

# EASTERN OREGON AUTO CLUB SEEKS BETTER HIGHWAYS AND ACCOMMODATION OF THE TOURIST

### To Obtain Proper Marking of Highways is One of Organization's Purposes; Club Has Also Aided in Promoting Use of Guard Rails to Protect Traffic.

(BY ERNEST CROCKATT)  
 Secretary Eastern Oregon Auto Club  
 With more than 16,000,000 motor cars in use in the United States alone, and with more than half the population of the country doing more or less riding in these self-propelled vehicles it is not strange that there should be a nation-wide sentiment for more and better highways. With light delivery vans and giant motor trucks operating in every section of the land where roads exist, transporting quickly and economically every human need, and carrying every type of freight from pig iron to eggs, blind indeed is the man who cannot see the value of highways. Today however this type is a rare specimen.

In the State of Oregon, for work now completed or under contract, there has been expended or appropriated \$11,769,000 covering 626 miles of paving 895 miles of macadam and 1920 miles of grading. The mileage involved under present contracts is 209 paving, 488 macadam, and 533 grading. The work in progress this year compared with that of 1920 is an excess of 30 percent in mileage. These figures present the enormous work controlled by the State Highway Commission.

**Necessity for Auto Club**  
 The figures also impress the necessity that some organization representative of the taxpayers of the people for whom the roads are being built and who pay for them, some organization favoring no particular section and with no axes to grind, undertake the duty of seeing that the money expended on our roads be expended to the best possible advantage, and work in cooperation with the official forces in the state. California saw this necessity and its automobile clubs are the pride of the state. Combined they have 75,000 members, the leading automobile owners, and have a tremendous influence.

Throughout the United States there has been a steady demand for such organization, and the American Automobile Association with nearly 700 affiliated clubs is serving as the spokesman of the automobile owner. Headquarters of the American Automobile Association are at Washington, D. C., where the officials are in close touch with the political machinery of the government. An indication of this, and of the success with which they represent the automobile fraternity is found in their recent protest to the finance committee, against the federal 50¢ excise tax on all auto vehicles in the United States regardless of power, tonnage or price. The A. A. A. was the only organization opposing this proposed tax and it was reported killed from the committee room.

**Local Club Strong**  
 In Eastern Oregon the only organization representing directly the automobile owners, is the Eastern Oregon Auto Club. It is affiliated with the national body, the A. A. A., and represents it in this section. It was organized late in 1920 and entered its first year of work in the spring of 1921.

Pioneering in a section where little has been done to protect the legiti-

mate interests of automobile owners, this club has rapidly grown, and support is rallying as its benefits are seen. Through the courtesy of the Pendleton Commercial Association, which has heartily endorsed the work of the club, headquarters have been located in the Commercial Association offices with little overhead expense. Vice presidents are located in the towns of Umatilla county and next year the territory of the club will work out further. Present officers are: David H. Nelson, president; Robert Simpson, Pendleton, Ralph Stanfield, Echo, E. B. Casteel, Pilot Rock, F. B. Swartz, Hermiston, Fred Mess, Helix, and E. C. Brownell Umatilla, vice-presidents; Rex Ellis treasurer, Ernest Crockatt, executive secretary. Board of managers, Roy W. Ritter, Earl Tulloch, J. R. Knight, Ed J. Murphy, John Vaughan, L. L. Rogers, Clyde McKay and Pat Lomenhan.

**Purposes of Club**  
 The purposes of the Eastern Oregon Auto Club are as follows:  
 To promote the improvement of highways.  
 To encourage proper highway maintenance.  
 To secure the proper marking of all roads.  
 To further a good roads program.  
 To urge just and reasonable highway legislation and protect the legitimate interests of members.  
 To promote association and consultation among automobile owners.  
 To maintain a completely equipped and efficient touring information bureau.

**Work of the Club**  
 On the dangerous stretches of road in this section the club has been very active in securing guard rail fencing and danger signs and the evidence of this activity are to be seen. Enforcement of the laws governing the erection of signs along highways, which detract from the natural beauty are looked after by the club. The development of springs where water is scarce, and the protection of shade groves where they are in danger of being destroyed are work of the club.  
 Highway maintenance is perhaps one of the most important duties of the state highway department but with such a vast territory and large road mileage, there are many times when a road becomes neglected. A check on such conditions such as the Pendleton-Echo road of early summer, when the loose gravel surface presented a danger, and dirt and water were secured to place the road in good condition, illustrates the work of encouraging proper maintenance.

Signs on highways and county roads are perhaps the least thought of by those closely in touch with highway work, but most thought of by the person driving through a strange country when he comes to crossroads without any indication of the proper route to take. There is a law in Oregon which makes it obligatory for the counties of the state to see to it that their county roads are properly signed. The State highway commission has ordered and placed signs, both danger and direction as well as mileposts on all improved highways, but the county

courts have in most instances failed. Umatilla county will be completely signed by next spring. The Eastern Oregon Auto Club is working out a complete program and the work will be done through the county road masters office. Within the towns of this section where direction is most confused, through the efforts of the auto club proper direct signs have been placed. Oregon Trail signs have been placed the entire length of this highway.

**Legislative Work**  
 Much can be accomplished by the state legislatures for the motoring public such as the creation of the Oregon tourist and information bureau for which \$12,000 was voted last spring. This bureau is now serving the tourists visiting the state and stimulating this traffic bringing a large dividend in return. Traffic laws and highway legislation, fair and reasonable, are supported by the club, and as an example there is before the state at the present time the problem of providing a fair method of testing gasoline. The motoring public in Oregon is without a gas test law since the repeal of the gravity test.

While the auto club in any community is a public servant working for the development of that section, it recognizes that its support come from its membership and that those who support it should have proper consideration. Courtesy extended by one club to another is a commendable thing and any of its affiliated clubs may present his card any place in the United States and receive all maps and information free. The member is accorded the best of service wherever he drives. A stranger in a strange town or city may violate some traffic law unwittingly and if he is a club member, the club of that section will care for his case. If his car is stolen, a reward is offered, if he has any complaint, it is considered. Every driver who carries a membership card in the A. A. A., as long as he is reasonable in conduct, carries behind him the weight of the organization.

**Cooperation Needed**  
 Cooperation between the motoring people brings results that the individual could not alone attain. A thousand automobile owners together have more weight than separately. An organization representing them, carries power.

Reliable information about roads is a scarce commodity. In many places it is a luxury. But throughout the United States the bureaus of the A. A. A. and automobile clubs have become recognized as accurate sources of in-

formation. The man on the street does not generally know road conditions or how to inform people. The business of giving correct information is a business in itself. Maps of detailed correctness are furnished and contrast effectively with the advertising map of questionable origin.  
 Eastern Oregon is a land of business opportunity, of scenic beauty and of historical interest. When it becomes known it will be a popular section for tourists. The northwest has yet to realize its return from its wonderful scenery. With the efforts of the automobile clubs and all tourists bureaus thousands and thousands of eastern people will come to the west and the section that is organized to care for this traffic is the section which will benefit by it.

## GREAT VEIN OF GOLD IS FOUND IN CANADA

THE PAS, Man., Sept. 22.—Sensational reports reaching here of the gold discovery at Elbow Lake have caused a rush of prospectors to the region.  
 From surface showings, many believe the largest body of gold ore on the continent has been tapped. The containing dyke has been stripped of overburden for a length of 250 feet and a width of fifty feet without encountering the walls of the vein. The overcropping near the edge of the lake has developed, it is said, into a rich pocket of gold.

The vein is in a greenstone formation, and the mineralization is in a zephyr, with quartz stringers. An attractive feature is the evident continuity of free gold the length and width of the dyke starting from the gold pocket, from which specimens of 50 per cent were taken.  
 Dan Austin, a prospector, said he stood on the shore of the lake and could see the ore body dipping into the water, showing free gold standing out everywhere. Going over the exposed section of the vein, he claims to have seen free gold in fairly regular quantities from beginning to end.

**MANY MOTOR CARS STOLEN**  
 ARKANSAS CITY, Kan.—(U. S. S.)—Twenty-five business men have organized here to start an offensive on motor-car thieves. So many automobile thefts have been reported in recent weeks that only one-third of the insurance companies operating in this city will insure motor cars. The members of the new organization are pledged to answer an alarm at any time, day or night, and will be deputized to make arrests.

## OLD OREGON TRAIL WAS FAMOUS ROUTE

(Continued from page 1.)  
**British Rule Oregon.**  
 The British ruled Oregon, if not with an iron hand, certainly with firmness. The word of John McLaughlin, chief factor of the Hudson Bay Company, was the law of the land. He was known as the autocrat of the great Northwest. A mild-mannered man and let it be said, a just man, yet more, a great man, yet he ruled under the auspices of the British Empire and was all the more dangerous to American interests and American rule because of his justice, which disarmed criticism while holding the country with a firm grip for the British Empire.

Such were the conditions when this first wagon train of home builders arrived in Oregon. These men had built their own wagon road for full six hundred miles. They had overcome formidable obstacles in heaving their way. The widely advertised "Pathfinder," Fremont, had followed their trail instead of pointing the way. Whittman had traveled with them and encouraged them as guide, counselor, and physician, until duty led him to a sick bed at his mission. If they failed, starvation confronted them. Go ahead they must, for retreat was impossible. They were not in the position of the Pilgrims landing on Plymouth Rock, who could retreat to their ships. These people had, figuratively speaking, burned their bridges behind them. And yet a more formidable task lay in their path. They were intensely American in the highest sense that word implies. Go under the British rule they would not, and so, before the roofs were complete on the cabins of many of them, an American provisional government was formed, and what is more remarkable, in less than two years the British rule was ended and Oregon became independent American territory, to become in after years the mother of American states instead of remaining as these people found it, a British colony.

This story of the Oregon Trail would not be complete without reference to Ezra Meeker, early Oregon pioneer who saved the trail from the oblivion of later years. Through his efforts, the trail has been marked with stone monuments and preserved for posterity. Starting from his home in Puyallup, Washington, in 1906, Mr. Meeker retraced his march of 54 years before, back along the trail to its Eastern terminus on the Missouri river thence to Iowa and Illinois, to his Indiana home.

As he journeyed, Mr. Meeker interested the people along the route in the importance of saving the Oregon Trail from oblivion. Their fathers and grandfathers had helped to make it, but the past was in a fair way to be forgotten. The line of a great transcontinental railroad parallels or covers the old Oregon Trail for much of its way today, but there were detours and stages to be marked before they were lost sight of entirely.

So this old trail, which was one of the great roadways of the Nation a century and a half century ago, has become known better than ever to the present generation. Between Puyallup and Omaha nineteen monuments have been erected. Ezra Meeker, after a year's travel, reached his Indiana

home. His journey and his work ended. Not so the interest in the old trail, especially as it follows the marking of another old trail, the Santa Fe, through Kansas.  
 One of the monuments erected on the Old Oregon Trail was placed in 1906 near lower Webb street in West Pendleton. Mr. Meeker visited Pendleton for the ceremony, and was again a visitor a few months ago.



## Serving a Nation

From a very modest beginning in a frontier Wyoming town, with a few hundred dollars capital he started.

That was back in 1902. His high ideals and new business methods were a pioneer venture in those days.

The Golden Rule was his policy. He was content with small profits. One cash price to everybody. All prices marked in plain figures. No so-called sales. No premium baits. No fancy fixtures. No deliveries.

In blazing thistral of new merchandising methods J. C. Penney built better than he knew. People were quick to realize the merit of this new order of business where one person's money was worth as much as another every day of the year and where everyone was assured a square deal.

Within the organization he takes no men knowingly but those of sterling character. They are required to work hard and long in the upbuilding of the institution. Those who are found worthy become managing partners of the different stores and from the ranks of these men will come the future directors of the company.

When one considers that only nineteen years have elapsed since the opening of the Mother store in Kemmerer, Wyoming, it emphasizes the worth of the plan that has built 312 thriving stores in so short a time.

With this phenomenal growth have come big problems to keep our merchandising service space with the needs of the many localities we serve.

The establishment of offices in New York, St. Paul and St. Louis where expert buying staffs are employed makes it possible to assure our patrons of the very newest and best the markets afford with the lowest prices that enormous quantities and cash terms insure.

Thousands of Round-Up visitors will feel as much at home in this Penney store as they do in the one in their own home town—and they are just as welcome.  
 To those who do not know us so well we extend a cordial invitation to come in and get acquainted. You'll find us red blooded Americans—every one, with an interest in better buying for you that will wage you a permanent friend.

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

## DRUG STORES FOR WELL PEOPLE

Formerly drug stores, as a rule, were frequented only by those in ill health, but times have changed. The modern drug store of today supplies the thousand and one needs that prevent diseases, and lend to one's cleanliness, comfort and charm.

We sell and fill prescriptions with the best drugs obtainable. Our store is modern, in that we supply you with modern needs at moderate prices.

### Kodaks and Supplies for Your Outing

Whether you can afford the cheapest or the higher priced Kodak with the Range finder, we can sell you an Eastman Kodak.

**Fresh Films**      **Developing and Printing**

Don't risk failure with old films. We sell so many and renew stock so often that you get here only the most advanced datings.

### Books for Your Entertainment

We carry a very large assortment of the best popular fiction at the popular price.

### Round-Up Souvenirs

Pennants from the Round-Up town. Leis with bucking horse, to wear around neck. Silk Scarfs, with bucking horse.

**The Book of the Round-Up Let 'er Buck**  
 A true story of the passing of the old West, with the history of the Pendleton Round-Up and FIFTY selected photographs  
 Price Postpaid \$2.25

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