

MT. HOOD'S SLOPE SHOULD BE MADE TOURISTS' MECCA

Roads and Hotel Accommodations Should Be Provided so Visitors May Enjoy View in Comfort.

Cable-anchored, surrounded with a wealth of uncut forest, and situated so that the first rays of morning light strike its rough-hewn sides with regal colors, Cloud Cap Inn clings to the sides of Mount Hood, and from the top of its own little spur bids the traveler to make his stay under its hospitable roof and see nature and rugged grandeur at its best. But to get there Saturday the Portland Ad club expedition waded through dust, around bends, and up inclines on the road through the forest. Once there it discovered that people who had never turned their machines or their feet toward the inn high on the side of the mountain, have missed much that might have added a wealth of joy to their lives.

Thirty members of the Portland Ad club, which believes that Mount Hood should mean far more to eastern tourists than it does, made an official journey to the north side of the mountain and spent Saturday night and part of Sunday feasting their eyes upon what they had never dreamed the state held in store in the way of scenic beauty for those who might take the trouble to leave the beaten path and become acquainted with vistas of long range and surpassing charm, with rugged paths and gnarled clumps of scrub pine, and with wide fields of lupin and nesting beds of anemones.

The eastern tourist is willing to go and see what there is to see, but he wants the best of hotel accommodations—accommodations that will equal what he has at home. Today such facilities are lacking on the slopes of Mt. Hood, so the members of the Ad club discovered, and this is said without any reflection or intent to disparage the strenuous efforts by Rogers and Erdmore to provide homelike surroundings. It was found that from the exacting standpoint of the tourist there is still an element of comfort lacking as a result of the natural scenery. Easterners like to look at scenery, but they want to do so from the depths of an easy chair, from the windows of a comfortably furnished room, or from a place at a well-loaded table. Also they want a good road to take them to these comforts. These visitors will not rough it. There are limited opportunities for roughing it, but none for comfortable living. This is the crux of the whole matter.

LUNCHEON AT RANCH

South from Hood River a macadam road leads down into the orchard country, and the Ad club committee men with their friends took advantage of the invitation extended by the secretary of the club, W. J. Piepenbrink, to stop by on their way and sample real raspberries and cream, apples, and all the rest of the usual country menu. Luncheon was served on the grass at the ranch, and then the party turned south once more and set their faces toward the mountain. The roads by way of Neal Creek and Mount Hood might be the thing, still roads are needed to the base of the mountain, and one thing the Ad club wanted to know. They discovered that while the Mount Hood loop might be the thing, still roads are needed to the base of the mountain, and one thing the Ad club wanted to know.

For the motorist not having the feeling of proprietorship for the great mountain that every loyal Oregonian possesses, the party found that the highway to the base is a discouragement and not an incentive. The state should take the Mount Hood roads under its wing, it is believed, and make them more traversable. While some people out on vacation are willing to take all sorts of rough treatment to attain the object in view, still there is every reason to make the trip easy for the visitors who do not want to rough it.

IMPRESSION IS IDEAL

The slopes of Mount Hood provide almost an ideal place to make the best of impressions on the tourist.

Even at the comparatively low altitude of 6000 feet, where Cloud Cap Inn rests, vast plains are visible. The Columbia river may be seen far below, a silver strip in the center of a vast watershed; snow-capped peaks rise in the distance, Lost Lake can be seen off to the west and north, and to the south the mighty silver bulk of Mount Hood rises in protective might.

After supper Saturday night the Portland folks made the most of a wonderful moon, and the inn resounded with all kinds and conditions of melody. Thin tenor and doubtful bass, with a sprinkling of soprano and alto, rattled the shingles on the roof and caused the chipmunks to shiver in their holes.

EASTERN OREGON IN VIEW

Sunday morning found several members of the party working their way up the steep and rocky sides of Cooper Spur. The shortness of the stay prevented the full climb to the summit of the mountain, so the big snow field was the objective for the youth of the party. From the snowfields beyond Cooper Spur one may obtain wonderful views of eastern Oregon wheat fields, or checker-boarded stretches of fallow and grain covered land, of broad reaches of forest covered hill and valley, and of white peaks etching the sky to the north and east. Way off to the southeast, Mount Jefferson rises in the haze and far below Cloud Cap mingled with the green of the forest like a playhouse in a bower of twigs.

Time at the disposal of the visiting

AD CLUB PARTY VISITS SLOPES OF HOOD



party did not admit of exploring in detail many other points of interest which should make Mount Hood a Mecca for summer tourists from the east, but as the members of the Ad club returned to Portland they brought back the belief that the exploitation of the Hood country is instantly incumbent upon the people of the state. Furthermore, it is not these members of the club alone, but everyone who has ever made the trip to that inspiring place has returned with the opinion that something ought to be done at once to make it accessible and to provide the best of hotel accommodations.

The party consisted of Mr. and Mrs. E. M. Strong, Mr. and Mrs. W. S. Kirkpatrick, Mr. and Mrs. F. P. Tebbett, Mr. and Mrs. F. W. Vogler, Mr. and Mrs. D. T. Short, Mr. and Mrs. E. D. Higgins, Mr. and Mrs. C. E. Hickman, Mr. and Mrs. Fred Spoerl, Mrs. C. C. Kirkpatrick, Mr. and Mrs. Arnold Cohen, George Rauch, Frank Clarvoe, Arthur Caylor, Don Ross, Miss Marion Spoerl, Miss Anne Keil, L. H. Gregory, Byron Beattie.

Oregon Has Motor Vehicle for Every Eight Residents

Oregon now has a motor vehicle for every eight members of its population, based on census figures for the state

announced Thursday afternoon and automobile registration figures announced by Secretary of State Koser. July registrations for this year were more than twice as great as those of July, 1919, when only 2196 cars were registered.

Fees collected by the registration department during July amounted to \$68,007.50, the total for the year to July 31 being \$1,960,404.50, as against \$562,251 collected in the same period of last year. The present registration of motor vehicles exceeds the total for the 12 months of 1919 by approximately 11,500.

GASOLINE SHORTAGE WILL PASS SHORTLY

Supply Still Limited but is Steadily Improving.

BIG SHIPMENTS ON WAY

Solid Trainload, 200,000 Gallons, Coming From Oklahoma; Other Large Lots Expected.

The "gasoline" situation in very decidedly is looking up.

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HEAD OF SKELTON INTERESTS HERE

Doctor L. S. Skelton Optimistic Regarding Future Business of Country; Crops Are Fine.

Dr. L. S. Skelton, president of the Premier Motor Car corporation of Indianapolis, and the Skelton Motor Car corporation of St. Louis, was a

Portland visitor last week on a tour of the coast country. He spent considerable time while here with the McCracken Motor Car company, local Premier distributors, and with the C. A. Gore company, Skelton distributors.

Dr. Skelton was very enthusiastic regarding the outlook for business in general for the coming year, reported bumper wheat, oat and corn crops throughout the West and Central West, and declared that in a short time the financial condition of the country would undergo a decided change for the better.

According to the Premier president, the foreign field is coming in for considerable attention from American manufacturers, and said that wherever English speaking people lived, moved and had their being there American goods

were being sold, and the motor car was enjoying considerable favorable attention abroad. South America and South Africa were also productive fields, said the manufacturer.

"The coast would have been far better off had this gasoline shortage not come when it did. It seems to me," said Skelton, "that the oil companies could have seen the shortage coming and have made provision against it. Reserve stocks on the coast have been growing less for the last three years, and there was plenty of gasoline to be had on the open market. The oil companies here simply did not want to buy it. That is the only reason they could have had for failing to provide adequate supplies of the fuel."

Skelton and his party left Thursday night for Seattle, where they will turn their faces toward the East and home.



What Is There Left For Essex to Prove

Note the Range of Its Nation-Wide Performances All Made in One Week

These performances show what to expect of the Essex you will get. They are not a surprise to the more than 40,000 Essex owners, although their equal in so many instances was never shown by any other car.

Some of the hardest tests were made by Essex cars that had already traveled over 35,000 miles—equivalent to 7 years of average driving.

Some were on original tires that had done from 15,000 to 20,000 miles.

Many were owner cars—owner driven—taken without special preparation from their ordinary day to day work, to break the speed, reliability and economy marks of their localities.

Women piloted some of the runs that showed as high as 28 miles to the gallon of gasoline. They set new marks for fast time over long distance driving where men with many cars hesitate to venture. Is there any important car quality left for Essex to prove?

ECONOMY

With 49 cars in every type of performance of from 5 to 72 miles per hour and over all kinds of roads the average was 18.9 miles per gallon.

24 cars were sent on an average 316-mile economy run in Connecticut, some over mountains and others on a level course, averaging 18.7 miles per gallon. One car with 35,000 miles service, averaged 21.2 miles per gallon.

A Hastings, Neb., woman drove 109 miles to Lincoln, averaging 28 miles per gallon.

Four women drove from Los Angeles to San Francisco and return, averaging 22.3 miles per gallon and another Essex made the round-trip between the two cities, 846 miles, with an average of 23 miles per gallon.

RELIABILITY

Reliability, which is a larger factor in car economy than even gasoline mileage, was proven in every locality in non-stop motor performances and in long distance inter-city runs.

An Essex which had seen 16,000 miles service was driven from Columbus, Ohio, to Washington, D. C., 403 miles, in 11 hours 40 minutes.

Another Essex that had set the best time between Boston and Fort Kent, on the Canadian border, made four round trips within a week, totaling 4052 miles.

An Essex which had previously gone 28,000 miles made a round trip between San Francisco and Los Angeles over a route of grades and mountain passes, frequently far from water supply, with its gear shift levers, hood and radiator all sealed. It averaged 22.8 miles per gallon.

Literally hundreds of tests like these were made in all parts of the country. What they reveal is exactly what you may expect from the Essex you buy. Can you place equal confidence in any car that has not so vividly established its performance?

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