

## SEVERAL GROUPS SPENT FOURTH IN MOUNTAIN CLIMBS

Mountain climbing proved to be one of the principal forms of recreation for the Fourth of July period, and Mount Hood, Mount Adams and Mount St. Helens were all scaled by ambitious climbers. There were at least nine parties, six of them on Mount Hood.

Masamas, under the leadership of Mr. and Mrs. John A. Lee, ascended Mount Hood for the first time by the Paradise Park route, making a 100 per cent climb, and reporting the new way to be even superior to the more familiar route by Camp Blossom.

It was the Masamas' first visit to Paradise Park, and the entire trip was something of an exploration. About 53 members were in the party all told, of whom about 35 climbed the peak. In climbing the mountain, the party followed the ridge that separates Lost Creek from Big Zig Zag, and swung over onto Zig Zag glacier just above Mississippi head, a great rock cliff at the head of the Big Zig Zag canyon that divides the waters of the Sandy river from those of the Zig Zag.

**ROUTE FOUND SHORTER**

"We found the route thoroughly feasible, and if anything, shorter in distance than by Camp Blossom," said Lee. "The footing is also better and the route is more attractive."

The party was divided into four squads. Lee was in charge of the climb with Frank Redman, L. A. Nelson, Clyde Zimmerman and Ben Newell as the squad captains. The start was made at 3:30 a. m. Monday and the summit was reached at 11:30. The going was excellent. The party was in the shadow of the mountain until they were a short distance below Crater Rock.

Sunday preceding the climb, the

Masamas spent exploring Paradise Park, one of the less known regions of Mount Hood. They visited Reid glacier and the Great Sandy canyon on the south side of Yocim ridge that divides it from the Muddy Fork fed by the Sandy glacier. The Big Sandy is a tremendous canyon, according to Lee, and the Masamas were unable to find any feasible route for crossing it.

**PICTURESQUE AND RUGGED**

"It is a very picturesque and rugged canyon," said Lee. "In fact, the whole slope is just as rugged and picturesque as any mountain we have anywhere."

There were several members of the Mountaineers' club of Seattle with the Masamas.

The Astoria Angoras, under the leadership of Eugene H. Dowling of Portland, made their first climb up the south side of Hood. There were 13 Angoras and about 32 Portlanders in this party, none of whom, with the exception of three or four, had ever climbed the mountain. They made an easy ascent, starting from Camp Blossom at about 1:45 a. m. and reaching the summit about noon. They reported the snow in excellent condition.

**36 CLIMB SOUTH SIDE**

Another party going up the south side was composed of about 20 persons from Government Camp hotel, led by Clem Blakely.

Eric LaMade led a party of three, consisting of his brother, Paul; his 13-year-old nephew, Paul, and Paul Thies, over the top from the north side. The LaMades party walked all the way from Parkdale and carried their packs, although the north side climb is considered far more strenuous than the south side, even when the start is made from Cloud Cap Inn. The LaMade party joined the Angora party on the summit and came down the south side.

Dean Van Sandt led a party of about 10 from Cloud Cap Inn to the summit.

W. C. Foster of the Portland Railway, Light & Power company, led a party of eight up the south side. He joined with the Angora party crossing the snowfields.

**CLIMB MOUNT ADAMS**

Five Portland people ascended Mount Adams under the leadership of Walter

Haynes. There were 21 persons in the party of whom all climbed to within 200 feet of the top and five went to the summit. Those completing the climb were Major Richard Park, R. P. Burkhead, George A. Eoak, A. O. Smith and W. E. Varner.

The climb was made from Morrison creek on the south side in about 12 hours. The snow was very soft, making the climb somewhat strenuous. The party slid down a 45 degree slope in making the descent.

On Monday the party visited the ice caves near Guler, where a drop of 30 feet took them from 38 degrees in the shade to freezing temperatures.

**SCALE MOUNT ST. HELENS**

Mount St. Helens was by no means ignored, at least seven climbers reaching its summit. John Scott and John Beyers of the Portland Railway, Light & Power company and George Barber of the General Electric company composed one party. They left Portland Saturday morning by automobile for Peterson's ranch. From here they went to the ranger station one mile up for the night. Sunday morning, with 50 pound packs they hiked to Butte camp, which they reached at 3 p. m. Monday morning at 8 o'clock they began to climb. They found snow conditions good and the weather very warm. At 10:20 a. m. they reached the summit, where they found the ranger cabin completely buried in snow, with only the top sticking out. The snow was banked 15 feet deep on the southwest side. Although there was a strong southwest wind blowing, it was not cold and the snow was melting on Scott reported. The haze was so heavy that they could not even see Spirit Lake to the north, although the peaks of Mt. Adams and Mt. Rainier were visible through the haze. On the south side the haze was not quite so dense and they could see some of the hills but none of the valleys. They made the descent in one hour to camp and packed out Tuesday to Peterson's ranch.

Another party, composed of four boys about 15 years old, also climbed St. Helens.

Automobile tourists can be supplied with hot water by a new device utilizing the heat of the motor exhaust gases of a car.

## Fourth of July Celebration Is Fatal to Many

Approximately 40 persons were killed and more than 250 injured in the country's Fourth of July celebration, according to reports to the United Press today.

New York, where children fired hundreds of thousands of dollars' worth of fireworks, led the country with 11 dead and 45 injured.

Drownings at bathing beaches in various parts of the country also added to the toll.

Philadelphia, July 5.—(U. P.)—Lucius Gray, 8, had part of his cheek blown away when he placed a lighted firecracker in his mouth.

Pittsburg, July 5.—(U. P.)—Three children and two men were shot and seriously injured in Fourth of July celebrations here.

Albany, N. Y., July 5.—(U. P.)—Three persons are dead and 25 suffering injuries as a result of Independence day celebration.

St. Paul, Minn., July 5.—(U. P.)—Four were injured, none seriously, by fireworks yesterday. Five drownings and three injured in automobile accidents marked the holiday.

Chicago, July 5.—(U. P.)—Six met death here in Fourth of July accidents. Five were drowned and one was killed by fireworks. Sixteen were injured, two by fireworks and the remainder in auto accidents.

Columbus, Ohio, July 5.—(U. P.)—Independence day celebrations took a toll of two here yesterday. Twenty were injured.

Palm Springs, Cal., July 5.—(U. P.)—W.

W. Rammel, 25, died of sunstroke on a mountain trail. He was carried on E. L. Reinhold's back five miles for aid. Reinhold collapsed.

New York, July 5.—(U. P.)—Eleven deaths and injuries to more than 45 persons was the toll claimed by Fourth of July celebrations here, according to a police check today. Two were killed by fireworks. One boy shot his brother. Four men were drowned and one man died of heart disease while bathing at local beaches. A woman and two boys were killed in automobile accidents.

## HARDING APPEALS FOR SUPPORT OF PROHIBITION LAW

Marion, Ohio, July 5.—The prohibition amendment must be sustained by the government and public opinion, President Harding declared in his Independence Day speech here. The president's speech was the principal event in the centennial celebration of Marion, his "home town."

"The eighteenth amendment denies to a minority a fancied sense of personal liberty, but the amendment is the will of America and must be sustained by the government and public opinion, else contempt for the law will undermine our very foundations," said Harding.

The president made no direct reference to the recent speech of Secretary of War Weeks, in which Weeks advocated light wines and beer, and urged modification of the dry laws. It was, however, one of the few public references the president has made to prohibition and as such aroused wide interest.

**CLASS DOMINATION PLAYED**

The president said that governments cannot tolerate any class or group domination through force, in discussing the labor situation in the country.

"A free American," he said, "has the right to labor without another's leave. It would be no less an abridgment to deny men the right to bargain collectively."

The eighteenth amendment denies

to a minority a fancied sense of personal liberty, but the amendment is the will of America and must be sustained by the government and public opinion, else contempt for the law will undermine our very foundations.

"The foremost thought in the constitution is in the right to freedom and the pursuit of happiness. Men must be free to live and achieve. Liberty is done in America when any man is denied by anybody the right to work and live by that work. It does not matter who denies. A free American has the right to labor without any other's leave. It would be no less an abridgment to deny men the right to bargain collectively. Governments cannot tolerate any class or group domination through force."

"My own outstanding conviction," he said, "after sixteen months in the presidency is that the greatest traitor to his country is he who appeals to prejudice and inflames passion when sober judgment and honest speech are so necessary to firmly established tranquility and security."

**NATION PARES WELL**

President Harding said that "all is well" in international relations.

"They are secure today with more assuring prospects than ever before in the history of the republic," he declared frankly. "We have a broader viewpoint than the founding fathers; we must have, because human progress has altered our world relationship. But we have held firmly to all the fundamentals to which they committed us."

"We cannot be aloof from the world, but we can impress the world with American ideals."

Discussing domestic affairs, the president said:

"The constitution and the laws sponsored by the majority must be enforced. It does not matter who opposes. If an opposing minority has a just objection the rising tide of public opinion will change the law. There is no abiding liberty under any other plan."

"I mean to sound no note of pessimism. This republic is secure. Menaces do arise, but public opinion will efface them. Meanwhile government must repress them."

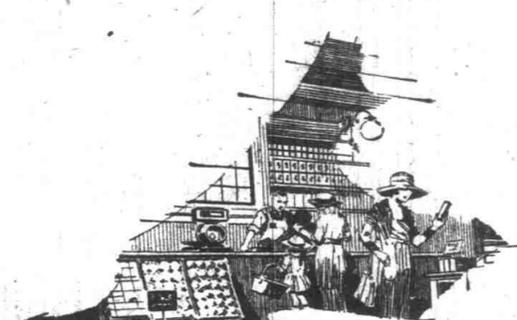
The eighteenth amendment denies

**MODERN CRANKCASE CLEANING SERVICE**

*Longer Engine life—*

Dealers who display the sign use Castrol Flushing Oil for sale, thorough cleaning—and Zero-loss, for correct refilling.

**STANDARD OIL COMPANY**  
(California)



# Larned's Grocery has increased its profits

*An example of how the retailer must re-vamp his methods to meet new conditions*

**W**HEN A. G. Larned opened his grocery in 1918, the problem was to get goods to sell—not to get customers to buy. Shipyards were running full swing, easy spending was at its height. Every time prices advanced, Larned's profits on his stock increased. Why should he worry about such things as "turnover," and the dividing line between overhead and profits?

When the turn came and people began to see how far their money would go, Larned tried to stop the gaps. He let a clerk go, cut down on his delivery service, and took a smaller salary than he was entitled to. Yet, still he went into the red ink.

But Larned had determination. He stayed awake nights thinking how he could change things. His location was good—it was a neighborhood where many salaried people lived, and they had a relatively greater buying power than when things were at a peak.

"Why not ask the bank?" was the idea that came to him. "They come in contact with business problems of all kinds." So he told his story to one of our officers.

### What Was Wrong?

Larned thought he had all the facts about his business. When we asked him about his turnover, he couldn't tell. Examination finally showed that his stock was only turning eight times a year, when the attainable standard is twelve times a year. He couldn't

buy new, live goods because his capital was tied up. We pointed out that depreciation on delivery equipment and interest on accounts receivable over 30 days due are items of expense.

### The Problems That Puzzle Retailers Everywhere

This problem of turnover—of hidden "leaks"—is a vital one today. Dun's record of failures in groceries, alone, during 1921 was 3007, as compared with 1359 during 1919. The Harvard School of Business Administration has made a national study of retail costs. It discloses the reason why so many retailers are constantly going out of business. Merchandising today can't be kept on the right side of the ledger except by knowing—not guessing.

### We Gladly Advise Our Patrons

The case of Larned's grocery is typical of many which need a "facing around" in their methods. Naturally, we can only advise, but in many cases, as in this one, a clear picture of what is wrong will lead to the remedy.

We are interested in the affairs of our customers, be they large or small. Feel free to consult with the officers of the First National at any time. Avail yourself of the services of the oldest and largest national bank in the Northwest.

If you are not a patron of the First National we invite your account.

**THE FIRST NATIONAL BANK OF PORTLAND OREGON**

• THE FIRST NATIONAL BANK WEST OF THE ROCKY MOUNTAINS

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## Don't Buy Shoes

WAIT TILL

# Saturday!

## Portland's Finest Shoe Stock Goes ON SALE!

A Gigantic Selling Event, Embracing Almost \$75,000 Worth of America's Best Style Footwear

# STORE CLOSED Thursday and Friday!

DETAILS IN FRIDAY'S PAPER

# Staiger's

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