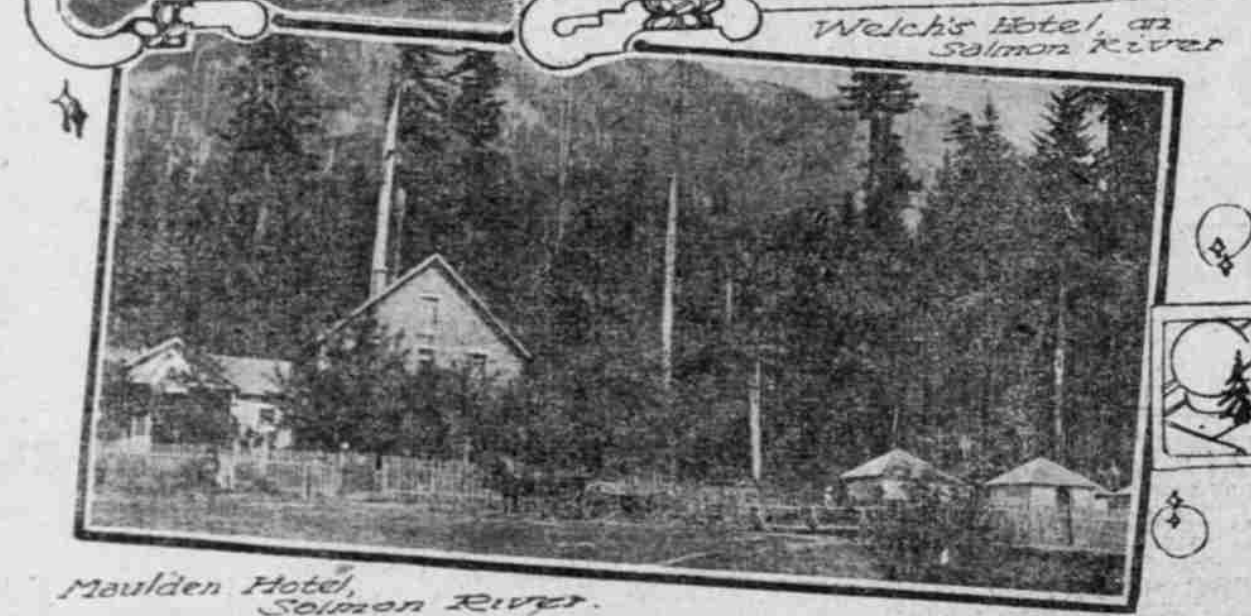


AUTOISTS ARE ANXIOUSLY AWAITING OPENING OF SEASON FOR TOURING

Many Improvements Made in Mount Hood Resorts, in Anticipation of Heavy Automobile Trade There During Spring and Summer—Portland People Buy Many Sites for Homes in Mountain District.



HUNDREDS of automobile owners are waiting impatiently for the time when they can make the run over the Mount Hood road to the mountain resorts with ease and comfort. From all accounts the automobile road will be in much better condition than ever before. Many of the sharp curves and dangerous places have been eliminated. The steep grade at McIntyre Hill has been reduced and will no longer be the terror of motorists. Whole sections of the road have been changed and rebuilt. That portion beyond McIntyre Hill has been rebuilt for a mile or more, and at innumerable places the route of the old road has been changed and new and better grades put in. This improvement is due to the enterprise of E. Henry Wenne. He went ahead with many of these improvements, and when the money for expenses was exhausted he went on with the work and paid the bills out of his pocket. It only remains now to cover the road with crushed rock or gravel from Sandy to Welch's Hotel in order to get a hard-surface road, which may be traveled nearly the year around.

Hotel Improvements Made.
There will be the same number of mountain resorts this year. The hotel at Government Camp will be larger. E. Coalman has erected an addition to the old hotel building that will contain about 40 rooms. This addition is built in front of and in connection with the old hotel building that was run by O. C. Youm.
It is the desire of everyone who goes to any of the resorts to reach Government Camp, as it has scenic attractions of great beauty. A number of new summer homes have been built there.
Henry S. Rowe has purchased from L. G. Holden the latter's interest in the Rhododendron Hotel property, which consists of a 150-acre tract and the hotel building, and is now the sole owner. It is announced that Mr. Rowe will run the hotel under his personal management this year. Mr. Holden, who designed and built the unique building called the Rhododendron Tavern, has returned to the Portland fire department.

Summer Colony Growing.
A number of Portland men bought sites near the tavern and will erect summer homes this year.
William Welch, owner and manager of the Welch Hotel, is erecting a new store building and making other improvements about the resort.
A number of summer homes will be built near this hotel this year. Between Welch's and the Maulden Hotel, a distance of about two miles, about 20 summer homes have been built along Salmon River, and at the Maulden Hotel a new addition has been erected just above the hotel, where many sites for summer homes have been purchased by Portland men. More Portland men own summer homes on Salmon River than in any other portion of the Mount Hood district.
Ten-Acre Tract Is Platted.
The Mount Hood Hotel Company, which purchased a 160-acre tract near the hatchery on the Salmon River, has platted ten acres into sites for summer homes, which will be placed on the market this year. This tract is half a mile south of the automobile road on the Salmon River. The Mount Hood Hotel Company had plans pre-

pared for a 40-room modern hotel building last year and got some material for the structure, but did not start real work. It is not known whether the hotel will be erected or not.
At Brightwood, a new resort at the foot of McIntyre Hill, a considerable summer place has been developed. At this place a bridge spans the Sandy River and a road follows the north side of the Sandy River to the Howard Hotel and the Ezra Turner mountain home about 15 miles toward Mount Hood. Much of the land near the junction of the Zigzag and Sandy Rivers has been platted and sold to Portland parties.

Electric Railway Wanted.
A greater interest is being manifested in Mount Hood property than ever before, between Cherryville and Government Camp, and the impression is quite general that the time is not far off when an electric railway will be built to the foot of Mount Hood, which will make all the land desirable. Many thousands of acres have been purchased between Sandy and the Salmon River by men who are awaiting the coming of the electric railway to make developments.
At Cherryville a fine large fruit district is being developed with much success, and scattered along the automobile road are several farms on which fruit is being raised. The main road to Mount Hood proposed by Mr. Wenne will probably do as much for the Western Mount Hood district as the electric railway.

Numerous Routes Suggested.
There is much speculation as to a route for an electric railway to Mount Hood, and several have been surveyed. One route is up the Zigzag River along the south side of the Rhododendron Tavern to Government Camp. It is said that a moderate grade can be secured over this route. L. G. Holden, who has been over the route several times, expresses the opinion that this is the most feasible one and that the electric line can end at Government Camp on an easy grade. Another survey is up Salmon River to Mount Hood. This is said to be on a very easy grade, and will cover a territory of great beauty. The line would follow the Salmon River for some distance, with Hunchback Mountain on one side and Hunchback Mountain on the other. Another route would be along the Sandy River on the north side of Mount Hood, but this route has merely been discussed.

National Park Urged.
In the district of the Zigzag and Hunchback Mountains, there is tremendous water power now going to waste. There is a great fall on both Salmon and Zigzag Rivers. The automobile road crosses and recrosses numerous streams. Another asset of great value is the timber, of which there is a great body surrounding these resorts.
It is conceded that most of the forest territory up at and near Mount Hood ought to be preserved and will be preserved, and that Mount Hood and a surrounding district for 15 or 20 miles should make up a National park. Some efforts have been made with this in view, but nothing definite has yet been accomplished. But with the constantly increasing travel to Mount Hood every year it is believed that the Federal Government will finally recognize that Mount Hood should be made a National

park and kept sacred for the benefit of Oregon and the Pacific Northwest.

EXHIBITION OF PARTS To Continue This Week.

The remarkable parts exhibit of the "First-to-Hazelton" Flanders "20" at the salesrooms of the Studebaker Corporation, Chapman and Alder streets, will continue all the week. This is a splendid opportunity to see what real wear will do to a car, and the number of parts that go to make up an automobile. You are cordially invited to inspect them.

A noiseless airplane being tried out by the British army is so quiet that its motor cannot be heard 50 yards away.

We Have Taken Apart the "First to Hazelton" FLANDERS "20" To Let You See What It's Made Of

THE PARTS OF THIS FAMOUS CAR will be on exhibition at our salesroom all this week. Hundreds of prospective owners have seen the working parts that made possible this real pioneer pathfinding trip. And they were impressed that even this trip—the gruelling "First-to-Hazelton" grind—touched lightly the real strength of a Flanders "20." Have you seen them? Come up tomorrow and closely examine all the parts; convince yourself and you will then understand why it stood up under this terrific ordeal.

THIS IS YOUR OPPORTUNITY TO SEE THE INSIDE of a Flanders "20"; what it's made of and how it's made. We want you to see what effect this 1281-mile journey had on the under-surface details—the parts you do not see when buying an automobile, but which in every Flanders "20" are paramount, because on them depends the whole life and usefulness of your car.

BE SURE AND COME ANY DAY THIS WEEK and see the inner workings of a Flanders "20" laid bare for your inspection.

We intended to start rebuilding this car tomorrow, but we think, from the interest the present exhibit has created among prospective automobile owners, we are warranted to continue it another week for the benefit of those who have been unable to see it. We are open today. Come in and inspect the parts. We guarantee it will interest you whether you own a car or not.

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L. H. ROSE, Northwest Manager

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SERVICE IS ESSENTIAL

DEALER MUST CARRY COMPLETE STOCK OF PARTS.

Success of Big Manufacturers Is Based on Willingness to Aid All Owners.

"An automobile without the proper service department is like a locomotive without tracks," is the way L. H. Rose, Northwest manager of the Studebaker Corporation, sums up the value of "service."

"What an owner really buys when purchasing a car from a reputable concern is the co-operation of the manufacturer through the service and parts departments," continued the Studebaker representative. "This helps the owner to get the most value out of his machine. He can tour all over the country with the assurance that should anything go wrong, or should he break any part, the matter can be economically and speedily remedied."

"For this reason, the larger manufacturers are going to the expense of es-

tablishing branch houses in the important centers of the automobile trade with agencies in nearly every town of any reasonable size in the United States.

"In buying an E-M-F or a Flanders, as in the case of other cars manufactured by responsible firms, the purchaser buys the co-operation facilities, conveniences and economies of all these agents. He is guaranteed our service as long as he is an owner."

"The automobile dealer who wishes to build up a permanent business must carry a complete stock of parts of the car or cars he represents. This is essential. It is why we carry a \$50,000 stock of parts in every branch. This consists of every part that goes into E-M-F and Flanders cars. Our owners can ask for anything they may choose and we will have it on hand, thus saving the time and expense of long distance shipment from the factory."

GRESHAM WILL 'SPRUCE UP'

Women Form Civic Body to Work With Commercial Club.

GRESHAM, Or., March 30.—(Special.)—The Gresham Commercial Club gave a social Wednesday evening which was largely attended by the members and their families. During the evening the

women formed a civic improvement association with a membership of 25, and appointed an executive committee, which will take in hand the permanent organization.

The object is to work in harmony with the Commercial Club in all mat-

ters pertaining to a betterment of the conditions of the city and its surroundings. Mrs. Charles Cleveland is chairman of the executive committee.

The colors of the new Chinese flag are red, yellow, white, black and blue.



AS a matter of fact other things are not equal. Diamond Tires not only give greatest mileage, but they are as much superior in Repairability as they are in Mileage.

Any repair man will tell you that a repair put in a Diamond Tire will stick—but that he cannot guarantee a patch on any other tire, that even should you cut or smash a Diamond Tire hard enough to break the fabric, the injury is only local and can be repaired. The same accident would ruin any other tire beyond repair.

Diamond Tires suffer less severe injuries than any other tire, and when they are injured it costs less to repair them.

The most important point about a tire is quality, the type is secondary. Diamond Tires are made in all types, all sizes, and to fit every style of rim. You can get in Diamond Tires any type that you want, and in any Diamond Tire that you choose you will get what no other tire can give you—the Greatest Mileage and the best service that can be built into a tire of that type.

In addition to dependable dealers everywhere, there are FIFTY-FOUR Diamond Service Stations. Diamond Service means more than merely selling tires—it means taking care of Diamond Tire users.

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The Diamond Store

Seventh and Burnside Streets, Portland.

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WE COULD BUILD THEM CHEAPER, BUT WE WON'T
WE WOULD BUILD THEM BETTER, BUT WE CAN'T

A Shipment of New 1912 Construction Extra Heavy Pennsylvania Vacuum Cup Non Skid Tires

These Tires Carry an Unqualified 4000 Actual Service Mileage Guarantee



Pennsylvania Tires besides giving the greatest number of service miles carry the most liberal guarantee of any tires ever sold. They cost no more than inferior makes. Send for price list

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