once cropped up. There was a shortage of funds, and a feeling of antagonism on the part of the residents of the county whose homes were outside the city. Gradually this antagonism has been overcome, however, and Mr. Hall's campaign has been virtually won. The bond issue is a certainty, and another year will see a great improvement in the Kern county roads, opening the county up to the tourists from the bay region who will want to extend their trips through the San Joaquin valley into Los Angeles, seeing the outlying country by casual trips from the state highway. Mr. Hall is an oil man, came near being a nominee for governor at the last campaign and is one of the leading possibilities of the next state campaign. Work in his interests already has begun, and his friends are confident of putting his name on the next gubernatorial ticket.

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COL. F. MARSTON ENTHUSIASTIC FOR IMPROVED ROADS

San Francisco Capitalist and Motorist Leading Spirit in Campaign for Better Highways

One of the best known good roads boosters of San Francisco, and a leader in every good roads move that extends from the bay region to the state at large, is Frank W. Marston, capitalist and enthusiastic motorist, member of the Union League club, a half score other local and state clubs, and the Automobile club of California. Marston, who was one of the first San Franciscans to join in the good roads movement, was one of the factors in the agitation that ended in the adoption of the state highway plan and the extension of this boulevard into the San Joaquin valley.

Being one of the enthusiastic motorists of the city, Marston's machine is encountered along the outlying roads every week end, and there are few stretches of highway in the central part of the state with which he is not familiar.

His influence for the good roads sentiment is felt strongly because of his wide personal following. Many of his friends are those whom he helped to get a start in their business life after the troubles that followed the fire in 1906. At this time Marston built the first skyscraper to rise on Kearny street and for six months after the completion of the building he refused to accept rent from his tenants, thus giving them the leeway that helped them to get the new start that so many of the city's business men needed at that time.

At present Marston is particularly interested in getting the supervisors in the counties interested in straightening the highway that runs between Redwood City to Bakersfield. Now this road winds about, crossing and recrossing the railroad at dangerous points. By the expenditure of very little money this road could be straightened into a wide, beautiful highway, affording the tourist from the bay region one of the finest stretches of road in the state, replete with scenic grandeur and speedways.

Because of his influence in the Automobile club of California, that club has been kept in line in the spread of the good roads propaganda, and much of the club's work in this regard is, despite his refusal to take credit, due to Marston's earnest work for the "good of the cause."

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