

10,000,000 AUTOS TO HIT TH' TRAIL

Vacation Outings This Summer to Be More Numerous

PORTLAND, Ore., July 2 (AP)—Between nine and ten million motor cars will carry forty millions persons on vacation outings this summer, and every car owner should have a car properly inspected and equipped before going, said Harry G. Mosek, managing director of the Automotive Equipment association, at the association's national convention here.

Mosek urged service men and automobile equipment dealers to carry larger lines of accessories. A nationwide free clinic for motor cars was proposed at the convention today by H. W. Procter, member of the merchandising committee.

"We are planning to organize 50,000 dealers who will examine motor cars without charge, telling the owner the condition of his engine, brakes, lights, etc.," he said. "This examination should be made twice yearly, and would result in reduction of accidents due to defective equipment."

PORTLAND, Ore., July 2 (AP)—The high lake country of the western Cascades will be easily accessible to fourth of July outing seekers and the fishing is fine, is the word brought back here by C. J. Buck, assistant district forester in charge of recreation, from a ten-day tour of the district. Most of the snow is gone from the roads and only one is blocked, he said.

Rik, Odell, East, Suttles and the other lakes may be easily reached by auto and hotel accommodations, boats and fishing tackle are plentiful. Odell lake may now be reached by train over the Cascade division. Trains stop at stations at each end of the lake.

The McKenzie pass highway is open and most of the snow is gone. Flagnon has been stationed to warn motorists where snow remains.

The only road not yet open is the Willamette valley military road from Oakridge to Crescent Lake, high in the Cascades. Snow is still too deep for cars to get through. It will not be open for about 10 days, Buck said.

Chauffeur of Big Car: Why didn't you say you were going to reverse like that? New Motorist: How could I? I didn't know I was going to do it myself.

—Passing Show.

SCENES IN NORTHWESTERN PLAYGROUNDS



When the summer warmth begins to be felt over the nation, it is the northwestern resorts that are most attractive to automobile tourists. Reading from left to right are pictures taken in Mount Park, the Canadian Rockies, and a trail in Glacier national park.

Tractor Company Reports Brisk Business Here

A very brisk business is reported by the Tractor company of this city, dealers for the Caterpillar tractor and the Holt tractor in Northwestern Oregon and Southern Idaho.

Sales of the past week included two Caterpillar logging tractors and three Holt tractors which log trailers to the Boise Payette Lumber company of Boise, Idaho.

These sales make a total of 12 Caterpillar tractors and six Holt tractors sold by the local firm to the Boise Payette Lumber company, alone, in the past 14 months.

A Caterpillar 2-ton tractor was sold to the Bureau of Highways of the state of Idaho this week. Caterpillar tractors were sold to H. H. Kowitton and W. W. Look of Fairfield, Idaho.

The local company is well pleased with the volume of harvest business that is in sight. To date 22 orders for Holt harvesters have been written, which it is said, would indicate that 100 or more Holt machines would be delivered when harvest comes on account of the lateness of the season in the Idaho portion of the territory.

Columbia Beach Road Is Improved

ASTORIA, July 2.—The Columbia beach road is now in good condition for travel as result of improvement work done during the past few days.

The broken planking in the road has all been replaced with new plank and weak spots in the road strengthened.

The masses of sand which had blown across the road, making motor traffic difficult, have all been graded away and motor cars no longer have any difficulty in reaching the beach at this point, or in coming from the hard

CHECK ON SPRING HIGHWAY TRAVEL

Most of Travel on Willamette County Road During June Was Local

ENTERPRISE, Ore., July 2.—The first traffic count of the season, made late in June, by Patrolman E. J. Berry and a corps of assistants, showed much travel on both the valley and Flora highways, Mr. Berry reports.

Between 6 a. m. and 10 p. m. on the selected day 436 vehicles of all kinds passed over the valley highway at J. A. Engstrom's corner and 32 were counted at Camp 1 on the north road.

Traffic was classified thus on the two roads:

	Valley	Flora
Ore. passenger cars	232	23
Other passenger cars	41	10
Stages	4	4
Light trucks	84	13
Heavy trucks	13	1
Motorcycles	2	—
Horse drawn vehicles	9	2

Very few machines from outside the state were found on the road, and the census takers added that the great bulk of the travel was strictly local, nearly all the cars belonged in the county. The large number of trucks which passed over the roads indicated the growing use of motor vehicles for ordinary hauling.

For the sake of comparison, June figures for former years are given, so far as these are available. This count was taken the same day of the month each year and showed:

	Valley	Flora
1924	455	—
1925	515	—
1926	329	86
1927	486	32

In 1925 the count was taken when the chaufiqua was on in Enterprise and travel was heavy in the afternoon and evening, and this was responsible for the large figures.

The count taken four months last summer follows:

	Valley	Flora
June	222	66
July	468	67
August	459	37
September	241	132

In September the count fell on Saturday and the result proved that travel to Enterprise is much heavier that day than any other day of the week. Flora road count was really remarkable, considering that the road was improved only to Red Fir and attract only a light travel from the north end of the county and still less from Washington and Idaho. The forest section of the Flora road, from Camp 1 north, is reported now as being rather rough.

Diamond Lake Is Reached By Auto

BEND, Ore., July 2.—Diamond lake is now accessible to automobiles, reports H. A. Hauffstader, who visited the Mount Thibodeau country over the week end. He says that machines can be driven to the broad lake without chains. Automobiles are advised by Hauffstader to go in by the way of the Beaver ranger station.

Angling in central Oregon lakes and streams over the week end was not as good as on the previous Sunday, fishermen reported here. This was attributed, in part, to the trout feeding in the moon lighted hours of morning.

The road into the Elk lake table will be open by this week end, according to information from Allen Wilcox, proprietor of the Elk lake resort.

said in to Columbia Beach. The resort has been highly popular during the national guard encampment, families of many of the soldiers occupying tent houses at Columbia Beach, which is only a short distance north of the camp.

Ford Salesmen, Dealers Meet At Perkins Garage

About 20 Ford company representatives including dealers and salesman from Wallawa, Baker, Weiser and La Grande met at the Perkins Motor company Thursday night with H. M. Crake, of Portland, Ford company tractor man, and A. L. Williams of the Michael, Lewis and Stover Implement district, in charge.

The meeting was called primarily to encourage Ford dealers to work the tractor department more thoroughly than ever before, especially during the present period of "wait for the new model". Dealers were urged to devote more time and energy to building up this department. Mr. Crake states that 25 per cent of all the tractors sold in the United States were Ford machines. He pointed out that the territory represented last night was slightly below average and made an appeal that they strive to bring this district up to the average mark at least.

More Automobiles Stolen in June

PORTLAND, Ore., July 2 (AP)—More automobiles were stolen from Portland streets during June than in any previous month in the city's history, according to L. E. Quinn, in charge of stolen automobile records at central police headquarters.

Two hundred sixteen cars and 2 motorcycles were taken. All but eight of the cars and one motorcycle were recovered.

Not expected Not thought possible Yet now an even greater ESSEX Super-Six

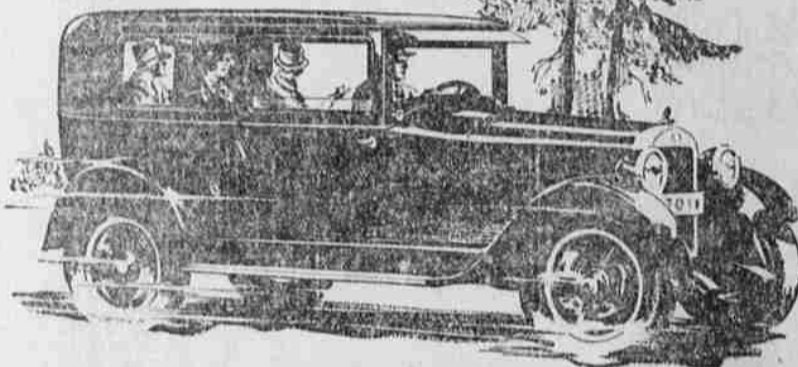
Essex engineers have now created an even greater and finer Essex Super-Six. So startling are its advantages that at the height of the selling season, with the market stripped of Essex cars and thousands of unfilled orders on hand, production was interrupted to give buyers a greater and finer value.

We are now showing the finest Essex value of all time and your promptness in ordering alone can insure delivery ahead of the multiplying thousands who want this new Essex.

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Coach \$735 - Sedan \$835

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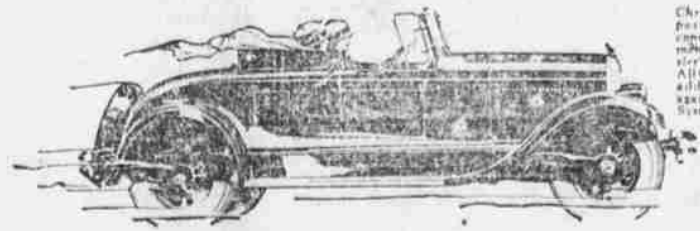
more easily you ride because of its low chassis design, its unique spring suspension and its shock absorbers; what greater handling ease results from its pivotal steering; and how much safer you feel because of its four-wheel hydraulic brakes.

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Royal Sedan \$1595; Brougham \$1525; Four-passenger Coupe \$1595; Two-passenger Convertible Coupe (with rumble seat) \$1745; Crown Sedan \$1795; Two-passenger Coupe (with rumble seat) \$1545; Two-passenger Roadster (with rumble seat) \$1495; Sport Phaeton \$1495; f. o. b. Detroit, subject to current Federal excise tax.

Chrysler dealers are in positions to extend the convenience of time payments. Ask about Chrysler's attractive plan. All Chrysler cars have the additional protection against theft of the Ford System of numbering.



L. W. WEEKS

Jefferson Ave.

Telephone 180-J

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