

The
**TRIP
OF
THE
WEEK**

GO—AND ENJOY the famed McKenzie River-Dalles Loop. Take your choice of highways through the rich Willamette Valley. At Eugene, swing east through one of the most scenic regions in all America... beautiful stands of Douglas Fir... small streams teeming with trout... shimmering peaks of the Cascades... McKenzie Lava Fields. Continue eastward to Redmond or Bend, then north along the California-Dalles highway through miles of wheat fields. The Dalles and its new Port, now under construction. The mighty gorge of the Columbia... Hood River... Celilo Falls where Indians enjoy fishing rights... the gigantic Bonneville Dam Project... Multnomah Falls and the thousand scenic wonders of the Columbia River now. Highway: Enjoy this gorgeous trip now, but first see your Richfield dealer for car service and authentic wild flower bulletins. When you fill your car with Hi-Octane be sure to ask for your free copy of the 1936 Wild Flower book.

Let's go Places with
RICHFIELD

Wild Flowers
OF THE MOUNTAINS, VALLEYS, RIVERS AND WOODS

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SANGUINE
OF POWER