

## FESTIVE TROUT TOYS WITH GEAR OF SPORTSMEN

CROWD ON DESCHUTES FISH FOR REDSIDES WITH VARYING RESULTS.

The lure of the famous Deschutes river "redside" trout, which has caused the disciples of Ike Walton to travel hundreds of miles in order to whip that turbulent stream, last Saturday got under the "hides" of Harry Walther and a Chronicle representative, with the result that they ferreted last year's fishing poles out of hiding places in the garret, dug up the family radish patch in search of worms, left the shovel lay where it was dropped, piled in the big yellow Chandler and left the city behind.

Shearar's bridge was the destination, where it was planned to spend the night. The Chandler, with Walther at the wheel, pulled out of The Dalles at exactly 2:30 o'clock in the afternoon.

"The road is in pretty good shape all the way out," Walther explained, as the car pulled up the rather steep grade immediately after leaving the pavement east of the city. "Later in the year, when they start heavy hauling, it will get cut full of chuck holes."

Some fine looking wheat around here," the reporter remarked, by way of making conversation. "Yes, and some good orchard land, too. By the way, what are all these houses we are coming to?"

"This, Oh, this is Dufur, haven't you ever been here before?" Walther responded in surprise.

Exactly 30 minutes had been consumed in making the trip from The Dalles to Dufur. Harry modestly explained that he "could do better" if he had minded to "step on'er," adding that the record time for the run was 25 minutes, made by a certain well-known local physician.

To epitomize the story, the trip to Tygh Valley, the first stop, was made in a few minutes over an hour and a half, with slow going on the rough Tygh grade. Another half hour and the Deschutes river, known the nation over for its trout and its sharp-edged rocks, hove into view.

At the Shearar hotel, the usual party of ambitious fishermen were congregated, eager for the dawn of Sunday in order that they might start in "hookin' 'em." V. H. French, all togged out in sportsman's clothes, eagerly explained the merits of various types of spinners, of which he had a complete collection, while Mrs. French, Mrs. Clyde Seltz and a number of Portland anglers battled in a terrific game of "500." In an exclusive mood, E. H. French perused a Montgomery & Ward catalogue, paying particular attention to the fishing tackle supplement.

Bright and early Sunday morning,

with a full quota of Mrs. Taylor's home-cooked ham and eggs under their belts, the various anglers slung their baskets over their shoulders and headed for the river. Explaining that he "didn't like to walk," V. H. French secured priority rights upon a choice hole, lit his pipe and prepared to camp for the day. Other fishermen scattered, some going up the river and some down the river, some on the right bank and some on the left bank.

The water was still high and roily and for some reason the fish along the right bank of the river refused to play with the spinners offered. Fishermen on the left bank were pulling them out with provoking regularity, however.

Near where White river empties into the Deschutes, Walther espied a dejected looking individual, standing waist deep in the water and disconsolately whipping an eddy on the off chance of getting a strike. It was Dr. Thompson Coberth. He explained that he had been fishing all morning and hadn't caught a thing. Just as he completed this remark, however, his pole gave a nervous twitch and a shining trout flopped out of the water. Dr. Coberth's face wreathed in a smile. He would not have to go home empty handed.

During the entire morning Walther succeeded in landing four rainbow trout, not one of which was under 15 inches in length. The largest catch made that day was 14 trout of the same size, all caught along the east bank of the river by a Portland angler.

Back at the Shearar hotel that evening, Mrs. Taylor explained that they didn't bite very good today for some reason or other. Generally the boys all come back with a basket full. "The general consensus of opinion was that the river was still too high and that another two weeks would be necessary before it is in shape for the best fishing."

With the exception of the five miles down Tygh grade, the entire distance between The Dalles and the Deschutes river is in excellent condition. The Tygh grade, however, is both steep and rough and necessitates slow, careful driving. From Dufur to the top of the grade, the road is as good as pavement.

Unfortunately, Walther had promised about 12 persons in The Dalles fish, when he returned from his trip. Because of this, he drove very quietly, endeavoring most of the way to figure out how many times four trout would go into 12, without arriving at any satisfactory conclusion. Finally his brow cleared of its puzzled frown, "I know what I'll do," he announced triumphantly. "I'll keep these and get some more for my friends next Sunday."

And in this manner the problem was settled and the trip was ended.

### NEW TIRE COMPANY HEAD

AKRON, May 13.—Edgar E. Wilmer of Milwaukee, has been elected president of the Goodyear Tire and Rubber company. It was announced today at the general offices.

## Appropriate Name Chosen For New Automobile Camp Grounds

"THE DALLES ILLAHEE" WILL ADVERTISE RESTING PLACE FOR MOTOR TOURISTS; HISTORICAL TITLE SUGGESTED BY DAUGHTERS OF REVOLUTION.

"The Dalles Illahee." The above words in big letters, will adorn the entrance to the new city auto park, when completed. For that is the name which has been chosen for the park by the auto park site committee of The Dalles-Wasco County Chamber of Commerce, after much deliberation.

The name is not entirely original with the park site committee, the word "Illahee," having been submitted by Quenett chapter of the Daughters of the American Revolution. The D. A. R. wished the name of the park to be "Quenett Illahee," however, because of the historical significance of the word Quenett, as applied by the Wasco Indians to what is now known as Mill creek, which runs through the new auto park. The word Quenett was first heard by white men when Lewis and Clark camped on that creek upon their trip down the Columbia river.

The auto park committee approved of the word Illahee, but desired something with more advertising value to the town than Quenett, committee members decided. Since the new auto park is going to be one of the finest in the northwest, it will naturally receive a considerable amount of advertising. Hence, the words The Dalles should enter into the name of the park, in order that the city itself

be advertised by the tourists, when telling each other of the unusual accommodations found here, it was contended.

So as a result of "much deliberation," as H. R. Fancher, chairman of the committee, expressed it, The Dalles Illahee came to be adopted as the official name of the new park.

Illahee, by the way, is a very appropriate word for use in describing the park. According to Mrs. Lulu D. Crandall, recognized authority on Indian lore, the word when literally translated means "resting place." The word is derived from the Chinook jargon, which in turn was devised by the first white traders to come into the northwest for use in talking with the Indians of the many different tribes, each tribe speaking a different dialect. Mrs. Crandall explained. For example, all of the many Indian burying grounds in this neighborhood are known as Memaloose Illahee, or "resting place of the dead."

The auto park isn't going to be a resting place for the dead, however, the park committee emphatically declares. Persons who rest here are going to be "live ones," who appreciate the natural beauties and conveniences of the park and who will be as good as paid advertising agents when they get on the road again, after once stopping there.

## PAUL M'COY LANDS NEW AUTO AGENCIES

HUDSON AND ESSEX CARS REPRESENTED; NEW MODEL ESSEX CARS CHANGED.

Dealer agencies for Hudson and Essex automobiles have been secured by Paul McCoy of this city, who today announced that he plans to open a modern show room in the city as soon as a suitable location can be secured. He already has Hudson and Essex demonstrating cars here and is exhibiting them to prospective purchasers.

Hudson and Essex cars are considerably improved in the new models which are now coming out; more particularly the Essex, according to McCoy. The Essex now has a new color, changing from the standard green in which they originally appeared on the market to dark blue bodies with red wheels, the color scheme of the present models. The body shape remains the same; with the addition of plate glass in the rear of the top instead of the isinglass formerly used. A few slight mechanical changes add to the smooth operation of the car. Hudson super-six models remain vir-

(Continued on Page 3.)

## TIRE PRICES NEAR EXTREME LOW LEVEL

COMPARATIVE VALUES SHOW GREAT STRIDES OVER THOSE OF 1915.

By William H. Rankin

A careful analysis of tire prices indicates that they are actually low. On May 2, the B. F. Goodrich Rubber company announced a 20 percent reduction, which established what is undoubtedly a new level for the season of 1921. This reduction brings Goodrich prices down to a point 15 percent below the 1915 level. According to Bradstreet's Index, general commodity prices have risen 23 percent during the same period.

It is rather startling to find that in 1910 tire prices were 115 percent higher than today. The lowest point in the history of tire prices was in 1915, and was brought about by the Goodrich company's fair list campaign when a drastic reduction was made for the purpose of eliminating the price inflation which had crept into the industry. This extreme low point was only 20 percent below present schedules.

Any discussion of tire prices, how-

ever, is incomplete unless comparative values are considered. The question is: How many miles do I get from my tires today? And how does this compare with what I received in 1915? Beginning with 1915 and the war standardization movement, which extended over a period of several years, tremendous strides have been made in quality and in the mileage service of tires.

The extent to which this is true is not realized by the motoring public. Yet this increase in service is actually measurable. In the first place, consider the actual increase in size. For instance, cord tires made by the leading companies are uniformly 10 percent over the rated size. Specialization in the production and preparation of raw materials has been of incalculable benefit to tire quality. Remarkable progress has been made in the art of compounding rubber to produce the maximum degree of wear. The salient factors have been supplemented by improved methods of manufacture which have resulted in a uniformity of quality and service absolutely unknown a few years ago.

A tangible expression of the greater mileage service now being built into tires is reflected by the higher basis of adjustment generally used by the leading companies. Thus, if a tire proves defective today it is adjusted, under the Goodrich plan, on the basis of 6,000 miles if it is of fabric, and 8,000 if it is of cord construction. Contrast this with the adjustment basis in use a few years ago, i. e., 3,500 miles, and it is easy to comprehend the great progress made in tire manufacture.

It is not a far-fetched conclusion to say that tires today give from 50 to 100 percent greater mileage than they did a few years ago. Therefore, if the tire companies were selling mileage today at the 1915 price level, tires would actually cost from \$5.00 to \$25 more than at present. The conclusion is obvious, therefore, that based on

(Continued on Page 5.)

## NEW COMPANY TO SPECIALIZE ON REPAIRS

A concrete storage basement, extending under the entire floor of what was formerly known as the Motor Service company's garage, has now been completed and will be used in the storage of automobiles, according to J. H. Loomis and J. H. Wilson, new managers of the garage. Wilson and Loomis have leased the basement and garage proper and are now operating under the name of Motor Service Garage.

"Service" will be the motto of the new firm, as is indicated by the name. It is planned to keep an expert mechanic within call at all hours of the night, in order to care for tourists with auto trouble. Wilson and Loomis plan to specialize upon expert shop work and storage rather than upon dealer agencies. None of the dealer agencies of the old Motor Service company have been taken over by the new firm, nor is it the plan of the new management to take upon any new agencies, at least for the time being.

## DUFUR MARKET ROAD IS RICH HIGHWAY FEEDER

SPLENDID ARTERY OF DALLES-CALIFORNIA HIGHWAY IS PROVIDED.

With the completion of the Dufur market road, taxpayers of Wasco county have the first example of what the market roads tax means to the county in the way of good roads.

The road, which was built by the United Contracting company under the direction of the county engineer, is as fine a piece of macadam road as there is in the county. Extending to the city limits of Dufur, the road runs for five miles up Fifteen Mile creek, tapping one of the richest agricultural valleys in Wasco county. The road is wide, well crowned for drainage and is as smooth as pavement.

Farmers residing in the Dufur valley in years past were obliged to haul their farm products over a rough road, with an uneven grade and narrow in places. The new market road will permit easy travel in all seasons of the year.

Another feature of the value of this market road, is that it is an artery of The Dalles-California highway. When the latter highway is paved, residents of the Dufur valley will have virtually a paved road from their doors to The Dalles.

Many residents of The Dalles have already made the trip over this section. They have found the drive one of surpassing beauty. It passes through a varying panorama of agricultural activity. One encounters in succession well kept orchards, smiling pastures and rich wheat fields. Ever in front of one, as he drives up the valleys, the mountains invite, with Mt. Hood spanning the valley and framed by the hills, directly ahead.

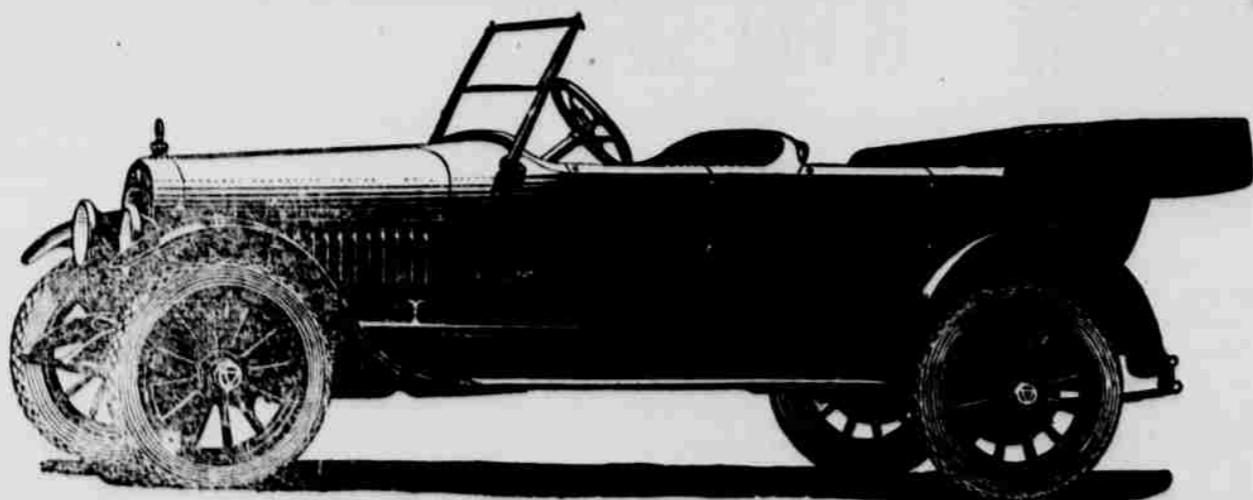
The valley is one of the representative ones of Wasco county, showing the varied rural possibilities, and the trip is worth anyone's while for a Sunday afternoon outing.

BRANCH OF FAMOUS FRENCH PLANT IN U. S. Articles of incorporation providing for the establishment of the Peugeot company of America, Inc., with a capitalization of \$30,000,000 have been filed in this country.

The French company plans to build a 76 horsepower valveless engine type car, for which its makers claim 15 miles to the gallon of gasoline. The plant will probably be located somewhere in New England. It is believed that the company will not make any of the smaller models extensively used in France. The American made car will probably sell for \$8,000.

The name Peugeot is known in America, having competed many times on the speedways of this country.

HUDSON



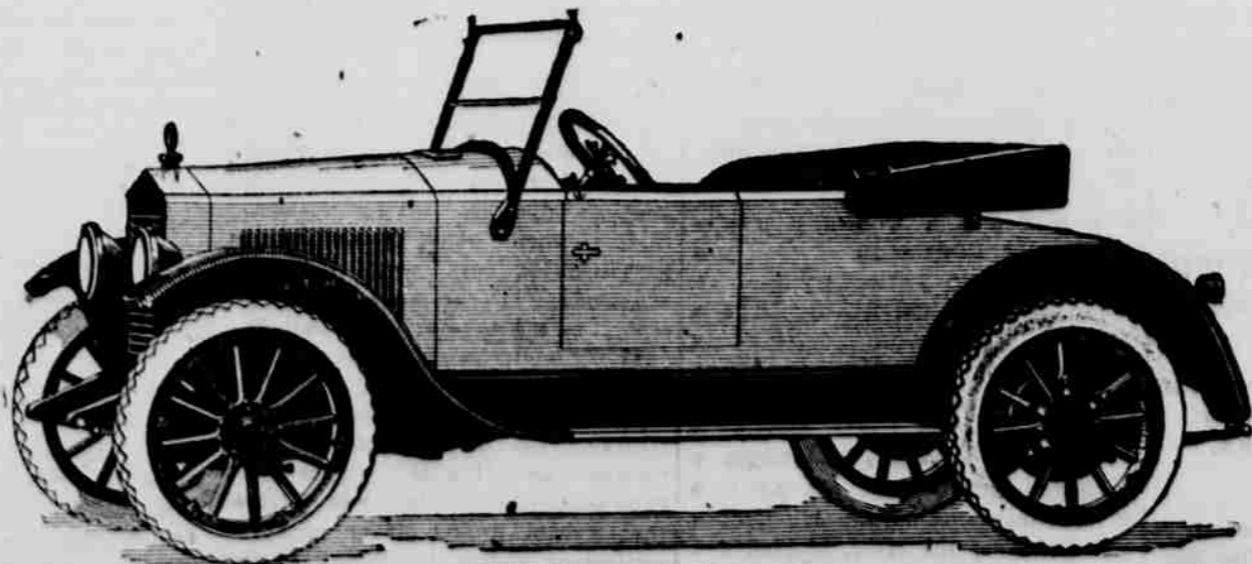
## This Year A Greater Hudson

No Hudson owner forgets this fact in his appreciation of Super-Six economy.

Hudson's notable speed, its 72% added power, and 80% greater efficiency means no extra cost in its operation.

Its speed and power do not come from great motor size and high fuel consumption. The exclusive Super-Six principle gets 76 H. P. from a light, conventional motor that formerly developed 42 H. P. at maximum.

With all the other desirable things men find in Hudson, this accounts also for the additional triumph of true economy.



## What Gives Owners Such Faith In Essex?

The people who know Essex rely on it chiefly, for the simple reason they have never encountered a situation of which it was not master.

More than by any other factor men have been guided in their preference for the Essex by the endurance and reliability which unmistakably sets it apart from other light cars.

ESSEX

PHONE MAIN 5601

SEE

PAUL M'COY

HUDSON AND ESSEX Demonstrators