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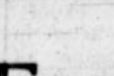


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TOURISTS PROVIDE ENORMOUS PAYROLL

With the 1924 tourist season nearly over, figures are available from the city auto park and the Chamber of Commerce informally both which indicate something of the value of the tourist to Hood River and the Hood River valley. These figures clearly show that tourist traffic is one of the leading and growing industries of the northwest, and one that is profitable and requires little effort to secure.

Although the number of cars registering at the city auto park is practically the same as that of last year, statistics from other parts of the northwest indicate that the tourist travel was not per cent greater this year than last year, and it is estimated that the next season will show an increase of 50 per cent.

Records of the city auto park show that 4,551 cars stopped there over night. Figuring conservatively that one car in 15 stops at the city park, a total of 68,265 cars have passed through this city since May 1. It is also estimated that there is an average of 3½ persons to each car. This makes a grand total of 238,927 people passing over the Columbia River highway and through this city, or nearly as many people as there are in the city of Portland.

Figuring conservatively that each car passing through the city leaves \$3 behind, the tourists left in Hood River a total of \$204,705. This is a payroll which, comes like rain, without apparent effort and with little cost.

From the Chamber of Commerce information about 1,480 parties were induced to take the trip into the Hood River valley. Most of these parties remained an average of a day, and some camped in the valley for a week or more. A car stopping over a day in a locality spends about \$10 to \$15. From this source alone approximately \$15,000 was brought into the valley.

The distance from Nyssa, close to the Idaho line to Seaside, on the Old Oregon Trail, is 572 miles. It takes about 30 gallons of gasoline to make the trip in the average car. At three cents a gallon, tax, the tourists have left behind \$22,802 to go into the road fund which is used in maintenance work to keep the trail in good condition.

Every line of business along the highway has profited by the immense traffic which has passed over it this year. Garage men state that at least one-half of the business they do, on the side of car sales, comes from tourists. Many hotels would not be running were it not for tourist traffic. Restaurants have profited also, to a large extent, because the tourists have had their share, as the tourist must eat. Then if the garage men, the hotel men, the restaurant men, the grocer, and others have profited, the dentist, the doctor, the lawyer, and others must profit also, although in a more indirect way.

"Tourist travel made Colorado and California, and it will make the Northwest," says W. E. Meacham, president of the Old Oregon Trail association. "These states realized several years ago that the tourist crop was an unyielding one, and one not affected by frost or drought, or hail or rain, while the Northwest sat supinely by, hiding its light under a bushel. However, the Northwest is gradually awakening to the vast possibilities of tourist travel, and is finally coming into its own."

"The Trail of the Covered Wagon is coming into its own again, and the judgment of those who blazed the way in the heroic days of the forties and fifties is being vindicated."

Party Sees Loop Highway

Hans Lage returned recently with a party from a tour over the Mount Hood Loop Highway. The motorists, who left their Pine Grove homes at about 9 a. m., returned to the valley at 6 p. m., having turned from Gresham to the Base Line road and returned home by way of the Columbia River highway. Other members of the party, which passed over the new loop with a permit from the Bureau of Public Roads, were: Mr. and Mrs. E. E. Lage, their sons, Riddell, George and Charles, Mr. and Mrs. Martin Drangseth, Mr. and Mrs. F. H. Blackman, Mr. and Mrs. P. B. Laraway and son, Bill, Misses Edie Warner, Alice Tompkins and Eunice Brown and Frank Vannier.

Mr. Lage in 1888 climbed to the top of Coopers Spur with Chris Dethman and Carl Grod.

Felding S. Kelly and a party made the Loop tour Thursday.

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**HOMEWOOD PLACE,
ODELL, BEAUTIFUL**

E. E. Gould, whose ranch, Homewood, is in the Odell district, has just completed construction of a front pond. It is fed by a spring flowing from a hillside just above the pond. Two thousand eastern brook trout secured from the Dead Point fish hatchery were planted in the pond.

Mr. Gould now has one of the most complete country homes in the valley. He utilizes a flow of water on his land for driving a small electric system. A swimming pool has been constructed. His home is equipped with all modern conveniences, and the lawns are filled with various shrubs and flowers. His home orchard bears fruit of all species. His son, Curtis, professor of mathematics in the Hood River high school, is associated with his father in the development of the orchard place. The family is enthusiastic over radio, and an improved 5-tube set was recently installed.

Just Little Stories

This is one of the best campaign stories we have recently heard. We do not wish for the antiquity of the fables. We give them as they were given to us.

An Upper Valley party motored down to Odell to hear a recent speaker for the Ladies' Leather Purse and Vanity Cases.

They arrived at the designated meeting place, and the man who was driving the automobile was instructed to park the car while the rest made a run for the hall, in order to find seats. They arrived and found just 23 people present for the big rally.

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