

U. S. SCENERY HED IMPORTANT ASSET

Secretary of Interior Tells of Value to Nation.

PARK TRAVEL INCREASING

Every Opportunity Afforded Public to Enjoy Visits to Great National Playgrounds.

Scenery is one of the most valuable resources of any country, writes Albert B. Fall, secretary of the interior, in the American Forestry Magazine. This was evidenced before the war by the great part tourist travel played in the income of France, Switzerland, Italy and other countries, and the effort now being made by foreign countries to re-establish the tourist industry on a larger plane. For touring is based on the enjoyment of scenery, and the country that has the best to show will enjoy the largest influx of visitors.

As a nation we are richly endowed with scenery, but pre-eminent stand the national parks. Briefly stated, these now number 19 and, including the tremendous volcanic exhibits of the Hawaiian islands and the Mount McKinley game section of Alaska, are areas of supreme scenic splendor, or possessing other unique quality, which congress has set apart for all time for the use, health, recreation and enjoyment of the people.

In the creation of national parks the element of size is of no importance. The scenery must be of such supreme and distinctive quality or there must be natural features so extraordinary or unique as to be of national interest and importance.

Park Travel Increasing. Areas which express in less than the highest terms the particular class or kind of exhibit which they represent are not included, for to do so lowers the standard and impairs the dignity and prestige of the existing national park system. This principle is readily understood after a study of the individual characteristics of the existing national parks.

The appeal these national preserved wonderlands have made is fully proved by the phenomenal increase of travel to the parks during the last three years. Including travel to a few of the 24 national monuments, travel to the parks in 1918 amounted to 415,461 people; in 1919 to 511,516; and during the first six months of 1920, 455,745. The majority come in their own motor cars.

Every opportunity is afforded the public to enjoy the visits in the manner that best satisfies the individual taste, and to enable this the fullest possible freedom of action is granted and varied forms of outdoor entertainment are provided. Hotels and camps are established, providing a variety of accommodations.

Parks Also Educational. Mountain climbing, horseback riding, hiking, motorizing, swimming, boating and fishing and, above all, camping, are the favorite sports during the height of the summer season. In winter the development of winter sports in such parks as the Yosemite and Rocky mountain already offers opportunities for skiing, sleighing, snowshoeing, tobogganing, skating and the like amidst ideal surroundings. Indeed, most significant is the fact that during the last winter the Yosemite valley entertained visitors from 37 states of the union and from 22 foreign countries.

The educational value of the national parks also is becoming more and more recognized. They offer opportunities to universities and schools for the conduct of vacation period studies. The nature guide courses that have been instituted have proved exceedingly popular and will gradually be extended to other parks. In time adequately equipped museums, containing specimens of wild flowers, shrubs and trees, and mounted animals, birds and fish native to the individual parks may be provided.

Wild Life Preserved. Already the parks are developed with roads and trails, which are being expanded as appropriations are made available by congress, and yet are established with such care that any overdevelopment to disturb the quiet enjoyment of the wild places is guarded against. Hunting, of course, is not permitted, except in the Mount McKinley park in Alaska, under exceptional circumstances, because one of the prime purposes in the establishment of the parks is that of preserving the game sanctuary, where wild life may be observed and developed in its natural habitat.

The term "national parks," therefore, has a definite meaning. It means that as long as this policy of national park maintenance endures there will be an untouched bit of native wilderness preserved from the leveling forces of economic development.

DETOURS TO BE MARKED

LIAM COUNTY PUTS UP SIGNS DURING CONSTRUCTION.

Temporary Route Declared to Be in Good Condition and Practically Free From Dust.

ALBANY, Or., Aug. 6.—(Special.)—Complaints that the detour through Liam county south of Albany to avoid construction work on the Pacific highway is not well marked will be obviated for the future, in the opinion of Engineer Wright, in charge of highway construction in the county. A force of men went over the detour this week and placed additional signs so that there are now 34 signs along the route pointing the way. The engineers say there is no further excuse for getting off on side roads.

The roads which this detour route covers are in good condition, the engineers say. All are hard graveled roads and are not rough except in a few places for short stretches. These roads are practically free from dust. Some of the roads in this section of the state, particularly where there has been recent grading work, are now getting very dusty. Construction work is under way now on several market roads and some of these are full of dust. The main roads, however, are well graveled and are almost free from dust.

Motorists to Cascadia and other resorts along the South Santiam river have been using two routes recently between Albany and Sweet Home. The shorter route and the one generally used is through Lebanon and up the South Santiam river to Sweet Home. The longer one, which some

travelers have preferred recently, is via Brownsville, up the Calapooya river to Holley and over the ridge to Sweet Home. Each route has its advantages. The roads between Albany and Lebanon, whichever route one takes, are much better than the roads between Albany and Brownsville. This is particularly true if one travels the Santiam road eastward from Albany and then goes straight south into Lebanon from the Harmony grange hall. But the road between Brownsville and Sweet Home is better than the route between Lebanon and Sweet Home. The former road, though longer, is in good shape, while between Lebanon and Sweet Home the road is pretty rough.

Above Sweet Home the road is good to the foot of Shea's hill above Foster. From then into Cascadia and on up the river above Cascadia the road is pretty rough. If the motorist is content to take his time and drive carefully the trip can be made without difficulty, but it is rough riding for one in a hurry. From the foot of Shea's hill eastward comfort, safety and the saving of springs particularly decree low-gear driving most of the way.

Roads to fishing streams in the northern part of the county are good until the hills are reached and then generally the roads are somewhat rough. Roads are especially good from Albany to Seilo and the roads from Albany in most directions from that point were in Portland recently attending

BRIGHT PROSPECTS ARE SEEN IN WEST

Willard Storage Battery Officials Optimistic.

OREGON DEALERS MEET

Northwest Declared to Have Better Business Future Than Any Other Part of Country.

Business possibilities for the coming year are even brighter than during the last 12 months, in the belief of the officials of the Willard Storage Battery company of Cleveland, who were in Portland recently attending

discussed by S. W. Rolph, assistant to the general manager. He said: "The northwest certainly has a warm spot in my heart. It is the section of the country which I claimed as my residence for some years, and I have always been interested in its growth and achievements. "I cannot help but remark that I think the northwest is in better condition today and has a better immediate future than any other part of the country. The bumper grain crops that are sure to come this coming fall will certainly put the northwest far ahead of its present leadership than any other section of the United States. On this present tour we have encountered a great number of optimistic group meetings, but the last three meetings we have held in Spokane, Seattle and Portland seemed to radiate the feeling of optimism more apparent than any one so far."

Advertising Is Discussed. S. E. Baldwin, advertising manager at the Cleveland factory, gave a lengthy and instructive talk on advertising in general, leaving some very good points for the future guidance of the different service station operators. The evening the convention ended with a banquet and social entertainment, with a few talks by N. G. Wolf, district manager, San Francisco; C. T. Burg, manager Harper-Burg, Inc., Portland; H. P. Lawson, assistant district manager, San Francisco, and L.

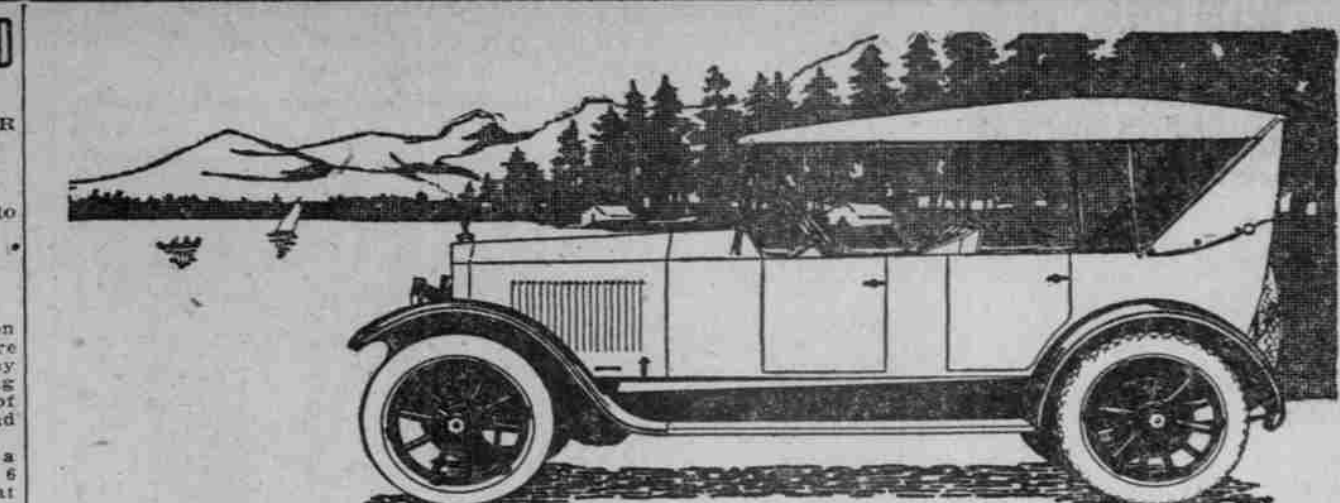
TRUCK BIG MOVING AID

ELDERLY COUPLE FIND THEIR TROUBLES DISAPPEAR.

Method of Getting Furniture to Town 203 Miles Distant Costs Less Than Rail Freight.

When an elderly couple living on Whitethorn avenue, Cleveland, were told by their son-in-law that they could move to Detroit without losing a single night under their own roof they merely looked at each other and smiled.

They had never heard of such a thing before. Breakfasting at 6 o'clock and asleep at 10 o'clock that night in a new home 203 miles distant was something which they were inclined to take with the proverbial grain of salt. Within the family circle the matter of moving had been up for discussion frequently, only to be cast aside each time at the thought of crating and packing, shipping delays and the inconvenience and expense of living in temporary quarters. The same disagreeable features that worried their grandparents worried this



Note the Large Number of Velies in Portland

Some dealers pride themselves that in California or in other points the car they represent sells well.

We point with pride to the large number of Velie cars in the hands of satisfied owners in Portland and throughout Oregon.

One man counted 42 Velie cars pass one corner in 5 minutes in the downtown section one day last week. There's a reason for this local popularity. Come and see the various Velie models—or just phone and we'll call for you.

W. R. DeLay Motor Co., Inc.
Distributors.

58-60 North 23d St. Phone Main 780

Dealers: If your territory is not closed—wire or write for proposition.

SERVICE DEALERS FROM EVERY PART OF OREGON ATTEND FIFTH ANNUAL CONVENTION OF WILLARD STORAGE BATTERY COMPANY AGENTS.



FACTORY OFFICIALS FROM HEAD OFFICE AT CLEVELAND CAME TO PORTLAND TO ADDRESS SESSION, WHICH HAS BEST ATTENDANCE SINCE MOVEMENT WAS INAUGURATED.

city into the hills. Roads are good most of the way to Laconia via either Lebanon or Crabtree.

HOOD RIVER ROADS ARE FAIR

Pavers to Begin Work Near Marsh Gravel Pits Immediately.

HOOD RIVER, Or., Aug. 6.—(Special.)—The paving crews of the A. D. Kern company reached the gateway tunnels between here and Mosier today and discontinued paving on this end of the link of the Columbia river highway, for which they have the contract. They will begin immediately on paving the east end of the stretch just west of the Marsh gravel pits.

The work of the Kern company, as well as that of the Hauser company, which will begin laying asphalt soon near Rowena, will necessitate detouring over Seven Mile hill between Mosier and The Dalles during working hours. The road will be open before 8 A. M. between 12:30 and 1:30 P. M. and after 5 P. M. Roads of the valley remain better than usual at this season of the year, although motor traffic over them has been heavier this year than ever on any former year.

Members of the Bermuda assembly are renewing their efforts to enact a law permitting the use of automobiles in the British island colony. The chief opponents of motor vehicles are said to be American winter residents and tourists.

TIRES SPECIAL

FACTORY FIRSTS High-Grade Standards

30x3 Ribbed.....	\$ 9.65
30x3 1/4 Non-Skid.....	11.70
32x3 1/2 Ribbed.....	14.85
32x3 1/2 Non-Skid.....	15.50
31x4 Non-Skid.....	16.65
32x4 Ribbed.....	18.40
32x4 Non-Skid.....	19.75
32x4 Non-Skid.....	16.95
33x4 Ribbed.....	19.35
33x4 Non-Skid.....	21.75
33x4 Non-Skid.....	17.65
34x4 Ribbed.....	19.75
34x4 Non-Skid.....	21.50

Other Sizes in Proportion

Mail Orders Given Prompt Attention

MALCOM TIRE CO.

Broadway and Everett Sts., Portland, Or.

Cole Aero "8"

Thoroughly rebuilt Cole Aero "8" Tourer. Beautifully refinished in beautiful Napier green with black trimmings. New cord tires. This car is substantially the same as a brand new one, but the price is less than a new six-cylinder new car. This car can be seen on our floor today. Reasonable terms to right party.

Northwest Auto Co.
18th at Alder Bldwy. 1460

the fifth annual convention of Willard dealers of Oregon.

The convention was held at the Multnomah hotel on Friday and Saturday, July 23 and 24, and was attended by Willard dealers from practically every city in Oregon, as well as a number from the state of Washington. There were 80 Willard service managers in attendance, in addition to the eastern officials and several of the western representatives from California.

"We are extremely proud of the Willard organization, both at the home office and in the field," said H. S. Gardner of Cleveland, general sales manager, in addressing the Willard managers. "It is with a great deal of enthusiasm that we look forward to the time that we can make our annual trip out in the field, so that we might meet the men who are on the firing line for us."

Conventions Are Successful. This convention in Portland is our twenty-first on the present tour, and we still have two more to attend before we head for home. Every meeting so far has been a decided success, both for us from Cleveland as well as you service men in Oregon. We have all obtained a great deal of good from each other. Business conditions generally were

W. Kibler, manager of the Portland branch.

The following day all the company officials from Cleveland and San Francisco were entertained on a trip up the highway by Mr. Burg and R. F. Bowman, assistant manager of Harper-Burg, Inc., and the sights of the Columbia were revealed to the visitors from the east.

NEW MODEL FORD IS MYTH

Report of Intent to Change Design Denied by Factory.

Emphatic denial of the published report that there is to be a new model Ford placed on the market shortly was contained in a telegram received last week from the Ford factory by the Portland branch. Following is the denial:

"Our attention has been called to recent newspaper articles to the effect that there is to be a new model Ford car on the market August 15 with change in design, ventilating, windshield and one-man top. As we do not contemplate any change and there is no foundation to the rumor circulated in this connection, we have no hesitation in making a denial of the report."

present-day couple, for they took no account of the improvements that motorized transportation had brought about.

What they finally learned through the use of a pneumatic-tired Packard moving van operated by the Wayne Furniture & Packing company of Detroit was that the job of moving had lost practically all of its terrors, real or fancied. Within a maximum of 12 hours they found that every piece of furniture in their possession could be moved from Whitethorn avenue, Cleveland, to Clairmont avenue, Detroit, with no crating or packing in the ordinary sense of the word and with excellent assurance of the prompt and safe arrival of the load.

In addition to all of this they discovered the cost of the job to be \$41 less than it would have been by rail. The trip was made under very poor road conditions, which necessitated 33 miles of detouring. Provided favorable road conditions, ten-hour service could easily be given between the two cities.

Because the loss ratio to premiums is no less than 85 per cent, insurance companies in the United States have decided to combine in an effort to check the theft of automobiles.

Announcement

In order to make room for our greatly increased accessory trade we have disposed of our Auto Wrecking Department by transferring our Used Parts to the Auto Wrecking Co., Alder at Sixteenth street, and

We Now Will Deal Exclusively in NEW AUTO SUPPLIES

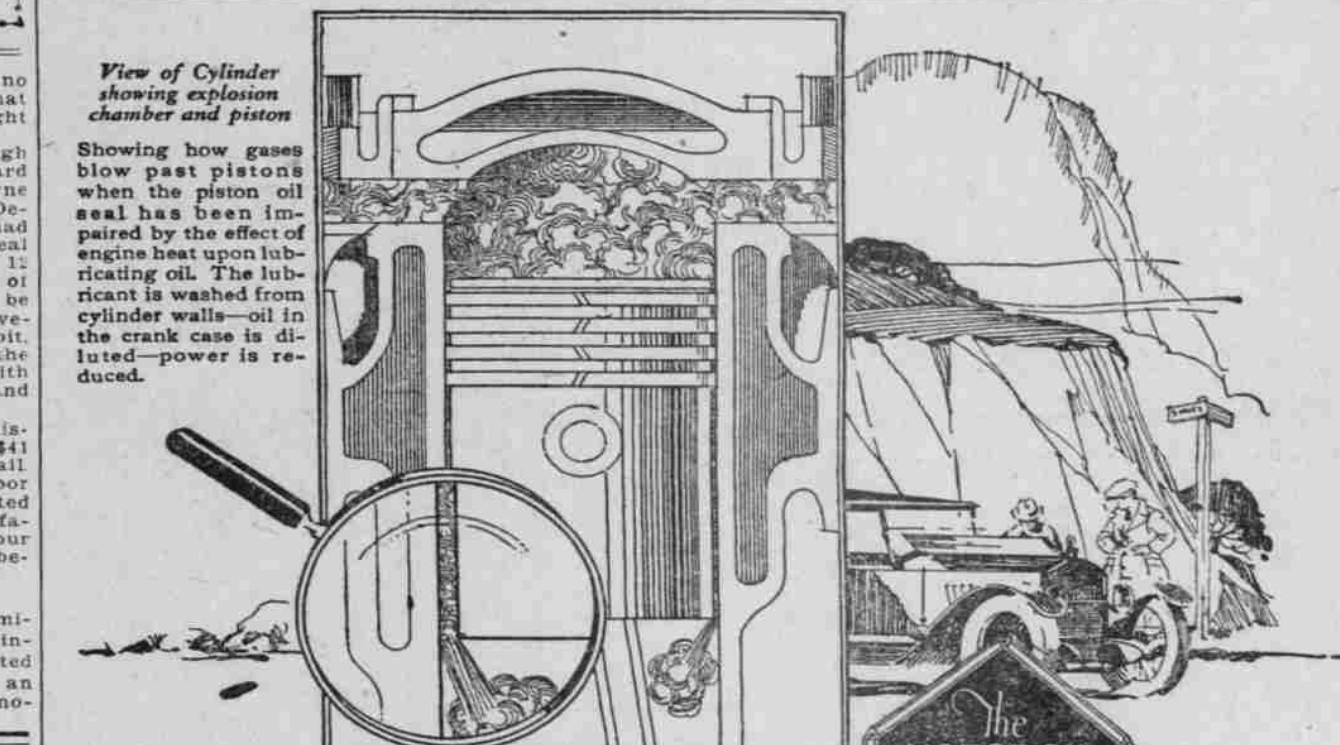
This change will enable us to carry a larger, more varied and complete stock of Accessories and give better service to our customers. We invite you to shop at "The Home of Auto Supplies" which has been remodeled and enlarged to accommodate our many customers.

New Repair Parts Department

We will conduct a separate department with a complete stock of NEW Differential and Transmission Gears, Axles, Shafts and Springs for all cars. Special discounts to garagemen.

Note this sign on our roof—

HOME OF AUTO SUPPLIES
DAVID HODES & CO.
BROADWAY AT COUCH STREET
Portland, Oregon



View of Cylinder showing explosion chamber and piston
Showing how gases blow past pistons when the piston oil seal has been impaired by the effect of engine heat upon lubricating oil. The lubricant is washed from cylinder walls—oil in the crank case is diluted—power is reduced.

Why Your Engine Loses Power

If the lubricating oil film between piston and cylinder walls breaks down, power is reduced by loss of compression. Leakage of gases into the crank case also results. This contaminates the lubricating oil, and may lead to serious damage.

With operating temperatures of the motor ranging from 100 to 3000 degrees Fahrenheit only an oil of highest lubricating value can maintain the essential film between moving parts.

Cycol is the new and different motor oil with greater lubricating value. Cycol is made by the new Hexeon Process which removes destructive "sulpho" compounds. Oils containing "sulpho" compounds break down rapidly under engine heat, impairing the lubricating film.

Cycol-ize your motor today—flush the crank case—not with kerosene—and refill with the correct grade of Cycol as shown by the Cycol Recommendation Chart. Cycol is 25c to 35c a quart according to grade.

ASSOCIATED OIL COMPANY, San Francisco

CYCOL
MOTOR OIL
FREE FROM DESTRUCTIVE "SULPHO" COMPOUNDS