

CENTRAL OREGON TRAVEL GROWING

The Dalles - California Route Favorite - Traffic Count Is Made

DALLS, Ore., July 9.—Traffic on the Dalles-California highway is greater this year than ever before, regardless of the fact that the road between Crescent and Klamath Falls is virtually blocked to traffic by alling operations. It was learned here when the result of the traffic count on June 15, was compiled in the local highway office.

Count Made Yearly
A traffic count has been made on all state highways in Oregon since 1923, at the same time of the year and on week days. Last year the spring count was made on Wednesday, June 17, and in 1924 the count was on June 15, Friday. The first count was on Wednesday, June 13, 1923. Comparative traffic data for the five years are now available.

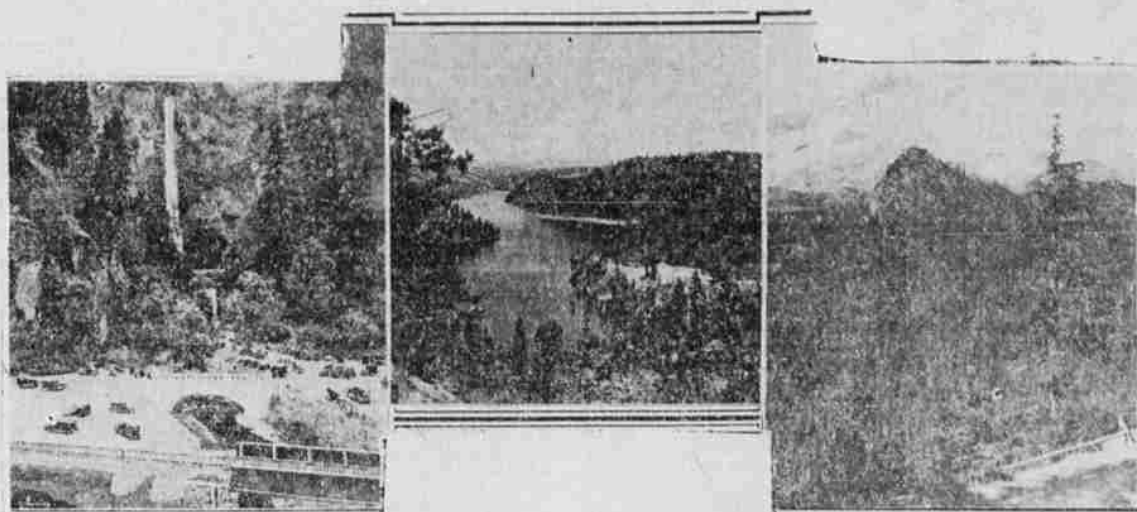
In Central Oregon, traffic counts were made on the Dalles-California highway at a point three miles north of Madras, one mile south of Redmond, north of the junction with the Fort Rock road at La Pine and just south of this junction. In the Klamath district, counts were made at various points along the highway. Traffic counts were also made on the McKenzie highway, the Bend-Sisters highway, the Ochoco highway, and the Central Oregon highway.

The count on the Dalles-California highway north of Madras listed 226 cars this year, compared with 157 last year and 153 the year before. On this highway south of Redmond, this year's count was 345 motor vehicles, compared with 471 last year. At La Pine, the count was 181, compared with 168 last year.

Due to the fact that the road was blocked by snow, there was a falling off in traffic on the McKenzie highway west of the junction with the Bend highway near Sisters. This year's count was 173 at this point, compared with 242 last year. East of this junction, the traffic was greater this year, 124 compared with 94 last year and 13 in 1925. On the McKenzie-Bend highway, this year's count was 161, compared with 145 last year and 88 in 1925.

There was a marked increase of traffic on the Ochoco highway, 292 cars, compared with 197 last year. This count was taken one mile west of Prineville. One mile east of Prineville, the count was 181, compared with 154 last year.

OREGON AND WASHINGTON SCENIC SPOTS



Some of the most beautiful scenic spots in the entire American continent are to be found in Oregon and Washington, sister states of the northwest. Many of these are to be seen by tourists without ever leaving the traveled road. Above is a picture of Multnomah falls, on the Columbia highway, near Portland; a scenic in the Lake country near Spokane; and Mt. Rainier, Washington.

Retiring Speed King Foresees The Day Cars Will Make 250 M. P. H.

LONDON, July 9. (AP)—The very worst pilots?

"I can't tell why," he says. "I flew for 1500 hours, but I was always incapable of landing properly. Either I tried to land 20 feet above the earth, or else I landed 20 feet below the surface. It was not so precise as I thought up in the air—where, incidentally, I could do anything with a plane—and eventually I fell from about 8000 feet. I was a long time in bed after that, and then went to America, where I became interested in automobile racing."

"Hello, Hayseed," said the factious youth. "How's it for a lift to Centerville?" He jumped into the car without waiting for an answer. Twenty minutes passed. "Quit a distance to Centerville, isn't it?"

"Uh, huh."

"Twenty minutes more."

"Say, how far is it to Centerville?"

"Few thousand miles if you go this way; 'bout 26 if you get off and walk back."

"I feel that I have done all I can experimenting at high speeds," Major Segrave says. "Some trifling mistake might get me killed, so I have decided to go into business. Most of the big racing drivers that I used to look up to when I started have been killed."

"I have won every big race in Europe. I have fulfilled my ambition to be the first man to travel 200 miles an hour—what more can I do in speed motoring? I have never driven better than I am driving today, but the next step is 250 miles an hour, and I should say that is a long way off."

Major Segrave, who was transferred to the air force during the war, says he became "one of the

Selected

HOOVER STARTS TRAFFIC STUDY

Names Committee of Experts to Suggest Plans for Reducing Chaos

Responding to a widespread demand for a model on which municipal traffic ordinances can be based, Herbert Hoover, secretary of commerce, as chairman of the National Conference on Street and Highway Safety, has invited some 40 leading representatives of groups interested to serve on a committee to report on the subject. William K. Metzger, of Detroit, is chairman. A preliminary meeting of the committee was held in Detroit on July 6.

Among those who have signified their acceptance to serve on the committee are Harland Bartholomew, city planning engineer, of St. Louis; Ray P. Britton, president, automobile club of Missouri; St. Louis; Howard H. Brown, counsel, Detroit Motor club; G. W. Elliott, director of public safety, Philadelphia; P. L. Emerson, Yellow Truck & Coach Manufacturing Co., Detroit; A. C. Godward, city planning engineer, Minneapolis; S. E. Heller, Yellow Cab company, Norfolk; Robert P. Hooper, president, William E. Hooper & Sons company, Philadelphia; James H. president of the American Automobile association; A. N. Johnson, dean, College of Engineering, University of Maryland; Alvan Macaulay, president, Packard Automobile company, Detroit; James L. Madison, third vice president, Metropolitan Life Insurance company, New York; E. J. McElraith, Chicago Surface Lines; W. B. Powell, consulting traffic engineer, Buffalo; C. W. Stokes, editor, Bus Transportation, New York; Paulina Stueckel, Commissioner of Motor Vehicles, Connecticut; Lucius S. Storrs, Executive Director, American Electric Railway association; P. L. Sweetland, The Sweetland company, Cleveland; W. J. Towner, chief engineer, Chicago & North Western Railway, Chicago; and Sidney J. Williams, director, Public Safety Division, National Safety Council, Chicago. Representative H. B. Flowers, president, New Orleans Public Service, Inc.; Arthur A. Thomas, chairman, Joint Standing committee on ordinances, Providence, Rhode Island; T. H. Carrow, supervisor of safety Pennsylvania railroad; John McChesni, Cleveland Auto club; H. T. Senter, president, Philadelphia Rapid Transit club. Representatives of automobile dealers, retail merchants, traffic judges, police and other interested groups have also been invited.

The subjects to come within the scope of the study have been tentatively classified as (1) motor vehicle movement and regulation, (2) police station facilities and regulation, (3) traffic signs, signals and markings, (4) parking, terminals and garages, (5) public motor vehicles, street cars and emergency vehicles, and (6) traffic organization and enforcement. It is expected that special study will be given to the question as to the extent to which exact or substantial uniformity in the traffic provisions is feasible and desirable, and in what features of the traffic ordinances and regulations there must be flexibility to meet local conditions. Another question to be considered is what matters should be left to the state law, and what matters should be covered by either state law not municipal ordinances, but by supplementary regulations that can readily be changed as conditions require.

A new committee on traffic accident statistics is also being organized to continue the work of the committee on statistics of the national conference on street and highway safety. W. M. Stewart, director of the bureau of the census, is chairman. The committee met in Washington on June 29.

Responses are being up the number of public streets and selling them to tourists as the remains of famous Pharaohs, after decking them out with gold scarabs, inscriptions and symbols.

License Tags Will Boost Idaho Spuds

BOISE, Ida., July 9.—One hundred and eleven thousand Idaho automobiles and trucks in 1925 will pay tribute to the Idaho potato. Fred E. Lukens, secretary of state and commissioner of law enforcement, announced Thursday upon the closing of a contract with a Portland company for the furnishing of the 1925 motor vehicle license plates. In natural colors Idaho license plates will carry the distinct design of the Idaho potato, upon which will be indented the license number and "Idaho Potatoes."

This system of thus advertising the state's products will be followed in 1926 with the selection of another Idaho product for placement on the license plates of that year.

Traffic Cops Must Learn to Drive

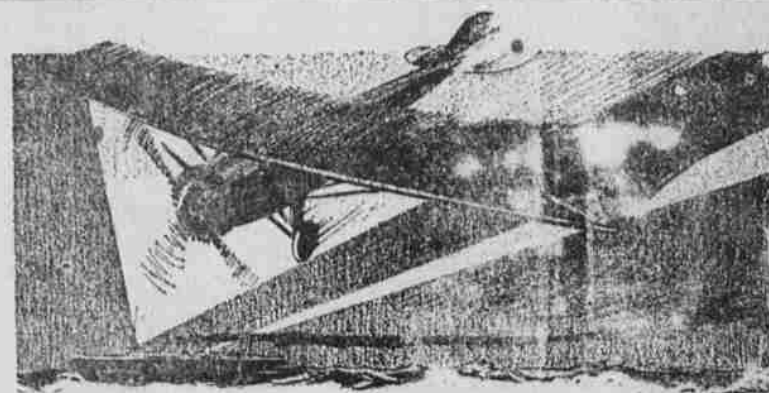
PARIS, (AP)—Traffic policemen of Paris, who tell automobile drivers what they must do, must themselves know something of driving.

The new Prefect of Police, Jean Chiappe, recently ordered traffic officers to learn to drive, so that

J. E. Anson Buys Veltex Service Station Here

Announcement was made today of a transaction completed about a week ago whereby J. E. Anson became owner of the Veltex service station, formerly operated by W. H. Coffee. The station, which is located at Second and Adams, is just a year old and is an up-to-

date concern. Mr. Coffee and his family have gone to Portland, where they will make their home in the future. Mr. Anson and his family have made their home in the Grande Ronde valley for a number of years but decided only recently to locate in La Grande. Mr. Anson plans to make improvements upon the station within the near future. "I shall make such improvements as will be necessary to the service standard which I hope to maintain," said Mr. Anson today.



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New advantages never associated with this price-field, single out the Greater Essex Super-Six with spotlight brilliancy, marking it farther than ever above all comparison.

Even though production is greatest in Essex history, demand is so large that we must handle all deliveries on the basis of priority of orders.

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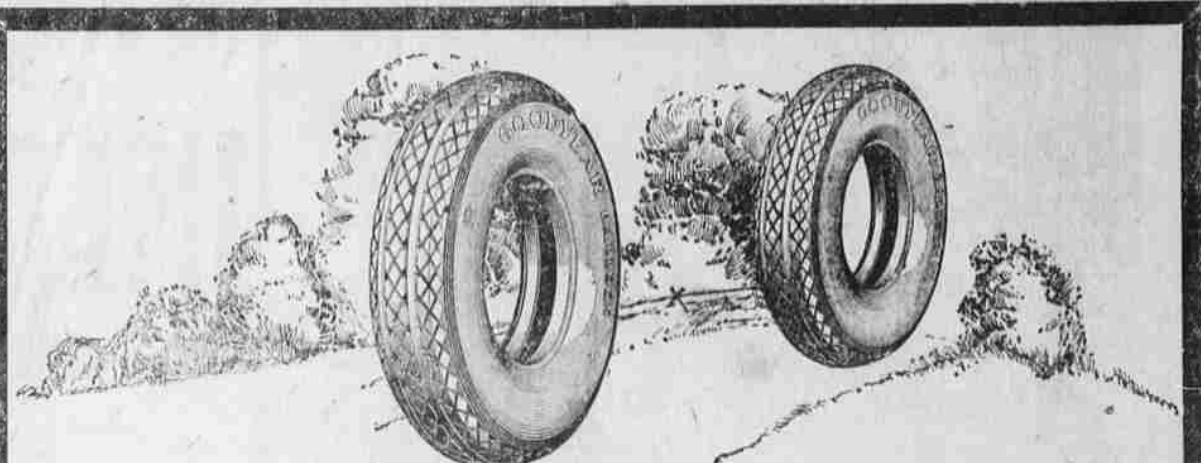
61 Star Cars bought by the New York Police Department

Solely on the strength of superior performance in open competition, the Star Car earned its rating in the world-famous organization of guardians of the law.

Up and down Broadway, Fifth Avenue, Riverside Drive—thirty, forty and fifty miles an hour—weaving in and out of traffic, swinging around corners, climbing hills—for four hours the official tester tried to shatter the claims made for Star Cars. It was one of the most gruelling tests in the history of the automobile, but the Star Car won the approval of the discriminating New York city officials.



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To our notion it can't be, but how much do you think this statement has cost the tire buying public? We say plenty.

Perhaps you have used Goodyears or possibly your car, when new, was equipped with Goodyears. When new tires were needed, you took a chance on the "just as good" kind.

We are continually impressed with this loss, because, nearly every day one or more customers tell us of their experience with tires claimed to be just as good as Goodyear.

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UNIFORM VALUE

Goodyear tires are the standard of tire values. They are not high priced and offer a selection of types in all sizes to meet every requirement of the motorist.

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29x4.40
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