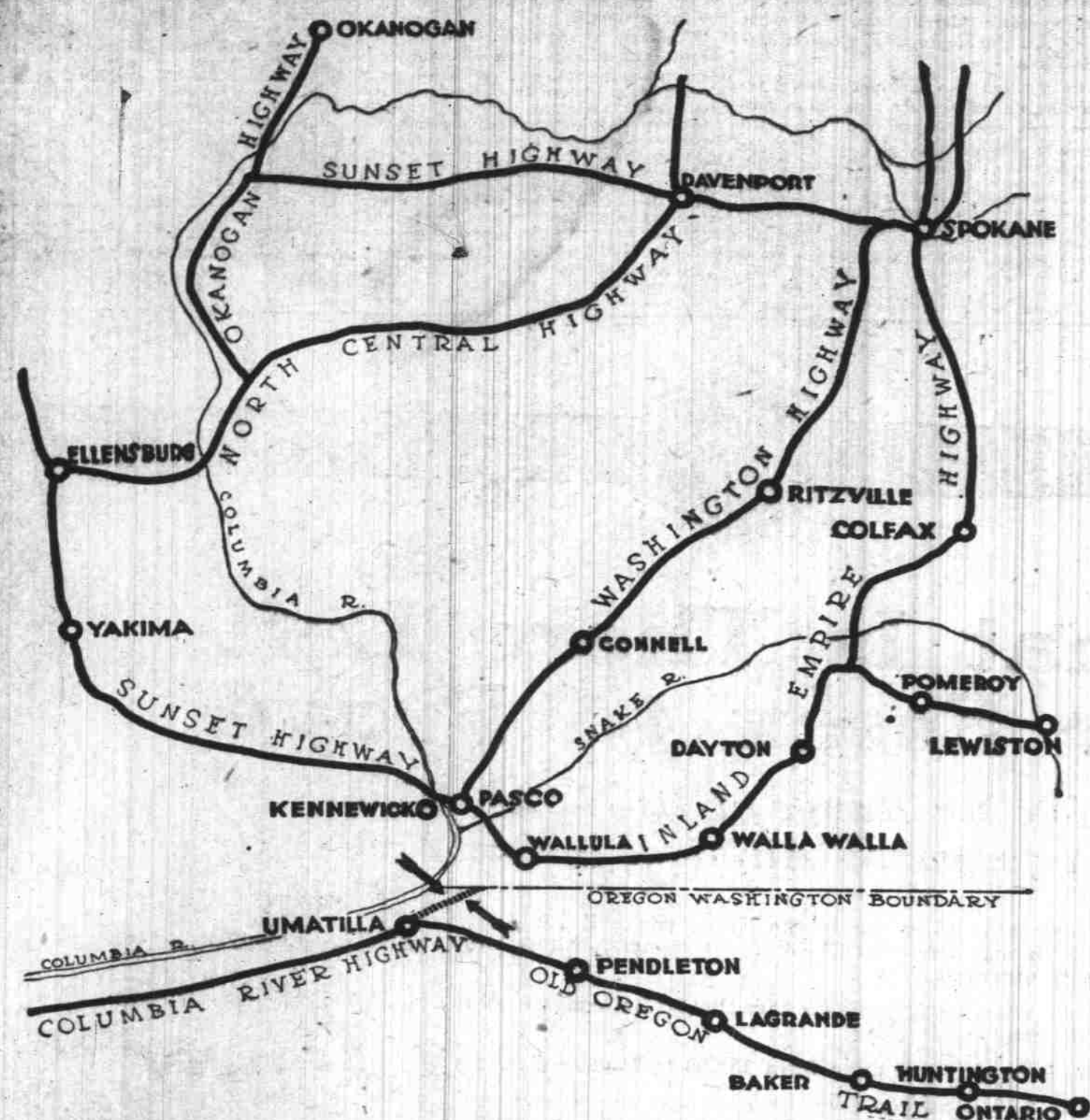


SHORT EXTENSION WOULD GIVE 5 ROADS OUTLET



Map showing importance of connecting up Columbia river highway with group of Southern Washington highways.

BUILDING HIGHWAY
TO STATE LINE IS OF
GREAT IMPORTANCE

The completion of the Columbia River highway to Umatilla brings out in bold relief the fact that it is

much more than a state highway. It stands revealed as an interstate road, even more than that it discloses itself as an important link in the great transcontinental highway which traverses the northern part of the nation and connects with the upper national park system.

To fully realize this vision of the highway it is only necessary to construct the narrow gap between Umatilla and the state boundary along the river, a distance of approximately 20 miles only. At this point connection will be made with the Inland Empire system of highways, giving the Columbia river highway its character as an interstate road. Here also through the Washington

system connection will be made with the transcontinental highway through Lewiston, Idaho, the Lolo pass and Missoula, Mont.

This will be the main line of travel across the American continent, not solely because of its scenic attractions but because it is the most direct. The present appeal for the urgency of completing the highway between Umatilla and the state line is the establishment of a connection with the highways of central and eastern Washington to meet the demand of traffic for an all-year highway between the west coast and the interior. It was the original conception of the Columbia river highway that it should follow the course of the river and with its lateral roads serve the great need of transportation by supplementing rail and steamer traffic. The

value of this conception is fully realized in these latter days of freight congestion and increasing rates.

By extending the highway to the state line, Oregon would only be following along the line of logical development.

It will not be an expensive construction. It would doubtless appeal to the federal government which would be more than willing to cooperate for the reason that it would be a connection between states and satisfy the growing demand for a national system of highways.

The state highway commission has recognized the importance of the connection and has ordered a reconnaissance survey to arrive at some estimate of the cost.

Sales Manager Is
Portland Visitor

J. K. Kennelly, who holds the post of manager of sales promotion for the Goodyear Tire & Rubber company of California, forsook his trail from the Akron office long enough to spend a couple of days in Portland last week as the guest of the local branch of the company. George Bellis and C. R. Reynolds were hosts to the visitor during his stay in the city.

Kennelly has his headquarters at the new Goodyear plant at Los Angeles, and went to Akron to attend a conference having to do with the affairs of the factory in the South. He found business to be good in the East and things Goodyear decidedly on the hum. He declared that service stations for the company's product were increasing throughout the country, and that the demand for tires continues to be healthy.

During his stay in the city, Kennelly was taken for a ride on the highway by Reynolds and Bellis.

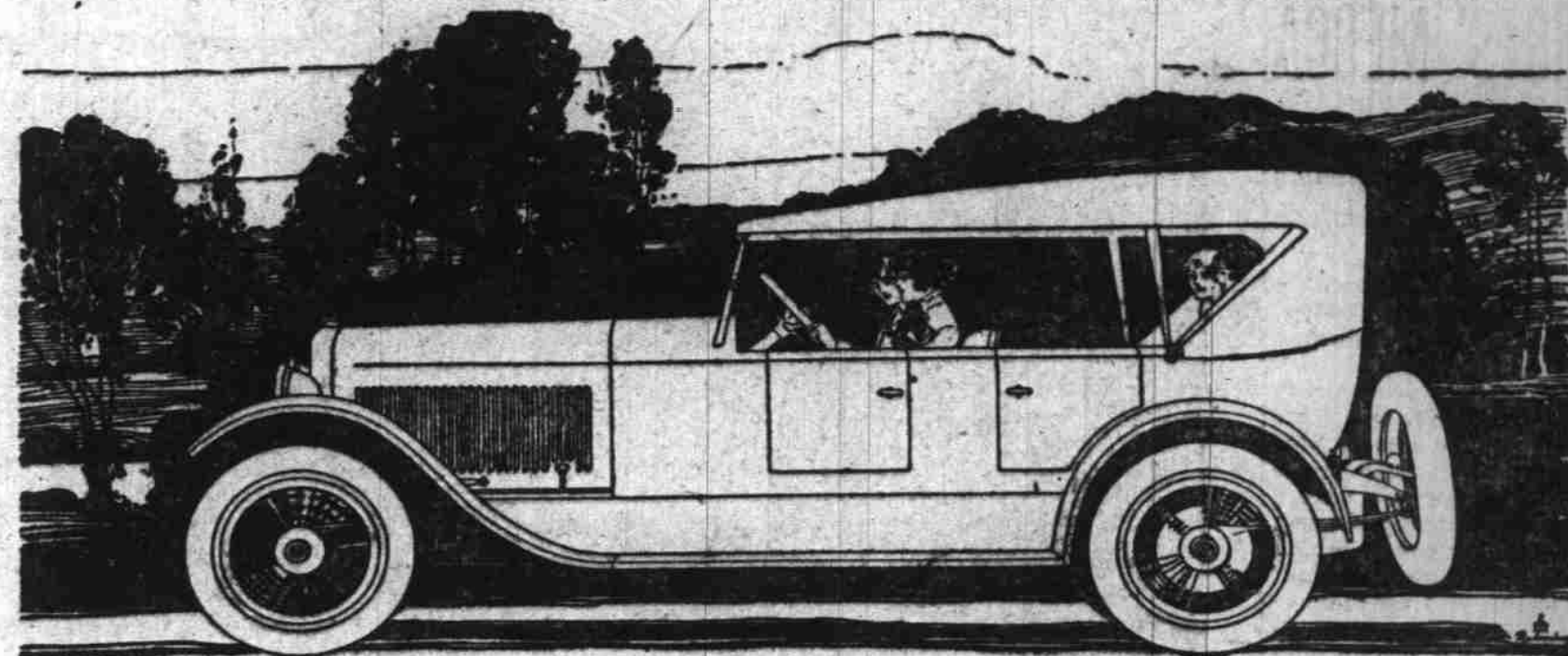
Pray, of Stephens
Motor Co., Visits

A. J. Pray, western salesmanager for the Stephens motor branch of the Moline Plow company, was a Portland visitor last week, and spent some time with the Hamilton Auto company, local distributors, of which C. E. Hamilton is president. Pray reports things to be looking fairly well, and in spite of the handicap the market has felt in the last few months, sales are going forward with regularity. He is making a tour of the coast territory for his factory.

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Seven-Passenger Sedan, \$3095 Four-Passenger Coupe, \$2995 Limousine, \$3495
(All Prices f. o. b. Cleveland, Ohio)

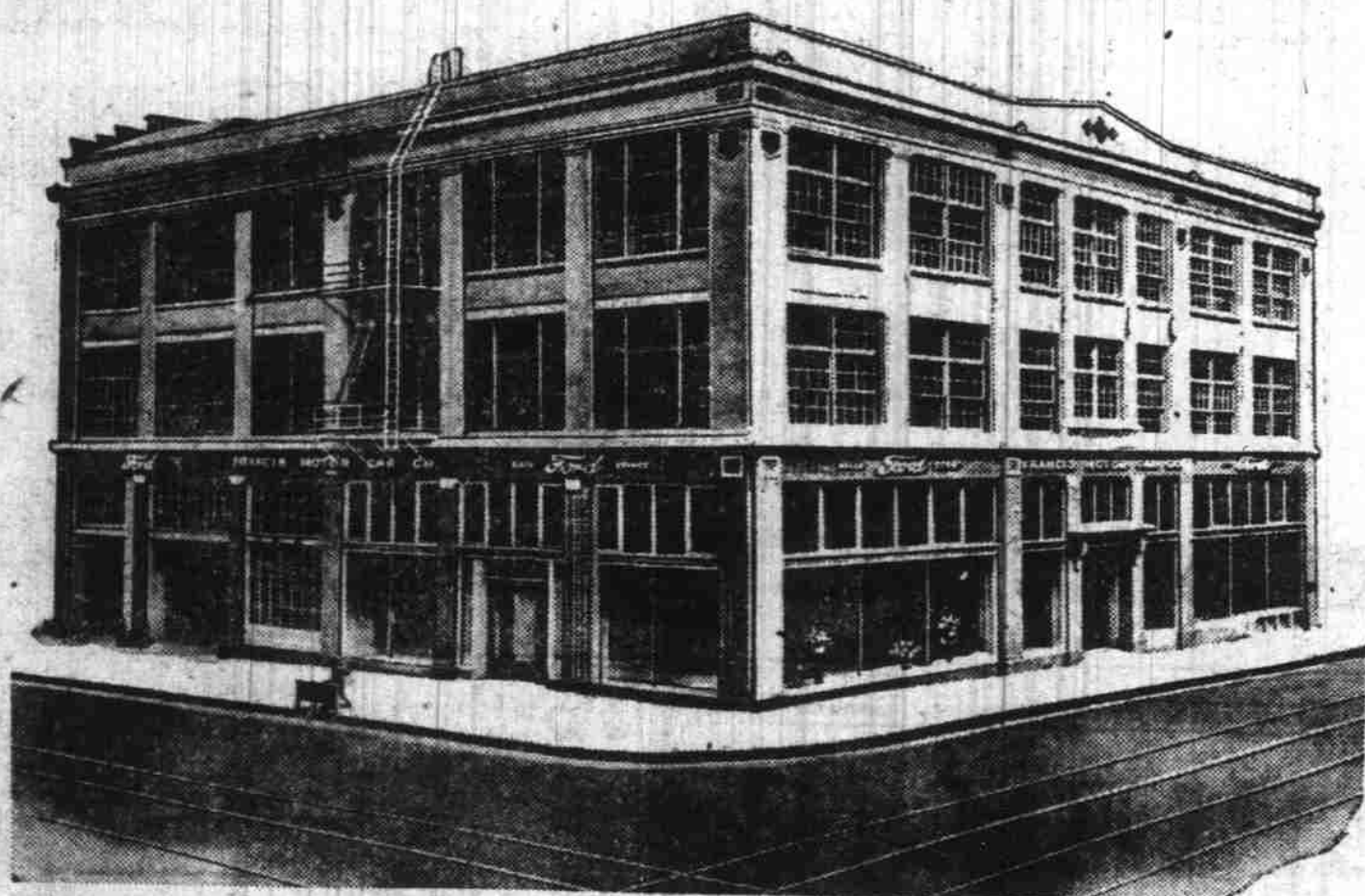
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