

### ASHLAND ROUTE TO CRATER LAKE GOOD

Editors to View Wonders of Dead Indian Road.

### LAKE COUNTRY TRAVERSED

Lake of Woods, One of Most Beautiful of Them All, Directly on Scenic Auto Trail.

ASHLAND, Or., Aug. 2.—(Special.)—The National Editorial association, which will visit Crater lake on August 31 and 12, will go either to Crater lake over the Ashland-Crater Lake road, known as the Dead Indian

### MARION COUNTY BUYS REPUBLIC TRUCK FOR ROAD WORK.



This 3 1/2-ton "yellow chassis" job, just delivered by the Roberts Motor Car company to Marion county commissioners, is the second Republic bought by that county in a month.

Road. So many cars will be required to transport the party of 250 or more editors that the executive committee in charge of the southern Oregon entertainment has decided to split the party in half, sending one division to the lake over the Rogue river road from Medford and the other division over the Dead Indian road from Ashland.

Each division will return over the other route than that traversed to the park. This will enable the party to be taken to and from the lake in half the time under the old plan of sending and bringing them home over the Rogue river road.

The Dead Indian gateway to Crater Lake has received little attention until now, but leads through a wonderful high plateau country of lakes, glades and big timber. This country has become the favorite mountain trip of the people of southern Oregon.

**Pretty Mountain Lake.**  
At Lake of the Woods, which has gained the name of "the prettiest mountain lake of them all," scores of valley people have taken up the summer homesites allowed by the forest service and have built or are building summer homes. This lake is 30 miles from Ashland at the foot of majestic Mount McLoughlin, whose snow-capped summit rises nearly 10,000 feet. The road winds along the shore of this lake for miles and the lake has a fine beach and is ideal for bathing and boating. There is also good fishing. Three hundred persons were camped here last year.

Much road work is being done on this highway to Crater lake and it will be

hurried to put the road in the best possible shape for the coming visit of the editors. Out of Ashland the road winds up a steady grade to the summit of the Cascades, 14 miles from the city. From the summit the road winds for 23 miles through a heavily timbered, rolling country to Lake of the Woods.

Some of the finest mountain stock ranches in this part of the state and many fine fishing streams are found along this route. From Lake of the Woods there are quite a few small grades in the 13 miles to Pelican bay, where the road joins with the Klamath county road which skirts the western shore of Klamath lake.

At Pelican bay is located Harriman ledge, the mountain home of the great railroad magnate in years gone by. There are many lake resorts along the road from the lodge to Fort Klamath and many fine fishing streams are crossed in those 24 miles. From Fort Klamath to Crater lake is 22 miles, this being the road used by those entering through Klamath Falls.

**Total Only 92 Miles.**  
Thus the total distance from Ashland is 92 miles, making this the shortest from the Pacific highway to the lake of any of the routes. It is bound to become one of the most popular.

Ashland has become the starting point for most of the automobile campers who visit Crater lake, the auto camp here in Lithia park having won the reputation of being one of the best in the country.

The Ashland-Crater Lake road is in good condition with the exception of a few rough places. Just this side and the other side of Lake of the Woods, which can be ironed out with a few days' work. The forestry service will be asked to aid in this work.

Ashland will provide its share of the automobiles to transport the editorial party to Crater lake. From the lake the entire party will return to Ashland for a picnic dinner in Lithia park. Swimming at the sulphur baths here will also be an attraction sure to please the visitors after their long ride from the lake.

### SOLUTION OF USED CAR SALES

Edward S. Jordan Would Apply the Golden Rule to Problem.

Edward S. Jordan, president of the Jordan Motor Car company, offers automobile dealers a simple solution of the problems connected with the handling of used cars. It rests on the

principle of trading only in good merchandise and applying the golden rule in business.

In presenting his suggestion in an address to auto manufacturers and dealers Mr. Jordan asked every dealer present to write the names of what he considered the best and second best cars in every price class from \$500 up. This gave each dealer a list of about 16 cars. Each man made his own list without consulting anybody else.

Then he suggested that for 60 days each dealer trade only in the cars he had just written on his list, cars which measured up to the individual dealer's specifications of what constituted good merchandise.

"If you will have the courage to sell only these cars you know are good merchandise," Jordan told the dealers. "It will mean a big elimination, of course, but you will have the used car problem solved."

"Don't sell a man an automobile you know is wrong. You can figure he will get back at you."

### NEW GOODYEAR TREASURER

H. H. McCloskey, 17 Years With Company, Wins Promotion.

The appointment of H. H. McCloskey as second assistant treasurer is announced by the Goodyear Tire & Rubber company of Akron. Mr. McCloskey came to Goodyear

only four years after its organization, on November 10, 1902, as a clerk in the factory payroll department. A few months later he was transferred to the treasurer's office in the bookkeeping department where his general ability and keen insight into financial matters soon won recognition. He was made cashier in 1910 which position he held until the day of his promotion.

He is also the proud possessor of a 15-year service pin awarded to him a year ago for faithful and continuous performance of duties during the days when Goodyear built the foundation on which its present prosperity is founded.

### CLOSED CAR LUXURIOUS

### WESTCOTT CABRIOLET IS ON WAY TO PORTLAND.

First of Westcott Inclosed Models in Pacific Northwest to Be Here Soon.

The next shipment of Westcott cars, due in Portland about August 6, will bring to Moltner-Westcott Motors several of the lighter six five-passenger Westcotts and the first enclosed automobile of the Westcott line to appear in the Pacific northwest. It is an elegant cabriolet coupe. A consignment of Westcott larger six seven-passenger cars, which arrived a few days ago, will be disposed of by the time the lighter six touring and the cabriolet coupe arrive.

"Westcott enclosed bodies, fashioned in aluminum, incorporate the latest ideas in custom design," said Jay S. Moltner. "The permanent post construction insures utmost rigidity and long and satisfactory service. The window construction eliminates vibration and is storm-tight. Windows telescope into rattle-proof berths and may be instantly adjusted to any height by conveniently placed regulators."

"Interior trimming throughout is of the highest quality neutral tone. Interior accessories and equipment are luxurious and harmonize with the body details throughout."

"The cabriolet coupe accommodates three passengers seated side by side with ample luggage space behind the seatback and in the deck. The sedan is four-door type and for five passengers in the lighter six class and seven passengers in the larger six class."

Don't start your car with a jerk. Always engage the clutch gradually and see that the car starts off easily.

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10. Stretches the top and prevents it from sagging and wrinkling between the supporting bows, thus lengthening the life of the fabric by preventing the accumulation of water.

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