

COLUMBIA HIGHWAY PRAISED BY VISITOR

California Writer Declares
Scenic Drive Unequaled.

TRIP PROVES INSPIRING

Splendid Tribute Paid to Talent
That Evolved and Constructed
Wonderful River Road.

A splendid tribute to the Columbia river highway is contained in a recent issue of the Daily Press of Riverside, Cal., a member of the staff of that paper recently visited Portland and made a tour of the highway, and on his return penned the following description of it: "The Columbia river highway is the greatest scenic drive in the United States. That is the verdict of authorities generally who see its wonders and I certainly concur in that view."

"We had the pleasure of driving from Portland up the Columbia to Hood River, a distance of 45 miles, and the panoramic view was wonderful in its variety and inspiration. The Columbia is one of the mighty rivers of the country and its lower course, through towering basaltic cliffs, black and forbidding in places, but in other sections relieved by forest cover and broken by ravines beautiful with wild flowers and ferns and sweet with woody odors."

Water Falls in Tunnels.
"Waterfalls pour over the cliffs or dash down through the ravines and give an added charm to the drive. The Multnomah falls are over 600 feet high and the water pours over the cliff into a fern bowered pool with the skyrockets that is so noticeable at the Nevada falls in the Yosemite. At intervals wonderful views are had of the volcanic dome of Mount Adams and the towering spire of Mount Hood. Both these peaks are covered with snow to their very bases."

"The highway strikes the Columbia a few miles east of Portland and from that point on it runs directly along the river. For much of the distance the broad road is cut out of solid volcanic rock. There are the tunnel and the Mitchell Point tunnel shown in the picture on this page is 400 feet long and lighted by arches through which you look out over the river. At some points the road is high above the river and then it drops down close to the swirling waters that remind you of Bryan's line: 'Where rolls the Oregon!'"

Road Carefully Protected.
"Wherever the road is built along the cliffs it is carefully protected by rock guard rails or strong wooden fences, giving directness and security. The grades are easy and the road so wide that passing is an easy matter. Any auto driver who has had a reasonable amount of experience can negotiate this drive with comfort and safety."

"The construction necessarily has been tremendously expensive. The state highway commission claims that this is the most costly piece of road building per mile yet attempted in the country, and I can easily believe this is true. We have had some pretty expensive pieces of construction in California, but we have not undertaken to place roads along the side of basaltic cliffs. At Crown Point Multnomah county has built an observatory and comfort station of solid rock that cost \$100,000, and this will suggest that the people of Oregon have not hesitated to go down into their pockets to make this scenic drive complete in every detail."

Highway Skirts River.
"What is officially designated by the state highway commission as the Columbia river highway runs from Astoria at the mouth of the Columbia, in Pendleton, in eastern Oregon, a distance of 240 miles. For nearly 200 miles the road skirts the river. The paving is all completed from Astoria to Hood River and contractors are working on the section from Hood River to the Dalles. From The Dalles to Pendleton about 125 miles, the road is rock surfaced but said to be very good. The 100 miles from Portland to Astoria is not quite as famous as the section from Portland to Hood River, but it is said to be a wonderful drive and at Astoria you come out to the sea at the mouth of the Columbia."

"If this highway was near Elveridae or any other tourist resort in southern California it would be black with automobiles nearly all the time. Oregon has failed to exploit its beauty and unique character as a tourist spot, but gradually its fame is becoming known, especially to the automobile tourist."

Touring Astor Numerous.
"On the drive from Portland to Hood River and return we saw cars from 12 western states and the California cars ranked next to those of Oregon in number. When we stopped at Multnomah falls half a dozen California cars were at one time. "Oregon is behind California in the matter of road signs," the writer concludes. "The state highway commission provides signs of uniform style for the more important crossings, but autoists miss the complete and convenient information supplied in California by the signs of the Southern California Automobile club and the California Automobile association."

WIRELESS IS USED ON AUTOS

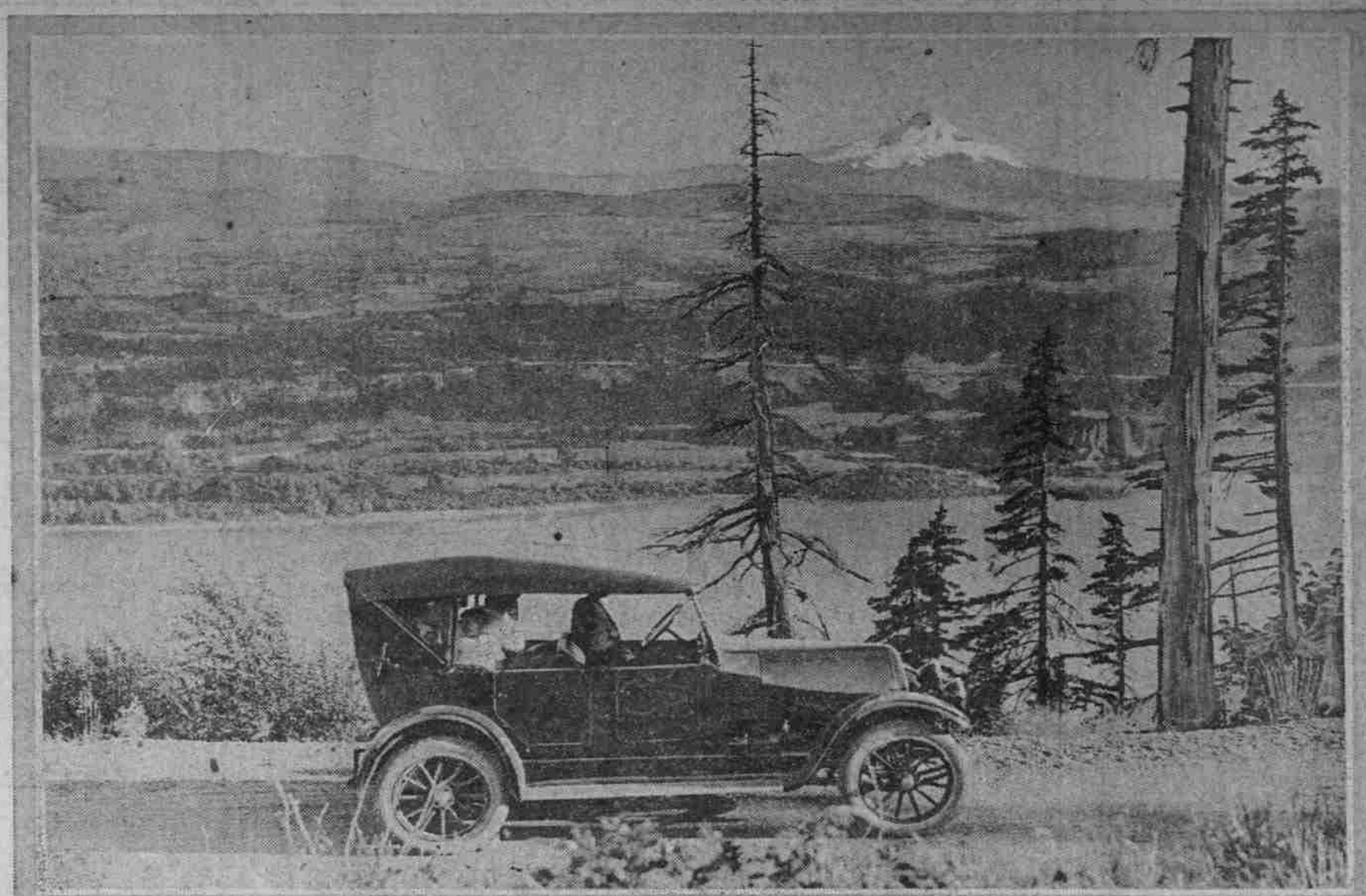
Fire Department at Hartford, Conn., Has Unusual Equipment.

It has remained for Hartford, Conn., to come through with what is believed to be the first practical application of the portable wireless telephone as an aid to fire-fighting. Chief John C. Moran of the Hartford fire department, in order to bring this about, has placed a full-fledged wireless telephone outfit in the rear of his Marmon touring car.

In recent tests Chief Moran, sitting in his Marmon 34, was able to talk from different parts of the city to the central station, located at the home of C. D. Tuska. Through the use of a portable wireless telephone outfit rigged up by Mr. Tuska, it is possible to reach the chief by wireless in any part of the city, notifying him at once of a fire or any other urgent call. While the details have not been perfected, arrangements are being made for sending an outfit to be attached to the automobile, enabling the chief to communicate with the Tuska station by wireless, they to transmit the message to fire headquarters. Numerous tests have been made to determine the feasibility of the scheme. Driving 25 miles an hour, it was possible for persons in the car to hear a Victrola record at Mr. Tuska's home. The portable instrument worked perfectly despite the fact that the car was in motion.

Ohio has a registry of 617,000 motor vehicles.

UNDERWOOD BLUFFS ON WASHINGTON SIDE OF COLUMBIA AFFORD MAGNIFICENT VISTA.



View of Columbia river and Hood River valley from the North Bank highway on the Underwood bluffs. It is but a little matter of a couple of thousand feet recently by L. Therkelsen of the Braly Auto company, local Franklin distributor.

WILLS ST. CLAIRE HERE

NEW CAR HANDLED BY CHAS. C. FAGAN COMPANY.

First Shipment Arrived Wednesday and is Now on Display at Fagan Quarters.

The Wills Saint Claire, one of the newest quality automobiles on the market and a car which has created a great deal of interest during the past summer throughout many parts of the country, made its bow in Portland last week. The first shipment of three of the cars, two touring models and one roadster, arrived on Wednesday afternoon and by Thursday the cars were on display at the headquarters of Charles C. Fagan company, which has been named distributor for Oregon and southern Washington.

Mr. Fagan, who also has the Pierce Arrow distribution, went east a short time ago with the idea of looking over the Wills Saint Claire proposition and, if it were found satisfactory, to secure the distribution franchise if possible. He returned to Portland a week ago with the contract in his pocket and the first carload of the new automobile rolling on the way west. Needless to say the proposition looked even better to Fagan than he had anticipated, and he considered himself mightily fortunate in closing for the franchise, as a whole sheet of applications for the Oregon distribution, some 75 in all, were on file at the company headquarters at Marysville, Mich.

The new car is a high quality light car selling for just over \$3000 delivered in Portland, for the touring model. Appointments and finishings are the last word in modernity. The car is known as the "molybdenum" car, being made almost entirely of molybdenum steel, a new steel claimed to possess unusual strength for its weight. The motor is of eight cylinders V type, cast at a 60-degree angle. Valves and cam shaft are overhead.

The new car is being manufactured in the five-passenger touring, two and four-passenger roadster, coupe and sedan models, with finishes in blue, green or wine color. Among the unusual appointments are a courtesy lamp on the left side and a double rear lamp. The courtesy lamp provides light for guidance when passing another car at night. The double rear light, one red and one white light, is ingeniously arranged so that when the car is thrown into reverse the white light goes on for guidance.

Of particular interest is the factory of C. H. Wills & Co., at Marysville, Mich. Wills virtually built the town of Marysville as an ideal manufacturing city. The town was laid out along progressive lines, wide streets built and homes for workmen and officials built and the big plant

HERE'S NEW HEAD OF THE WHOLESALE DEPARTMENT FOR NORTHWEST AUTO COMPANY.



The newest executive to join the ranks of the Northwest Auto company is Fred W. Tregaskis, who has directly from Raymond, Wash., where he has held a responsible position since 1918. Tregaskis will handle the details of the wholesale department of F. W. Vogler's concern. Tregaskis is a native of eastern Oregon and is an old schoolmate and former business partner of Percy M. Johnson, Mr. Vogler's assistant. He took up his new duties last Monday and is now busy getting in touch with dealers throughout the big territory handled by the Northwest Auto company.

SCENIC ROAD IS OPENED

IMMIGRANT TRAIL CLEARED BY FORESTRY SERVICE.

Highway Said to Furnish Autoists With Route Equaling Best in State for Natural Beauty.

SALEM, Or., Aug. 27.—(Special.)—To cap the improvement by Lane county of the scenic highway up the middle fork of the Willamette river from Eugene to Oak Ridge, a distance of 45 miles, the United States forestry service has announced the opening of the old immigrant trail over the summit, then along Summit lakes, and down the east slope to a connection with the Dalles-California highway. The road is along Crescent lake and other scenic wonders of the state. To reach this drive it is necessary to leave the Pacific highway at Goshen, thence following the well-macadamized road through Pleasant Hill and Trent to Lowell. From Lowell it is impossible to leave the trunk line. The road from Lowell to Oak Ridge is also macadamized and safe for fast travel. From Oak Ridge the road is narrow and somewhat steep in places, but safe at all points. The run from Goshen to Summit lake, which lies at

the summit of the Cascade range, can be made in five hours. The scenery along the middle fork of the Willamette river is fully equal, if not superior, to that on the McKenzie river, while the hunting and fishing is not surpassed anywhere in the state. There are splendid camp sites and good water is available. From Summit lake it is only a short distance down the east slope to Crescent lake, and from Crescent lake an excellent road leads to Lake Odell. The opening of the highway makes accessible to the tourist one of Oregon's most attractive districts.

GAS ADJUSTMENT IS ADVISED
Correct Carburetor Is Secret to Fuel Economy.

Automobile owners who are having trouble getting expected mileage out of their gasoline consumption may find that by having their carburetors adjusted carefully increases in fuel economy can be obtained. This is advice given by the Associated Advertising clubs in a bulletin issued by its vigilance committee, reporting investigation of claims made for a carburetor advertised as sure to save one-half to one-third on fuel and to increase the power of any motor from 30 to 50 per cent.

The bulletin states that tests made by the government bureau of standards was to the effect that the extravagantly advertised carburetor showed no marks of superiority over others, and that the government bureau stated great numbers of automobiles are being operated with a considerable excess of fuel under average conditions and careful readjustment of the carburetors would in many cases bring about worth-while economy. The government bureau also pointed out that the apparent superiority of some carburetors for which overdrawn claims are made is due to the care with which they are adjusted, says the association bulletin.

Sedan Screens.
To obviate dust and dirt getting into

the radiator is made as follows: Dissolve as much concentrated lye as a quart of water will hold. Drain a little water out of the radiator and pour in the lye solution. Run the engine for 15 minutes. Drain the lye solution out and flush the water system out half a dozen times, or until all traces of the lye are removed.

Announcing
The Lark

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—Dictionary Definition.

HERE is a sport car new in design and in value; and far ahead in performance. To drive the Lark is to feel youth, to exult in motion, to abandon care; indeed, to experience a "merry adventure!"

To skim over the roads as never before—to welcome hills because of the sheer joy of flying up them—to be free to drive where you desire, the way you wish, without misgivings—that is the assured delight in owning the Lark!

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The Good Maxwell

The new goodness of the good Maxwell and its low costs appeal strongly to people who have found a motor car to be a family necessity.

Chalmers Motor Car Company
Maxwell Motor Sales Corporation
OREGON AT EAST THIRD
Phone East 531

MAXWELL

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