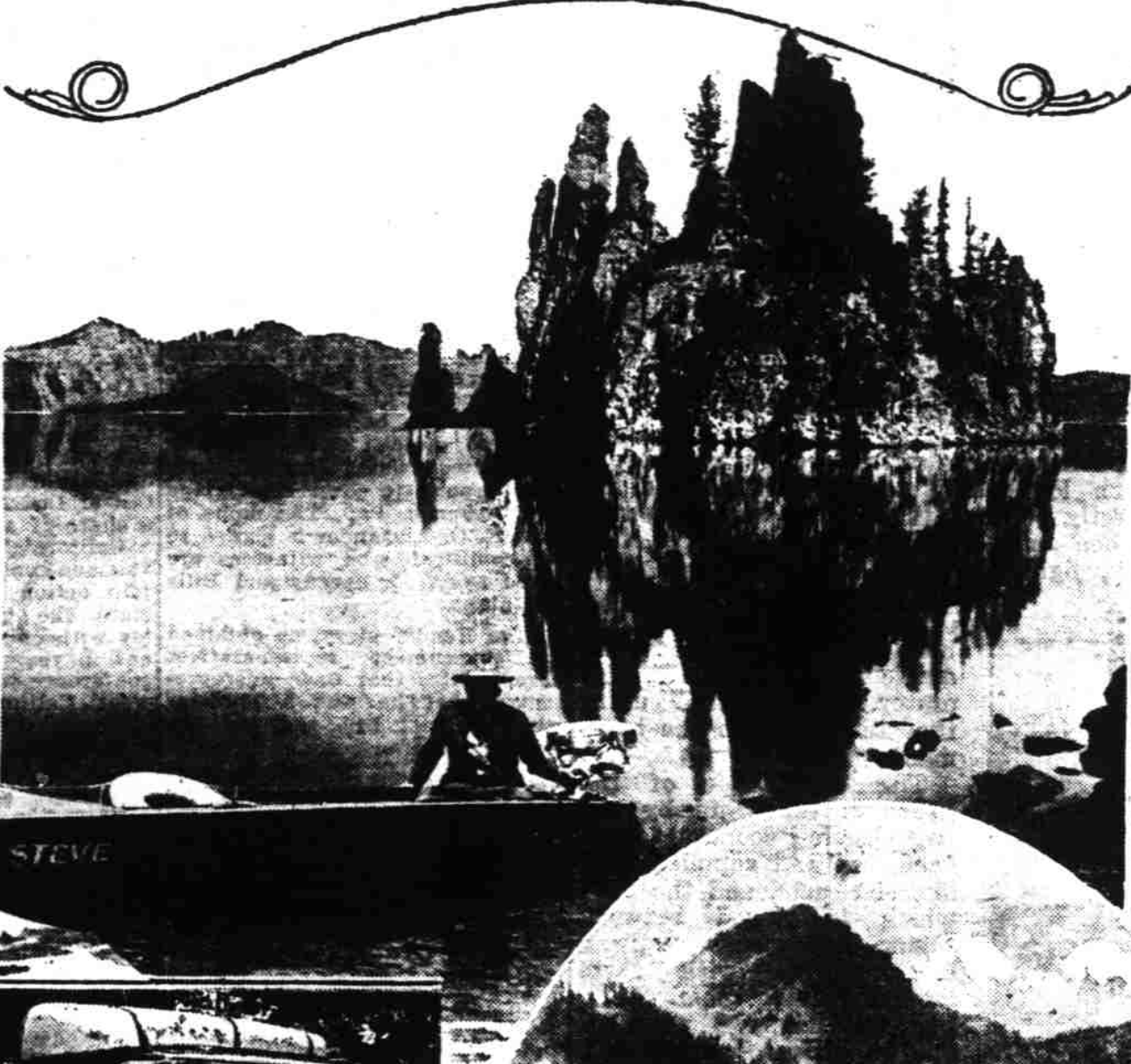


Salem, Oregon, Sunday Morning, October 14, 1928

Beautiful Crater Lake, a Brilliant Gem in Oregon's Rich Wonderland



The Pictures

Upper left—A glimpse at beautiful Crater Lake, Oregon's widely known "Lake of Mystery," where nature's rarest gems display their sparkling brilliance through depths of turquoise water bound in by fantastic cliffs.

Upper center—The Phantom Ship, a strange bit of nature's sculpture. When the lingering shadows of twilight are cast upon this odd mountain sea the Phantom Ship presents a vivid likeness to a ship under full sail.

Upper right—A view of the lake showing Wizard Island, which geologists may prove to be the craters of an extinct volcano within a 201 km.

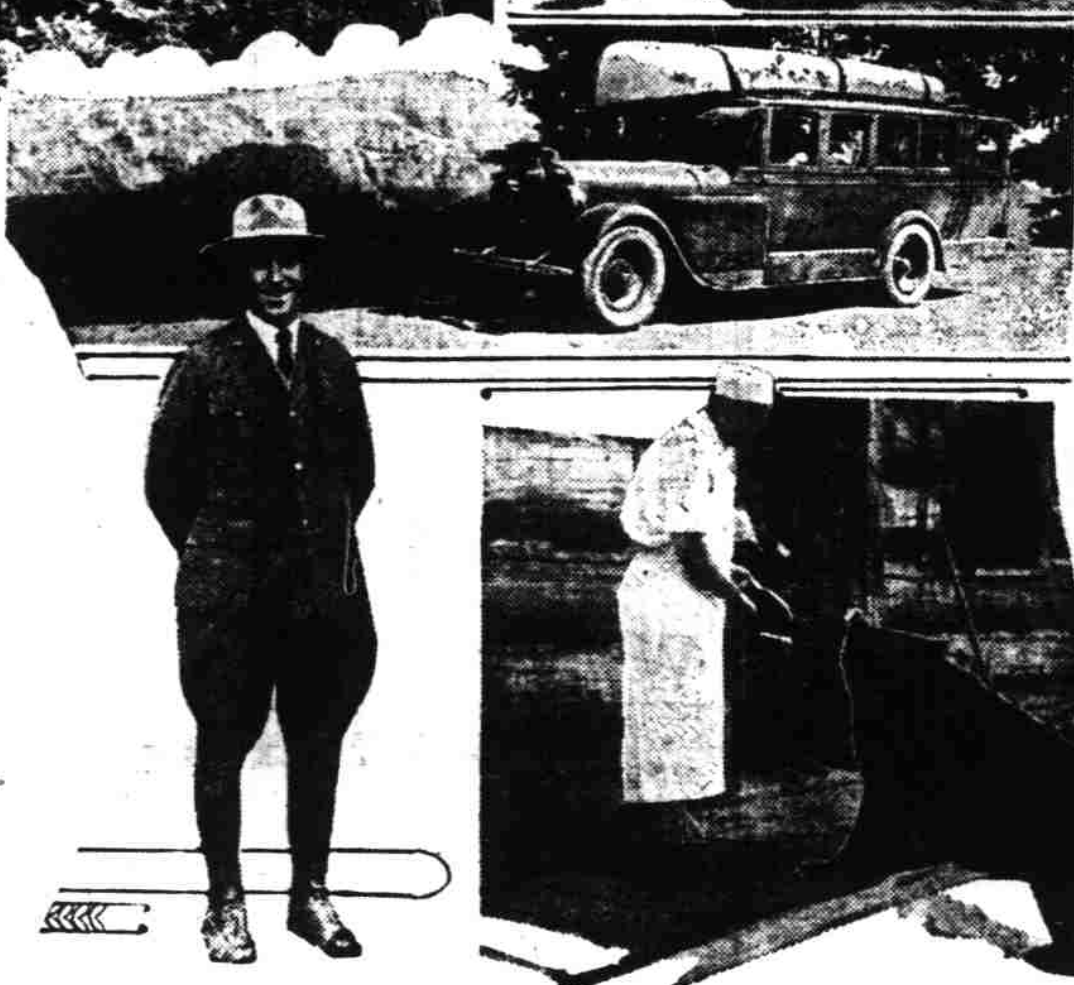
Lower left—Colonel Charles Goff Thompson, superintendent of Crater Lake National park.

Above—A costly camping outfit, typical of many that visited the park last summer. Below—"Jimnie," one of the park bears comes to the cook shack for breakfast.

Lower right center—A view through the lava crags at the lake.

Lower right—Spectacular and weird lava pinnacles on the inner rim of the lake.

(Photos by Fred H. Kiser, official park photographer, by courtesy of the Stockton, Calif. Daily Record.)



World Finds Appreciation For Rarest Gem in Oregon Display of Scenic Charms

Crater Lake, Fantastic and Majestic Work of Nature, is Luring Increasing Numbers of Travelers to State; Three Factors Account For Interest

THE world has come to know Crater Lake, the rarest gem in Oregon's varied display of natural beauty spots, and one of the outstanding scenic attractions of the earth, for the majestic of the task nature has performed and for the wonderful colorings with which this rugged picture has been touched.

Crater Lake National park has just been closed after its most successful season, according to the statements of R. W. Price, manager of Crater Lake lodge. This proves again that tourists from the far corners of the world and nature lovers everywhere are sharing with Oregon and the Pacific coast a genuine appreciation of the lake and the expansive park that surrounds it.

"The three factors that have done most to popularize the park," Mr. Price says, "are the wonderful highways that have been constructed within the park by the government; the publicity given to the wonder spot by Oregon and other coast newspapers and the national publicity given by transportation companies as well as the newspapers and magazines of this and other countries."

Three Factors Proved
"It has been proved to us this year that these are the three factors that have 'put us across.' Travel from California has increased about one-third at the lodge and the eastern tourists brought to the park by various transportation lines has increased 50 per cent.

"Sixteen per cent of our entire receipts for the season just closed were derived from the people coming from the east. These reservations were sold by different railroad companies and by all the most important travel bureaus throughout the east and California. We have had touring parties sent out by all the chief travel agencies. Of course, our largest field to draw from is California, which sends about 50 per cent of the entire travel.

"The work on the cafeteria and housekeeping cabins in the camp was well under way before the park closed for the season. The completion of these projects will enable us to greatly increase our business in another year. I am also glad to announce that the

ETHIOPIANS 'SOLD' ON AMERICAN CARS

While inhabitants of Ethiopia, in northeastern Africa, do not take readily to modern equipment from the outside world, they are "sold" on the automobile, according to the American Automobile association.

However, it is just coming into its own, says the A. A. A., but there are still over 40,000 people to every automobile in the country. The statement continues:

"For centuries pack animals have transported merchandise, the mule from time immemorial has been the customary mode of travel, but enthusiasm for the automobile has already grown to the point where thousands of cars would be in operation if adequate roads were in existence.

"The Prince Regent, a man with modern and progressive tendencies, has set the example by owning and using several automobiles. Lately the Empress, long an ultra-conservative in the matter of transportation, has been riding in a magnificent motor car, while lesser royalty and chiefs are rapidly being converted to automotive equipment. It may be accurately stated, therefore, that Ethiopia is disposed to buy all cars that can be used."

OREGON EIGHTH IN TOTAL FEES

Automobile Tax Dollar Value Higher Here Than in Other States

"Oregon motorists do not pay the highest automobile tax in the country, despite figures which indicate that the average license fee in this state is the highest of the 48 states in the Union," asserts James H. Cassell, editor of Automotive News and member of the executive committee of the Oregon Good Roads association. "Statistics dealing exclusively with license fees are not only misleading but are unfair to Oregon, which ranks eighth in motor vehicle tax per car, but gives the Oregon motorist much more improved highway than the vast majority of states."

"It is true that the average Oregon license fee is the highest in the Union. Unquestionably this situation will be corrected at the next session of the legislature. But when other license fees are added to the gas tax, and the personal property tax levied in the majority of states, Oregon ranks eighth in the list of 48," explains Cassell.

Little More Than California
"Oregonians pay only 25 per cent more total automobile tax than Californians, despite their boasted \$3 license. And Oregonians pay only 11 per cent more tax than the motorists of Washington, which has an average \$16.67 license fee and an average personal property tax of \$10.07.

"Divide the number of motor vehicles in Oregon by the state's improved road mileage and it is apparent that Oregon motorists are getting far more for their tax investment than those of either California or Washington. The average California motorist has 11 feet of improved state highway to drive over; the Washington motorist, 37 feet. Against this the Oregon motorist has 68 feet of improved state highway."

The demand for a readjustment in the motor vehicle tax, so that it is easier to pay, will be met in a manner satisfactory to the majority at the 1929 session of the Oregon legislature.

Heard on Auto Row

By J. P. PRESCOTT

Bishop in Portland—Biddy Bishop has been in Portland for several days for his first rest since the fair. He will be back this afternoon.

Out For Pheasants—Ray De Merit, one of McKay's nimrods will be out Monday morning at day light with the Ball Brothers, Chevrolet dealers of Turner. They promise to have him back in time for work with the limit.

Truck On Display—The first model AA Ford truck since June is on display in the Valley Motor rooms. Steady delivery of the trucks is expected from now on.

Woolley After Chines—Among the hunters out Monday will be H. J. Woolley of the Durant agency.

Business Good—Despite the famous "presidential year slump" business is found to be good by the Hudson-Essex dealers here.

More Birds Threatened—Barney Wright will be out on a private reserve Monday on the trail of Chiny roosters.

Lambeth to Gun—Monday morning will find L. D. Lambeth out in the field after the crested birds. Hudsons and all cars will be forgotten in favor of the birds he states.

Maden in Albany—J. H. Maden, manager of Pettijohn's branch here was in Albany Friday for a short business visit.

Territory Man Here—Neil Morfitt of Portland was a business visitor at Otto Wilson's the latter part of the week. He reports the automobile business to be good throughout Oregon.

Portland Men Visit—S. Y. W. Peters of the Portland Motor Car company, A. C. Stevens and Dr. Huntington, also both of Portland, will stop at the State Motors Sunday on their way to a private hunting reserve near Lebanon.

Dodge At Coast—Fishing and a week-end at Garibaldi are being enjoyed by Seth Dodge of Valley Motor. Mr. Dodge has taken his family who will visit with his sister while he lures the fish.

Check of Gas Measures Urged By A. A. A. Leader

WASHINGTON, D. C., Oct. 13.—(SPECIAL)—On the heels of its recent declaration that motorists lose a minimum of \$20,000,000 a year through "short sales" of motor fuel, the American Automobile association pointed out today that only eight states and the District of Columbia provide adequate enforcement machinery for protecting the motorists.

"Considering that the car owners spent \$2,350,000,000 for fuel in 1927, it is nothing short of deplorable that so few states have made provision to check the sales of \$17,000 retail gas stations and of \$64,000 pumps that were in operation last year." Thos. P. Henry, president of the A. A. A., declared. He continued:

Gas Laws Loose
"Our survey of conditions throughout the country and the analysis by our research department, discloses that no commodity of such widespread use has been as loosely handled as motor fuel from the standpoint of laws and

REFINING UNIT BEING BUILT

General Petroleum to Have Enormous Plant to Meet Business

Construction of the first units of its new refining plant, to be located on the 950 acre tract at Torrance, Cal., will be immediately started by the General Petroleum Corporation of California. This site was acquired by the corporation about two years ago, in anticipation of its expansion program now under way. Units now under construction will supplement the present refineries at Vernon, Olinde, and Lebec, Cal., which have a combined capacity of 60,000 barrels per day, making a total capacity of 90,000 barrels, or, converted into gallons, approximately, 4,000,000 per day.

Due to the increased production and sales activities in connection with the marketing of its new anti-knock motor fuel, the company has rushed plans for an early completion of the work. Construction to be undertaken immediately will include two crude distillation units with a total capacity of 30,000 barrels per day with necessary auxiliary tanks, boilers, finishing apparatus, pump houses and office building.

Contracts Are Let
The contracts for the construction of nine 134,000 barrel tanks have already been let to Los Angeles concerns. This batch of tanks will constitute the largest battery of large tanks on the Pacific coast and provide storage for 50,000,000 gallons of products. These tanks will supplement the four 80,000 barrel tanks already in place on the new site. It is probable that additional tankage will be erected shortly after the first of the year as immediate contemplated storage provides for 2,350,000 barrels or 100,000,000 gallons. All tanks will be protected with floating roofs and foam fire protection.

It is expected that the new refinery will be in full operation by February 15, 1929. Between 500 and 700 men under the engineering and construction department of the corporation will be employed in the building of the new refinery units.

Financing Problem Chief Difficulty For Man Who Would Buy Automobile

Master Minds of Industry Have Worked Out Plans Under Which Every Person Who Earns a Living Can Own His Car and Pay for It Without Cramping

FINANCING the purchase of an automobile has been the problem most puzzling to many would-be motorists. The higher prices and cash payments of the early days of the automotive business limited ownership to a relative few who were fortunate enough to have the capital on hand and could spare the full amount. Originally persons wishing to buy but who did not have the ready cash would get loans from persons and corporations in no way interested in the deal, often times mortgaging real estate as security on the loan.

Dealers and manufacturers have taken the business supplying the full price or its substitute. As a final outgrowth several finance corporations have been formed, doing business only in the automotive line.

Progress and growth of the automobile industry depended upon sales to the majority of the people, to the class of people that may have a good family savings but to whom the expenditure of more than \$500 meant much consideration and planning. The class of people whose reserve of possibly \$1000 must be counted on for family emergencies, for education of children after more years of accumulation and for any number of unforeseen events, must be able to buy without seriously depleting this reserve. The farm class which has as great a purchasing power as any average class, but which has little ready money, formed another group to be reached by easier payments.

Used in Real Estate
Installment payments had been used for more than a hundred years in real estate deals, particularly in the purchase of farms which were paid for from the crops each season. Government lands had long been paid for a portion at a time and, during the war, government bonds had been purchased in several payments. Shortly after the World War credit was extended to automobile purchasers by persons in the business to finance sales. Some few dealers had taken notes on cars but trouble had been encountered through non-payment on schedule.

"Should the emergency precipitated by the passage of the Dunne license fee reduction bill necessitate a reconstruction of the highway finance program, it is questionable whether Multnomah county would be as generous as she was 10 years ago and therein lies one of the dangers of the Dunne bill."

(Turn to page 13, please.)

DUNNE BILL MENACE ALARMS MULTNOMAH

"Multnomah county contributes very near 40 per cent of our state highway income," said Dr. E. B. McDaniel, president of the State Motor association at a recent board meeting "and none of this money is spent on Multnomah county highways, as all highways in this county are built and maintained from county funds."

"This agreement was entered into by Multnomah county and the state on the occasion of the original highway program back in 1917 and few motorists of today realize that over one-third of all state highway expenditures made in each county of the state is actually paid for by Multnomah county and that one-sixth of all market road funds spent in the various counties is contributed by Multnomah county."