

The OREGON MOTORIST

Hamilton J D
1570 High St

Winter Pictorial

February-March 1936

Vol. XVI

No. 2

Why shouldn't we be afraid of the dark?

Motor car accidents are three times more dangerous at night!

NO ONE believes that Sudden Death will ever come to him in an automobile accident, or that he may be maimed and crippled for life. Yet automobile accidents continue to increase with gruesome frequency, and night driving steadily becomes more dangerous. Police records and insurance statistics prove it.

In Oregon, as in the rest of the country, practically all the increase in fatal accidents has been at night. And then, Death rides oftenest on the main highways—not on well-lighted city streets.

True, drinking and carelessness play a part in the greater hazard of night driving, but official figures show that the factors most responsible are these:

First:—Darkness itself, with its attendant lack of visibility. (A condition frequently accentuated in Oregon by reflections from wet roads.)

Second:—Glaring headlights which temporarily blind drivers of approaching cars. (Chief causes of glaring lights are improper adjustments or deliberate illegal elevation of headlights to increase driving range in order to make higher speeds possible.)

Third:—"Outdriving" the headlights, due to the speed of your car. At faster than forty miles an hour the modern motor car cannot be stopped before it has travelled beyond your range of visibility if you are using legal headlights. A legal headlight will only illuminate a level road 200 feet ahead.

Yet no driver wants to have an accident, no one wants to kill or be killed. But night by night, the death toll grows,

To any community or to any group of citizens served by its system, any of the electric companies in Oregon will be glad to lend engineering and technical help in a study of how to



Properly lighted highways like this, save lives

simply because modern drivers of modern cars will not slow down to safe highway speeds of forty miles an hour or less. The nation's foremost traffic authorities have concluded that human nature can't be changed. They have discovered that one sure way to reduce the gruesome toll of maimed and killed is through better street and highway lighting. Accidents are fewest in well-lighted city streets. Enough illuminated highways now exist in various states to prove that by proper highway lighting, night accidents can be reduced from 35 to 40 per cent.

Had the main highways of Oregon been properly lighted, more than 70 lives would have been saved last year and hundreds would have been spared agonizing, crippling accidents. Yet not a single mile of Oregon's 6800 miles of improved highways is illuminated in a modern life-saving way.

save lives by reducing traffic accidents. Interested citizens are invited to consult with the district office of the electric company which serves them.

Oregon Division

NORTHWEST ELECTRIC LIGHT AND POWER ASSOCIATION

The Oregon Motorist

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E. B. McDaniel

Membership Meeting Scheduled for March

The last issue of the Oregon Motorist carried the announcement that the annual meeting of the association had been changed from the third Wednesday in January to the third Wednesday in March. This change was thought advisable by the board of directors because of the bad weather usually experienced in January at the time of the annual meeting.

At the time this change in annual meeting was made, the board of directors unanimously amended the by-laws so as to provide for all nominations for directors to be made long enough in advance so as to permit notification to members of the association of all persons who were candidates for the position of director of the association. Under the amendment nominations are made by a nominating committee. Other nominations may be made by petition and both the committee's nominations and candidates nominated by petition are listed on the official notification sent to all members at least fifteen (15) days before the annual meeting.

The Board also voted unanimously that special meetings of the association should be called upon written request of one-twentieth (1-20) of the membership of the association and providing that 30 days' notice be given each member of the association of the date on which such special meeting is to be held.

E. B. McDaniel

President,

Oregon State Motor Association.

'Safe Highways' Mean Concrete

● The finest stretches of Oregon's highway system are built of concrete. Where safety is required, concrete is essential.



A model road is

- * Straight
- * Smooth
- * Wide
- * Economical
- * Permanent

AND BUILT
OF

Concrete



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Portland

Oregon



WINTER sports lovers in America bundled themselves up in as many old clothes as possible and hid themselves out to their favorite mountain—that was YESTERDAY—Today one's togs must be fashioned after the best of Europe and America's winter resort styles—that's why Hirsch-Weis WHITE STAG Ski Togs are so outstandingly popular—Best of all their colorful fabrics PROTECT you against cold and wet without being the least cumbersome.



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When Winter Comes

●A beautifully bound souvenir volume of photographs by Ray Atkeson, the northwest's leading photographer of snow scenes and winter sports. Never before has such a collection of pictures been reproduced. Each is suitable for framing.

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1200 S. W. Morrison Street

or

**WEST COAST PRINTING &
BINDING COMPANY**
1324 W. Burnside St., Portland

Notice to Members Annual Meeting March 18

The annual meeting of the Oregon State Motor Association for 1936 will take place at 8 P. M. on the third Wednesday in March, March 18, in the Association club-rooms, Southwest Twelfth avenue and Morrison street, Portland, Oregon.

The nominating committee, composed of Blaine B. Coles, chairman; Douglas McKay of Salem, and Philip E. Buebke of Portland, has issued the following report:

Dr. E. B. McDaniel, President
Oregon State Motor Ass'n.
Portland, Oregon.

Dear Mr. McDaniel:

The Nominating Committee appointed by you early in December to nominate successors to the directors of the Oregon State Motor association whose terms expire at the next annual meeting of the Association wish to report as follows:

From District 2 we wish to nominate Grover Hillman of Salem.

From District 4 we wish to nominate Walter Chiene of Marshfield to succeed Edgar McDaniel who wishes to retire because of ill health.

From District 6 we wish to nominate Clyde McKay of Bend.

From District 8 we wish to nominate W. C. Perkins of La Grange.

From headquarters district we wish to nominate Dr. E. B. McDaniel, W. R. McDonald and C. E. Francis, all of Portland.

It is the belief of your Nominating Committee that the Motor Association has experienced one of the most active and constructive years in its history and we believe that the continuity of such activity can be best assured by the directors nominated above.

All nominations were made unanimously by your committee.

Respectfully submitted,
Nominating Committee,
BLAINE B. COLES,
Chairman
DOUGLAS MCKAY
PHILIP F. BUEBKE

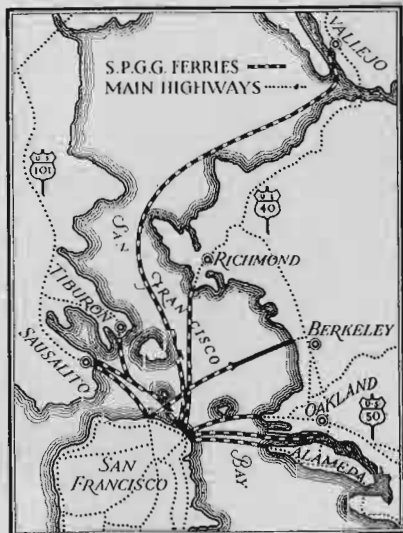
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9 45 AM	Foot Passengers	9 35 AM
11 40 AM	One Way \$.90	1 45 PM
4 00 PM	Round Trip \$1.20	6 00 PM
8 10 PM		10 15 PM

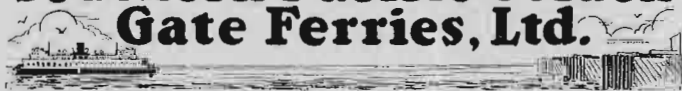
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Automobile and driver.....	\$1.50
Automobile, driver and 1 passenger.....	1.65
Automobile, driver and 2 passengers.....	1.80
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**Southern Pacific Golden
Gate Ferries, Ltd.**



.... glistening
white slopes
under skies
of brilliant
blue, luring
followers of
snow sports
from far and
near, that's . .



A view of 11,225-foot Mount Hood from timberline, with a cloudcap threatening to enshroud the summit.

Winter's gift to Oregon

PICTURE the Oregon of just five years ago, as the rest of the world knew it. . . .

A huge country, mostly a blank space on the map, few people, a bit of farming in the valleys, a bit of mining in the mountains, a potential source of vast amounts of lumber, a seaport up in the northwest corner called Portland.

Aside from that, what did the average American know about Oregon? It was next to famous California. That was about all. It had no famous resorts, no fascinating cities, no particularly compelling attraction. From a tourist standpoint, it was the shortest way between Mount Rainier and San Francisco. To be sure, there was the Columbia River Highway, but that was only something to ride over. It was not a place to go. There were the Oregon Caves and Crater Lake, but these generally were credited to the well advertised state to the south. Guide folders called Portland a half-day

town and gave little more credit to the rest of the state.

But wait, there was one attraction that was in a quiet way passed around by word of mouth. A few tourists who chanced to pass through in the three summer months remembered long, dreamy summer days, flashing trout streams, snow capped mountains, fighting trout and restful hours on great open beaches. Though there really wasn't any special place, any particular thing to put one's finger on, still somehow there lingered a haunting memory of Oregon in the summertime. Then back home

in the sweltering heat, they talked of the pleasant days and cool nights of Oregon.

Here, at least was one compelling attraction; though rather a vague sort of thing, it was something to be advertised—the weather! And so "Oregon in the Summertime" was the talking point. There were countless mountain lakes, beaches, rivers

and spots to enjoy if one could only find them. But somehow or other, when it came to trying to tell a visiting friend where to go to spend a couple of days, the average Oregonian, with a whole state full of wonders, was all but stumped! Nevertheless, lacking industrial supremacy, Oregon's destiny seemed cast as a wonderful place to enjoy the great outdoors, a place to really live!

There was only one drawback to this thought—Oregon's winters. After the three summer months were over, we stopped talking about the weather . . . the less said the better. Though there was little of the unpleasant coldness of most of the country, the reputation of Oregon's rain was even more widespread than its scenic wonders. So after all, it was a pretty hard job selling Oregon as a place to enjoy living out-of-doors on the strength of three short summer months.

Now, picture the Oregon of five years hence as the world will know it. . . .

Ski trails wind in and out on a foothill sea of snow. Looking into the valley from the slopes of Mount Hood, Portland's winter playground.



ACKNOWLEDGMENT

The snow scene appearing on the cover of this issue, as well as the pictures accompanying Mr. Underdahl's article, is taken from a souvenir volume of photographs by Ray Atkeson, published by the West Coast Printing & Binding company. Mr. Atkeson, Portland photographer, has gained national recognition for his ability to grasp the spirit of winter with camera lens. Because he is a mountaineer as well as photographer, he is able to reach King Winter's favorite haunts.

Many of his most exceptional photographs are included in the souvenir book, entitled "When Winter Comes." Attractively bound into a volume 10½ by 14 inches, they are suitable for framing. Copies may be obtained at small cost by writing to the OREGON MOTORIST or to the West Coast Printing & Binding company, Portland, Oregon.



Shadow-caves frame pictures of dazzling white on the skirt of Mount Hood.

Oregon . . . famous the world over as a great year-round playground. Oregon's Mount Hood a mecca for all tourists to the great West. With its fine hotel at the very snowline, above timberline, Mount Hood has become a spot no visitor dare miss. Here we find a summer playground unrivalled in the country and a great winter sports center within an hour of a large city in a mild climate. The phenomema of leaving Portland's roses and within an hour being deep in the heart of a winter wonderland will be an object of wonder the world over. And as a result of the influx of tourists a hundred other undeveloped resorts will have awakened to the vastness of Oregon's greatest industry . . . the attraction of tourists.

Here will be found every sport to attract the fancy of sport-loving Americans. Mountain climbing, swimming, hunting, fishing, hiking, golf and . . . oh, yes . . . skiing . . . the sport that has captured the fancy of more people than any other in the world. Skiing . . . the thrilling, fascinating, healthful outdoor sport. Skiing . . . where thousands of miles of snow-covered hills lie beneath one's feet, all sparkling white and cold beneath brilliant mountain skies. Skiing . . . the sport that sends thousands of softened city dwellers from their stuffy apartments out for a day of strenuous climbing and breath-taking sliding over mountain sides and sends them finally back to their work with red blood fairly tingling through healthy

A view familiar to many winter sports enthusiasts. Looking toward Mount Hood across Zigzag canyon.



bodies, with sparkling eyes and clear minds ready to tackle the problems of life. Skiing . . . the sport that lifts men from the small things of life, the quarrels, the jealousies, the snobbishness and hatreds of the world and makes everyone a friend, an equal, and everyone a king!

The dream of dreams of all Oregon will be a reality. Yes, Oregon's Mount Hood will be a mecca for all tourists—a beautiful hotel at Phlox Point on the very edge of timberline will not only bring to the snowline all the comforts of life, but will be, indeed a sportsman's paradise in winter as well as summer.

Here will be a place for young and old to find relaxation and recreation, where one may gaze at the majesty of Mount Hood, be it in its snow-white winter mantle, in its royal purple garments of the clear mountain air, or, when in spring, the meadows will be bedecked with millions of mountain flowers.

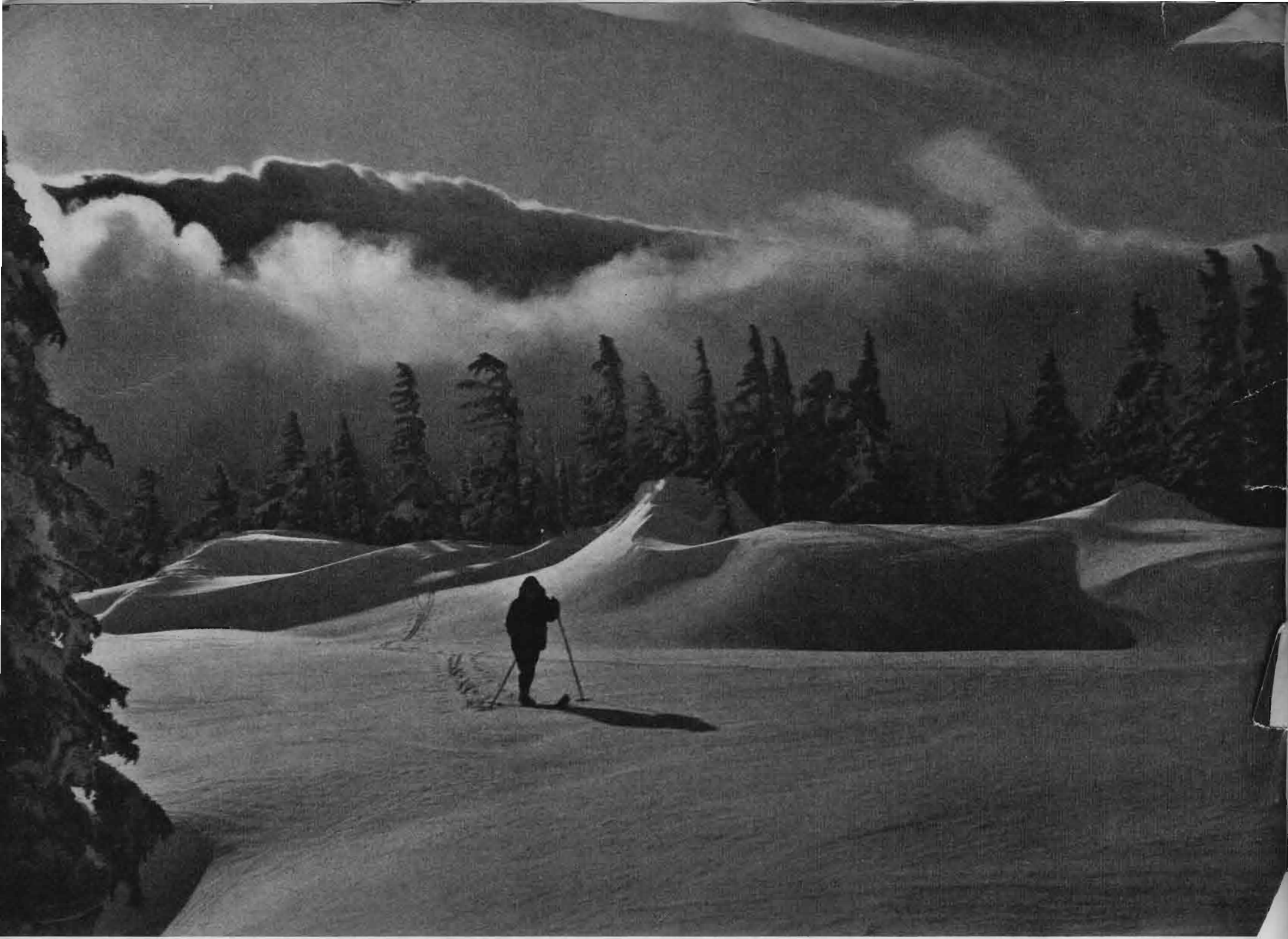
What a friend, indeed, Oregon has in Mr. E. J. Griffith, administrator of WPA funds in Oregon, in that it is through his enthusiastic efforts that the hotel has become a reality. Here are a few facts about this development program:

This hotel will be outstanding in beauty, practical in scope, with facilities to meet the needs of everyone and fit every pocketbook. Accommodations may be had for even as low as \$1.00 per night.

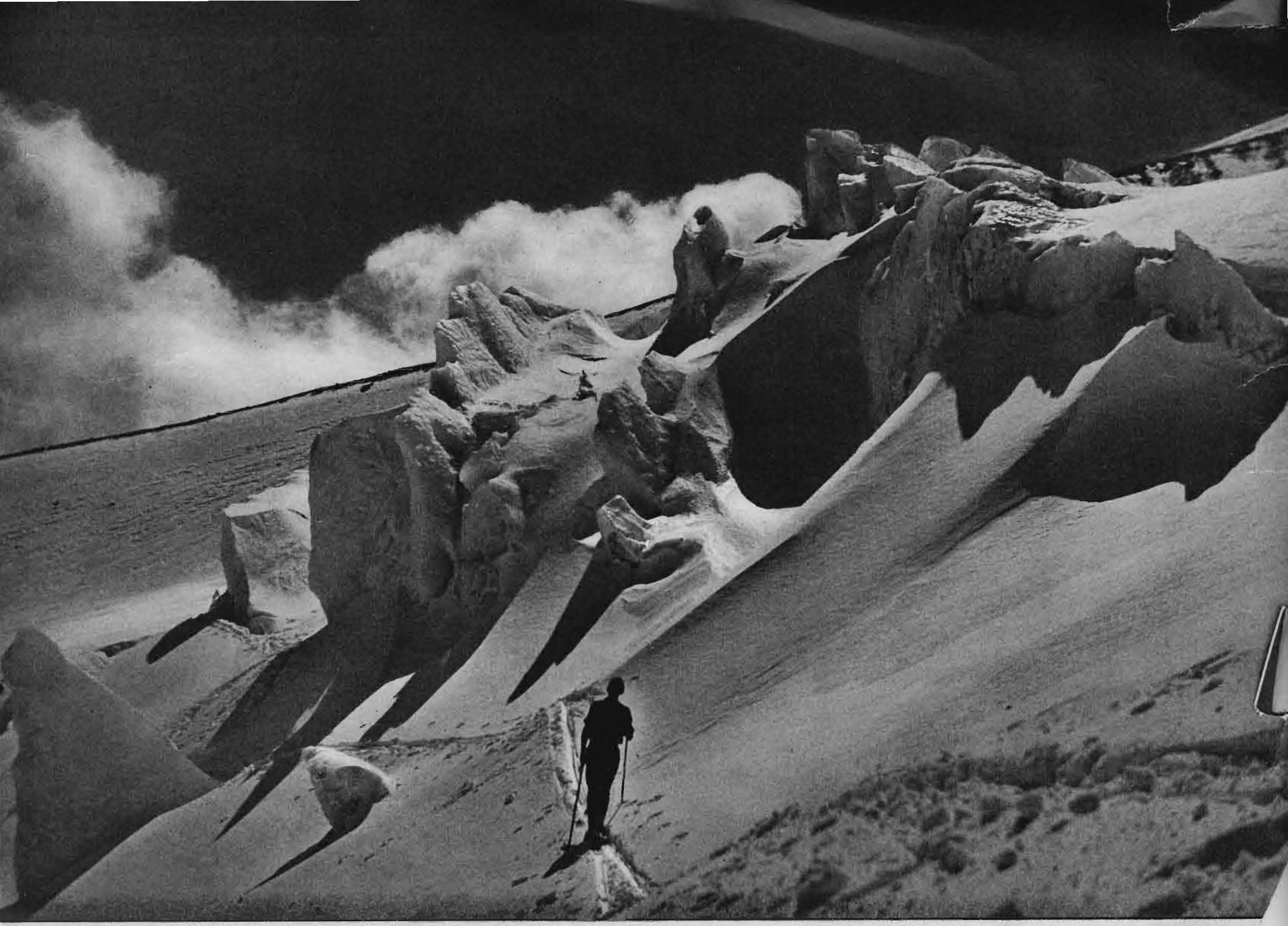
While at this time of the year one thinks of this timberline hotel as a winter resort, it will be operated throughout the year and will give Oregon a place to go, where one may enjoy swimming, tennis, horseback rides, mountain climbing, and, of course, one may take *(Continued on page 14)*

The photographs on the following four pages, all taken from the souvenir volume "When Winter Comes", were made by Ray Atkeson on Mount Hood. On the opposite page is a striking view of Hogback, over which a mountain climber is ascending to the summit. Next, smoking clouds of snow pass over the foothills, leaving twisted trees encased in frozen cloud. Third, skiers ascend to timberline where wind-thrown snow and ice turn trees into white ogres. Fourth, a skier explores White River glacier, where drifts lay their snowy grasp upon seracs that crumbled and tumbled under a summer sun.









Oregon's trail blazers

A traffic engineer reveals
the story behind the signs

THE early-day motorists who set forth on a journey was never certain that he would arrive at his destination at the appointed time. Not all of his difficulties were caused by the mechanical imperfections of his car. There was usually a wide choice of routes, and incidentally, the word "choice" is used advisedly since there were a few signs and markers to point the way.

A trip from Portland to Eugene was an adventure. The motorist was never quite sure that he was traveling the right road, and gas stations did not blossom at each intersection as they do today. Most roads looked alike for the main highways had not yet been paved.

In operating a modern highway system it is absolutely essential that provision be made to direct traffic properly. This is especially true in Oregon, a state that entertains many thousands of out-of-state visitors each year.

To accomplish this, the State Highway Department spends many thousands of dollars each year. The state is divided into five districts and a sign crew, consisting of a foreman and helper, is assigned to each district. Each foreman is responsible for the installation and maintenance of the signs and signals in his district. Each crew is provided with a specially equipped truck.

When new signs are to be placed on a highway, the road is first logged, a sketch drawn of each intersection, the mileage carefully noted, and the place where the signs are to be placed is indicated on the sketch. From this information, a list of signs required is made up in the Salem office and sent to the Sign Shop maintained at the State Highway Shops at Salem.

When the signs have been painted, they are bundled, marked with a number indicating the location at which they are to be placed and sent out to the field. The logs, or sketches, are used by the field foreman in placing the signs after which they are returned to Salem and filed so that the department has a permanent record of what signs are in place, and in case of damage or theft, replacements can be made without again actually logging the highway.

In the case of warning and caution signs, the procedure is quite similar except that the location and type of sign is marked on a 400' to 1" map. These maps are used by the field foreman in placing the signs and are then filed for future use.

shop or in the Oregon State Motor association shop are lettered by a stencil process, insuring uniform signs throughout State.

In about 1926 the American Association of State Highway Officials in cooperation with the U. S. Bureau of Public Roads established a system

By John
Beakey

Traffic engineer,
Oregon State highway department

of numbered routes for the entire United States. These routes are marked with the shields now familiar to all motorists. The U. S. numbered system, however, included only the most important inter-state routes so it was necessary for each state to

adopt a numbering system of its own to apply to important state routes not included in the U. S. system.

In 1932, Oregon established a state route numbering system and adopted a distinctive marker. Unfortunately, many of our own people are not yet familiar with this system but it is believed that they are rapidly becoming accustomed to it.

The advantage of using numbers instead of names is readily apparent. For example, a tourist from the Atlantic Coast need remember only that if he follows route 30 he will eventually arrive in Portland. The road he travels may have a different name in each state but the number is the

same from Atlantic City to Astoria. Likewise, anyone in Portland inquiring as to the route to Bend may be told to follow route 50 to route 97 and thence on route 97 to Bend.

All of these numbers are marked on the maps published by auto clubs, oil companies and travel bureaus.

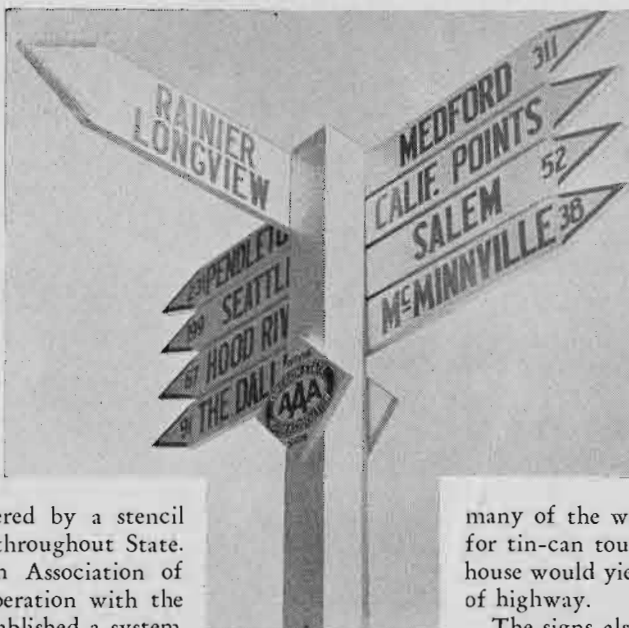
Maintenance of the signs is no small item. It is continually necessary to make replacements due to vandalism. This has been especially true during the past few years when so many hitch-hikers have been on the road. It is believed that

many of the wooden signs provide kindling wood for tin-can tourists, and that most any fraternity house would yield enough signs to sign a few miles of highway.

The signs also provide (Continued on page 14)



This sign maker is sorting and bundling the finished markers for distribution in the field. Signs of this type are lettered by a stencil process, lowering cost and insuring uniformity.





Traffic needs a King!

Plan made for ways
to end sudden death

HAVE you a solution to the traffic problem? Have you a plan up your sleeve, which you firmly believe would put an end to the ruthless slaughter so common today on American streets and highways?"

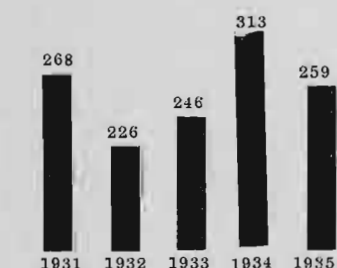
This question has been put before the people of Oregon and the northwest by the Oregon State Motor association and The Oregonian, which on January 12 announced a contest with 21 valuable prizes, first of which was a 1936 Dodge sedan. Every man, woman and child was asked to imagine that he were king, with unlimited power. What would he do to eliminate motor vehicle accidents?

Response to the request was instantaneous. First mail brought nearly 100 replies; the next brought more. And, according to sponsors, entries are increasing daily, yet the deadline is not until midnight, February 15.

The "End Sudden Death" contest, the title under which it was announced, struck a psychological note that at once made it a success. It was based on the belief that nearly every person had given thought to the problem of ending

"sudden death" on the streets and highways and had a plan of his own which in his opinion would solve it. The contest, it was hoped, would bring to light a plan which later might prove an actual solution.

The Oregon State Motor association, with The Oregonian, has carried on a continuous traffic safety program since September, 1934. Numerous plans of education, engineer and en-



Oregon's five-year traffic fatality record. This chart illustrates the state's rise to an all-time high in 1934, and the downward trend in 1935 when highway safety work became effective

With the far-reaching power of a great monarch, how would you juggle modern traffic to make it death-free?

forcement have been tried—and with remarkable results. A definite trend toward more careful driving has been noted from Oregon's accident

records, but of course there is still much to be done.

These organizations, and hundreds of others who later joined in the work, obviously have not run out of things to do to make the motoring public more "safety conscious." The "End Sudden Death" contest primarily is to give the average man, woman and child an opportunity to be heard. It is time for them to lend a hand—time for them to realize the seriousness of the traffic problem and give some thought to a remedy.

Only as an incentive were prizes of such high type arranged. Through the courtesy of the J. J. Parker theaters a 1936 Dodge sedan has been offered as first award. This car may be seen by Portlanders in the lobby of the Broadway theater.

As second prize, United Air Lines has offered a round trip to Hollywood; Metro-Goldwyn-Mayer studios a visit to movieland. While the winner of this prize is in Hollywood he or she will be guest of the Hollywood Plaza hotel.

Additional cash prizes totaling \$100.00 have been provided for those who fail to send in the best "If I Were King" entries. They range from \$25 down to \$2.50.

The children have not been overlooked. Because it was believed many youngsters of grade school age would not enter the contest because of adult competition, the Oregon State Motor association has offered a handsome little Shetland pony. This will go to the child who writes the best suggestion in his own age group.

Value of safety work such as that carried on for the past 17 months has become apparent with the announcement by Earl Snell, secretary of state, that Oregon's traffic fatalities in 1935 were 17 per cent under those of 1934. The total last year, records show, was 259, while in the previous year 313 persons were killed.

According to latest national figures, Oregon ranks third among states which have shown outstanding reductions in the traffic toll. Massachusetts in 11 months of the year recorded a 19 per cent reduction; Rhode Island an 18 per cent decrease, while Oregon in the same period showed a drop of 16 per cent. Figures for the entire year are not yet available.

Portland, in turn ranks third among cities of more than 250,000 population. Heading the list for the 11-month period, is St. Paul, Minn., with a reduction of 43 per cent. Second is Jersey City, N. J., and fourth is Seattle, ranking

Standings of Oregon and Portland among states and cities reporting outstanding reductions in traffic fatalities for the first 11 months of 1935.

	STATES		Population death rate 1935	Reduction
	1935	1934		
Massachusetts	684	842	17.2	19 %
Rhode Island	80	98	12.4	18 %
Oregon	228	273	25.1	16.5 %
District of Col.	149	178	32.7	16.3 %
	CITIES		Population death rate 1935	Reduction
	1935	1934		
St. Paul, Minn.	41	72	16.1	43 %
Jersey City, N. J.	35	56	11.9	37 %
Portland, Ore.	48	75	16.9	36 %
Seattle, Wash.	66	103	19.2	35.9 %

close to Portland with a reduction of 35.9 per cent.

Astoria claims a national record, being considered the safest city in the United States. No fatalities were reported in 1935.

Oregon's reduction in traffic fatalities may be taken as a true index to the driving characteristics of motorists in this state. The reduction is doubly significant when it is understood that the number of deaths reached about 36,000, a record equal to the 1934 all-time high.

Only 21 states succeeded in recording decreases during the first 11 months of last year. Several of the remaining 27 showed astonishing in-

creases. One hopeful note was the announcement that, according to nine-month figures, the death rate per 10,000,000 gallons of gasoline consumed was 19.8 in 1935, compared with 21.2 in 1934.

Oregon's headway is encouraging to safety workers. The Oregon State Motor association, The Oregonian and all other interested organizations will continue their programs this year. It is definitely felt that every motorist who operated his automobile more intelligently in 1935 will continue to improve his driving habits. Rightfully, a "new all-time low" can be expected in Oregon's 1936 fatality roster.



Above: 1936 Dodge sedan offered by J. J. Parker theatres to contest winner. Left: Round-trip via United Air Lines to Hollywood (second prize). Right: Shetland pony to go to grade school winner.



RULES OF THE CONTEST

1. All entries must be in the mail before midnight, February 15.
2. Entries must be limited to 300 words, written plainly or typed—double spaced, if typed—on standard letter-size paper, written on one side only.
3. Anyone in the Pacific northwest is eligible to enter this contest except employees of The Oregonian or the Oregon State Motor association, and their respective families.
4. Grade school children may compete for any prize as well as for the grade school prize, a Shetland pony, which will be awarded only to the youngster who submits the best contribution.
5. Mail letters to either the Oregon State Motor Association, Southwest Twelfth avenue and Morrison street, or The Oregonian contest editor.
6. All entries must be plainly marked with name, age and address.
7. Awards will be announced in The Sunday Oregonian on February 23. Decision of the judges will be accepted as final.

*The wet-weather motorists
picks the best road—then uses the*

Bridge of the Gods

King Winter sometimes turns the Columbia River highway into a sheet of ice. Then, the wise motorist takes the other route and crosses back over the Bridge of the Gods.

Again, he vents his wrath on the Evergreen highway. Again the wise motorist takes the other route, and, if headed for Washington, crosses the Bridge of the Gods.

NEAR CASCADE LOCKS, 4½ MILES EAST OF BONNEVILLE
BRIDGE OF THE GODS

See The New

LINCOLN ZEPHYR

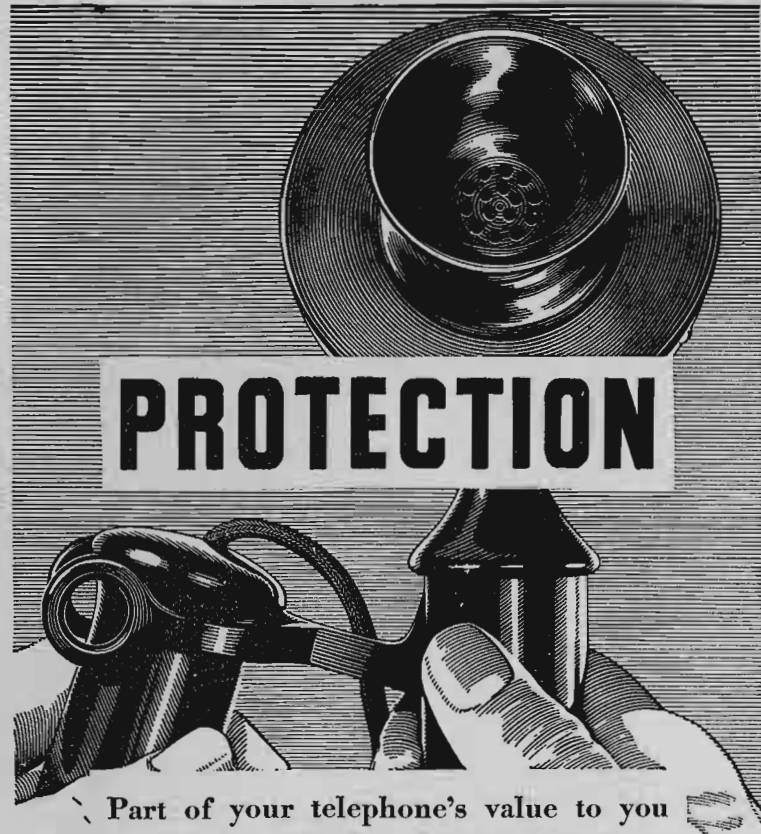
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PORTLAND



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- Has agents in practically every city in Oregon who will be glad to give you advice and quote you rates on all coverages on automobiles, or call our Home Office, 601 Pittock Block, Telephone BR. 5671.

OUR RATES WILL INTEREST YOU

Complete Adjustment Service Throughout the United States.

OREGON TRAIL BLAZERS

(Continued from page 11) excellent targets about this time of the year for hunters who wish to indulge in a little practice while traveling to and from the hunting grounds.

Actually, all of these people are destroying their own property but nevertheless the destruction goes on.

The State Highway Commission has long held that the signs are placed for the convenience of the stranger and not to advertise any particular town or community. It has been found that the fewer names used at a cross-road, the less confusing it is for the motorist. This is particularly true of main junction points and at such points considerable care is taken in selecting the names to appear on the signs. Only the names of the more important or well-known cities are used.

Needless to say this causes many an argument and protests are received in some cases from citizens who feel that their town is being slighted. However, the department adheres to the policy that the traveler is entitled to be directed to his destination by the shortest practical route and that the message conveyed by the signs should be as brief and concise as possible.

WINTERS GIFT TO OREGON

(Continued from page 6) many an inspirational walk over the network of beautiful mountain trails.

While all modern conveniences will be available, and rooms and hotel accommodations of the highest type will be provided, the needs of the great masses have been considered in providing various dormitories that will accommodate from ten to forty people. About two hundred guests will be accommodated overnight; but for those who are looking for daytime accommodations, such facilities as ski rooms, waxing rooms, warming rooms, and a large lobby in the basement, have been provided. Approximately \$200,000 will be put into the hotel proper with possibly another \$100,000 applied to improving the grounds, providing water system, trails, parking space, ski runs, tennis courts, swimming tanks, outdoor amphitheatre and necessary adjacent barns and shelters.

Phlox Point is at an elevation of approximately 6,000 feet and 62 miles from Portland. The location, which is convenient to attractive mountain meadows, commands an unobstructed view of the Cascade Range as far south as Mt. Washington and to the east and north overlooks the open checkerboarded wheat fields of eastern Oregon. In the near foreground the rugged canyons of White River stretch off toward the enchanting and mysterious Deschutes. Snow-fields and south side glaciers loom almost at the door of the hotel, which will be easily reached by the recently constructed spur from the Mt. Hood Highway near Government Camp.

The new hotel in the Mount Hood National Forest has been a major objective of the U. S. Forest Service for a number of years, the Service recognizing the value of such development to Portland and Oregon in capitalizing national forest resources for broader community benefit. Both as a nucleus for local recreation development and as a means of attracting tourists to the state it is believed that the hotel holds great promise for this region.

FRED J. HOWATT

"The Smash-up Man"

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PORTLAND, ORE.

Official Stations of the Oregon Motor Association

Patronize the Official Stations listed below as they are under contract to extend prompt, courteous and efficient service at reasonable rates.

For Free Emergency Road Service, Consult Separate List of Official Mechanical Service Stations

Effective as of February, 1936

- | | | | |
|--|--|---|--|
| ALBANY
Hotel Albany
Imperial Cafe | LA GRANDE
Sacajawea Hotel
Pine Cone Auto Camp and Cottages
McDonald Electric Co. | Lewis & Clark Garage, N. E. Union Ave. and Weidler St.
Library Garage, S. W. 11th and Yamhill St. | PROSPECT
Jim Grieve's Resort |
| ARLINGTON
Hotel Vendome & Coffee Shop | LAKESIDE
Fel Creek Resort
Curriers Village
(1 Mi. East of Coast Hy.) | Restaurants
Coon Chicken Inn, 5474 Sandy Blvd.
Marshall's Restaurant, 2534 N. E. Union Avenue
Purity Dairy Lunch, 513 S. W. 4th St. | RAINIER
Interstate Cafe |
| ASHLAND
New Hotel Ashland
Automotive Shop Garage | LAKEVIEW
Hotel Lakeview
Hunter's Hot Springs Hotel
(1 Mi. North on U. S. 395) | Auto Camps
Tourist Bungalow Court, 7360, 82nd Street S. E.
Midget DeLuxe Auto Cabins, N. E. 82nd and Sandy Blvd. | REEDSPORT
Square Deal Cafe |
| ASTORIA
Hotel Astoria and Cafe
Hotel Elliott
Imperial Grill | MARSHFIELD
Chandler Hotel
College Inn Cafe
Lou Blanc, Inc., Storage-Electric & Repair Shop
Pacific Wrecking Co. | Auto Laundry
15th Street Auto Laundry, N. W. 15th at Davis Ave. | RHODODENDRON
Rhododendron Inn |
| BAKER
Hotel Baker
Geiser Grande Hotel
Nye Auto Electric | McMINNVILLE
Palm Cafe | Electrical
Sunset Electric Co., N. W. 9th at Glisan
Kar Electric, 1216 S. W. 6th Ave. | ROSEBURG
Hotel Umpqua
Brands Coffee House
(4 Mi. north)
Tavern Grill
Hillcrest Auto Court |
| BANDON
Capps Motor Co.
Queen Ann Cottages | MEDFORD
Hotel Medford
Hotel Jackson
Merricks Known Nation-Wide Camp
Colonial Garage
Franklin Cafe | Fenders and Bodies
G. G. Gerber, N. W. 11th and Glisan Street
Columbia Auto Top & Body Works, 315 N. W. 11th St. | SALEM
Hotel Senator
Spa Confectionery and Restaurant
Ramseyer Bros. Garage
Cherry City Cottages
North Salem Auto Court
Valley Motor Company |
| BEND
Pilot Butte Inn
O. I. C. Cafeteria
South City Limits Auto Camp | MONMOUTH
Hallidays Garage | Paint
Vana's Quality Auto Paint Co. N. E. 14th and N. E. Davis Street | SEASIDE
Hotel Seaside |
| BLUE RIVER
Spark's Ranch Hotel | NEKOWIN
Neskowin Hotel | Tires
Jack & Van, S. W. 10th and Morrison St. | THE DALLES
Double Chance Service Station |
| BURNS
Hotel Welcome
Burns Garage | NEWPORT
Hotel Gilmore | Towing
Arrow Towing Co., N. W. 16th at Couch | TILLAMOOK
Tillamook Hotel
Tip Top Food Shop |
| CANYONVILLE
Greenwitch Tavern & Service Station
Deer Park Inn
(3 1/2 Mi. south) | NORTH BEND
Hotel North Bend | Brakes and Wheel Aligning
Bankhead & Walter, N. W. 11th and Everett Street
Chris Purvis Service Shop, 1609 N. E. Union Ave. | TRAIL
California on The Rogue (Auto Camp) one-half mile east |
| CLATSKANIE
Larsen's Super Service Station | OCEAN LAKE
Dorchester House
Rex Cabins | | UMATILLA
Lou's Service Station |
| COQUILLE
Coquille Service Station
Hotel Coquille
Ko Keel Village Tourist Apts. | ONTARIO
Hotel Moore | | UNION
Shank's Cafe |
| CORVALLIS
Hotel Corvallis
Jeff's Super Service Station
Wa. Wona Court Cottages | OREGON CAVES
Oregon Caves Resort | | UNION CREEK
Union Creek Lodge
Shanks Cafe & Confectionery |
| CRATER LAKE
Crater Lake Lodge | PENDLETON
Hotel Pendleton
Oregon Motor Garage
Rhodes Cafe
Lassen Auto Camp
Pendleton Motor Park | | WOODBURN
Woodburn Arch Store and Lunch |
| Dr POE BAY
Wayfarers Inn
Whale Cove Inn (4 Mi. south) | PORTLAND—Hotels
Hotel Benson, S. W. Broadway at Oak Street
Hotel Heathman, S. W. Broadway at Salmon Street
Hotel Imperial, S. W. Broadway at Stark Street
Hotel Multnomah, S. W. 4th Avenue at Pine Street
Hotel Nortonia, S. W. 11th and Stark
St. Andrews Hotel, S. W. Broadway and Columbia
St. Francis Hotel, S. W. 11th and Main
Hotel Carlton, S. W. 14th and Washington | | |
| EUGENE
Eugene Hotel
Hotel Osburn
Gold Star Auto Park
(2 miles south)
Doan's Log Cabins
Eugene Storage Battery Co.
New Imperial Lunch
Seymour's Cafe | RESIDENTIAL and APARTMENT HOTELS
Campbell Court Hotel, S. W. 11th at Main Street
Lafayette Hotel Apartments, S. W. 16th Ave., at Yamhill Street | | |
| FLORENCE
Florence Hotel and Coffee Shop | Garages
Bates Motor Ramp Garage, S. W. 9th and Taylor Street
Bybee Ave. Garage, S. E. Milwaukee Ave. and Bybee St.
Boulevard Garage, N. E. 41st and Hancock
Franklin Garage, S. E. 50th and Division
Gustin Auto Service Garage, N. E. Union and Columbia Blvd.
57th Street Garage, N. E. 57th and Sandy Boulevard
Haugen Automobile Service, 2203 N. E. Union Avenue
Irvington Auto Service, N. E. 17th and Broadway | | |
| FORT KLAMATH
Fort Klamath Hotel | | | |
| GARDINER
Gardiner Tavern | | | |
| GEARHART
Gearhart Hotel | | | |
| GOLD BEACH
Sunset Inn
Gold Beach Auto Park and Inn | | | |
| GOVERNMENT CAMP
Battle Axe Inn | | | |
| GRANTS PASS
Redwoods Hotel
Campbell's Auto Repair & Garage
Kamp Kathleen | | | |
| HOOD RIVER
Columbia Gorge Hotel
(May to Sept. 15)
Mt. Hood Hotel
The Guide Cafe
Hood River Garage
Smith's Auto Park & Service Station | | | |
| HUNTINGTON
Howell Bros. Cafe | | | |
| KENO
Pine Tree Auto Camp | | | |
| KLAMATH FALLS
Elk Hotel
Hotel Hall
Willard Hotel
Link River Auto Camp
Pelican Grill | | | |

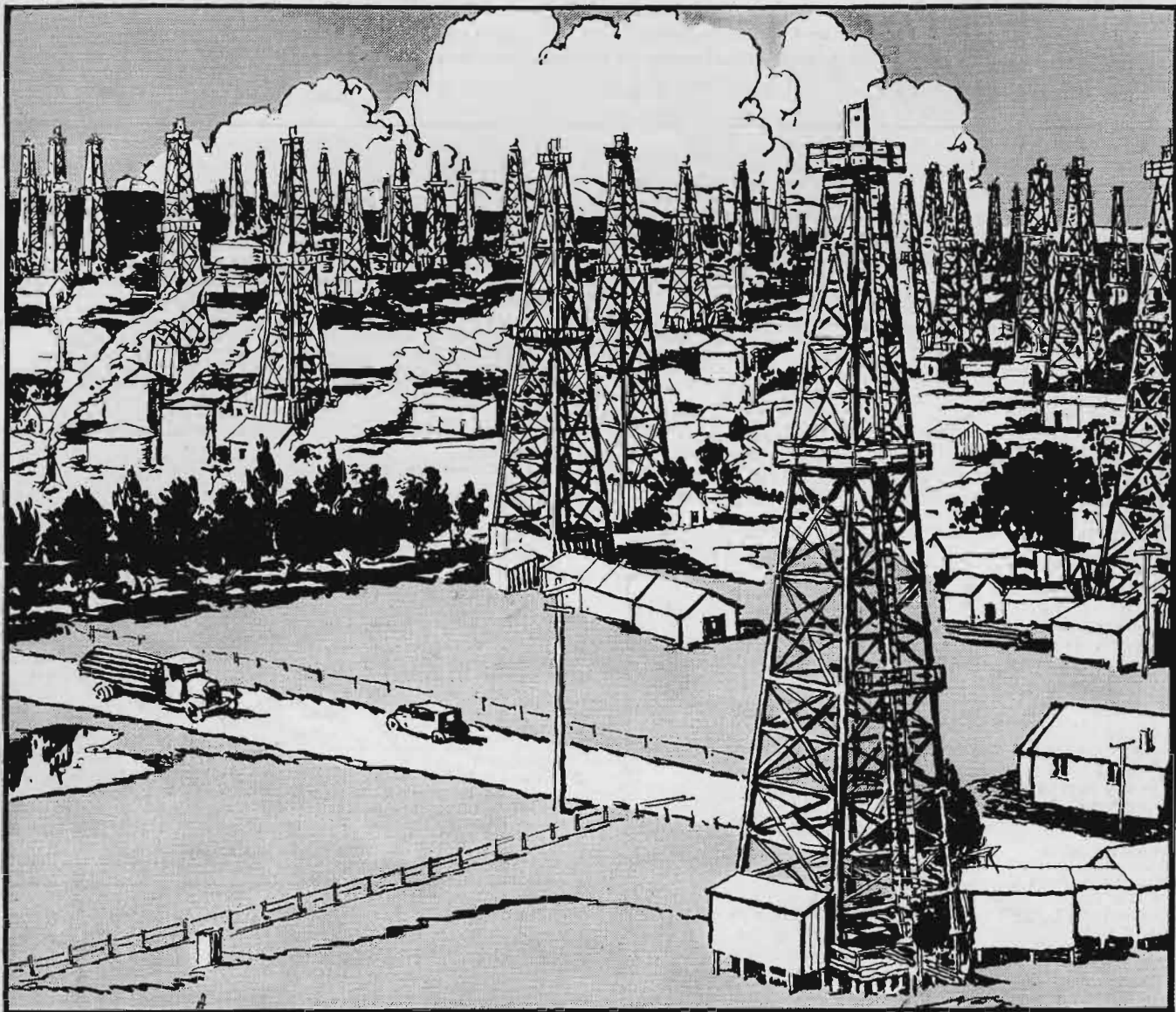
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