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IN the early days of automobile contests, Barney Oldfield—out to win every race—studied tires. His consistent success led other drivers to ask for tires constructed to his specifications.

Twenty years of road and track victories—with a steady and increasing demand for tires as he built them—convinced Barney Oldfield that these speed tests pointed the way to a better tire for everyday use.

The enthusiastic reception of Oldfield Cords by the public proved he was right. Scores of the most prominent dealers in the country—and many thousands of car owners, experienced in the use of tires—bear witness by their decided preference that Oldfield is doing a bigger and better job of tire making.

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ture and distribution, has resulted in price quotations far below what you'd expect on tires known to be better built and more enduring.

Practically every important race event for three years has been won on Oldfields. The Wichita Test Run in which an entire set of Oldfield Cords covered 34,525 miles on rough roads proves the mettle of the Most Trustworthy Tires Built in every-day driving.

The Master Driver and Tire Builder has given the public a new standard of tire wear and tire cost—a true economy that every car owner should know about.

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TOURIST INFLUENCE ON FUTURE BUSINESS

"There have been more visitors to the Pacific Northwest this summer, both by rail and by automobile and by steamship than in any previous year," said Herbert Cuthbert, executive secretary Pacific Northwest Tourist Association. "Just how many people have been here I do not know yet, but I do know, from all the reports that have come to me from various sections of Oregon, Washington and British Columbia, that these people have been of a better class than in past years. There has been a greater tendency on the part of automobile tourists to patronize hotels and restaurants, and they have spent their money more freely."

"In some of the cities I have visited the business men have frankly stated that they did not know how they would have fared over the summer months had it not been for this tourist travel. And it is only natural to assume that the benefits have been just as great to the larger cities, although, of course, naturally they have been less noticeable. It is a little early yet to estimate how much money has been spent in the aggregate by visitors, yet, I think it is safe to say that it is between 45 and 50 million dollars."

In response to the query as to what other benefits the Pacific Northwest received from these visitors, other than cash revenue, Mr. Cuthbert made some very interesting statements. He pointed out that the tourist was responsible for the high class nature of some of our transportation facilities. He pointed to the ferry service between Seattle, Vancouver and Victoria.

In winter the splendid steamships have often carried as low as between 60 and 70 passengers. Anyone knows that if that were the normal travel they could not be maintained on the run for two months. It is the tourist in summer that swells the business to such an extent as to make it possible to maintain this high class service the year round, because it is not unusual for each steamship to carry from 700 to 900 passengers a single trip in summer.

The tourist travel in the future is going to improve many other lines of transportation and to cause other transportation enterprises to be started. Take, for instance, the Anacortes ferry which was inaugurated this year. It was an experiment with nothing to show what its prospects were, and yet all who are familiar with the results know that it has been so successful as to very largely increase the number of automobilists that have visited Vancouver Island. In fact, the city of Victoria claims a benefit of not less than \$250,000 to its business men through its operation, and it has been a profitable venture for those engaged in it.

In the future we will find in the Pacific Northwest that a large amount of local capital will be invested in new transportation routes, either by automobile, by train or by ferry. And this opens up all the prospects for new capital that can be employed in catering to the tourist travel.

"I found," said Mr. Cuthbert, "in visiting Portland in June, that Sam Lancaster, one of Oregon's leading citizens, who was the engineer of the great Columbia River Highway, had opened up three most beautifully located, elegantly equipped camps for tourists where there were no hotels. One of them is on the Columbia River Highway, one, I believe, at Lost Lake, and I forget where the other one is but the point is, that this is a new employment for capital. It is providing a new business enterprise for Mr. Lancaster. It is employing a large number of people, but above all, it is purchasing large supplies of furniture, beds, camp equipment, supplies and products of the soil, and other things that would not have been purchased but for the establishment of these camps, and but for the increase in the tourist travel. This is one of the great benefits of the tourist business which has been overlooked by the people of this Pacific Northwest."

"Many people look only at the dollars which are spent by travelers for meals or at hotels, and forget that every dollar spent for meals is to the benefit of the grower and producer, and of the laboring man, and every dollar spent at a hotel is to the benefit of the merchant and the producer and the caterer and the manufacturer who would not have this business but for the tourist."

"In the near future we are going to see millions of dollars spent in new hotels, new accommodations at lake and mountain resorts where not a dollar has been spent so far, and in cities where the hotel accommodation at present is not either sufficient or satisfactory. And in the expenditure of these millions of dollars the general public is going to be benefited. This is in addition to the ordinary expenditure by the tourist while he is amongst us."

"If the plans of the association for next year, which are now being matured, are carried out, I believe 1923 will see the greatest tourist year we have ever had and probably we will have more visitors than any other resort section has ever had in a single year. This will be in spite of the fact that this season we had many large national conventions which we will not have next year."

"The point I want to make, however," said Mr. Cuthbert, "is not that the benefits derived from the tourist business are solely in catering to the visitor while he is here, nor in his expenditure with our stores, automobile dealers, garages, etc., but in the employment of capital and labor, in new transportation enterprises in new building operations for hotels and camps, and other accommodations at new or existing resorts, and in the increased business which is given to manufacturers of blankets, linens, furniture, crockery and all the other items that go into the equipment of hotels and camp sites, and in the general increase of business amongst those who handle in a wholesale or retail way the articles just referred to."

Pears Big This Year

This is a year of big pears in the Hood River valley. A. J. Eastman has picked perfect Bosc from a three-year old tree on his Odell ranch place. The combined weight of the pears was 189 ounces.

Lee Smith picked several 16-ounce pears from a 4-year old Bosc tree. Mr. Smith has his specimen on display at the First National Bank.

St. Mary's Catholic Church.

Daily Mass, 7 a. m.; Sunday, 8 and 10:30 a. m.; On first Sunday, only one Mass, at 8 a. m.; first Friday, Mass at 8 a. m.; Saturday at 9 a. m. Instruction for the children. General Communion Day, first Sunday; Communion day for children, third Sunday.

Parkdale Church—Mass and Communion Service at 10 a. m. each First Sunday. Franciscan Fathers. Tel. 3132 709 Seventh Street.

Tum-A-Lum and Tum-A-Lum Products

AS we motored through the country, we stopped at a prosperous-looking ranch that was fenced with *Tum-A-Lum* fence posts and *Tum-A-Lum* fence boards. On gaining entrance to the yard we saw a house, barn, garage, chicken coop, hog pen, apple house and machine shed, all built of *Tum-A-Lum* material. The mouldings, doors, windows, shingles, plaster board, ceiling paper, lath, plaster, brick, sand, lime and cement all came from the *Tum-A-Lum*.

The hog pen was covered with the best grade of Roofing put up especially for the *Tum-A-Lum* yards. As we went to the wood shed there were *Tum-A-Lum* Slabs and in the coal bin lay a good supply of *Tum-A-Lum* Lump Coal. In our conversation with the owner we learned he had used *Tum-A-Lum* Plan Books and had gained his ideas from other *Tum-A-Lum* customers. We have the same satisfied customers all over Oregon and Washington.

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Dealers in

REAL ESTATE

Fruit and Farm Lands

Notice for Publication Department of the Interior, U. S. Land Office at The Dalles, Oregon, July 15th, 1922. NOTICE is hereby given that ARTHUR M. WEAVER of Hood River, Oregon, who, on May 19th, 1921, made Homestead Entry, No. 022861, for SEC. 24, T. 23N., R. 12E., Section 5, Township 2, North, Range 12 East, Willamette Meridian, has filed notice of intention to make commutation proof, to establish claim to the land above described, before Register and Receiver, United States Land Office, at The Dalles, Oregon, on the 7th day of Oct., 1922. Claimant, names as witnesses: William Lester, W. W. Weaver, D. W. Vincent, and P. D. George, all of Hood River, Oregon. J. W. Donnelly Register a1282

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