

Highway and Auto Dope

AUTOMOBILE NEWS

Tourist News And Traffic

EAST TURNING MORE TO WEST

Eastern business men with interests out here on the Pacific coast are coming more and more to the viewpoint that the far-western states have become an important factor from a financial and industrial standpoint and that a closer association between the east and the west is of mutual benefit.

The Chevrolet Motor company, Avery Harrison, local automobile dealer, points out, has long held this attitude and the present visit of R. K. White, head of the sales promotion department is in line with this policy of closer contact.

"There is no doubt in my mind that the close attention to detail given the design and construction of Chevrolet is appreciated by owners of the new series 'K' Chevrolet," says White. "Of course the average owner cannot know to what great length factory engineers and production managers really do go in turning out a quality car, but they at least can see how carefully the screws are inserted in the door hinges of the Fisher bodies used on all Chevrolet enclosed cars; they can see the finished facings of the doors, the fit of the windows and the neatness and quality of the upholstery and the beautiful and lasting Duco finish. They can also appreciate the tremendous power available in the motor and the softness of the disc clutch."

"These and many other quality features have made our owners real boosters and leadership here on the coast, as well as elsewhere in the United States, can be attributed to the good words that these owners have passed along to their friends regarding Chevrolet. I only wish that every motorist could make a trip through one of our seven big factories. Such a trip would show him not only the fine qualities that he can see on the surface, but would let him in on the 'secrets' of body and chassis construction that he could otherwise only guess at through the sturdy performance of his car. His easy handling and its wonderful wearing qualities under the most severe operating conditions."

White will probably remain on the coast for several weeks and expects to visit as many of the business centers of the territory as his comparatively limited time will permit. He is making his headquarters at the offices of F. N. Vouts, regional sales manager, at the Oakland Chevrolet factory.

Lost Lake Tourist Season Successful

HOOD RIVER, Ore. (Special)—Stanley C. Walters, chief ranger of the Mount Hood national forest, reports that the registration of motorists at Lost Lake the past season reached 21,454.

Many of these remained at the lake for several days. Of the auto camps in the forest along the Loop highway, Robin Hood led with a registration of 2,592.

The count shows that 1500 people visited Cloud Cap Inn and Homestead Inn the past season. Estimates of those who made the circuit of Mount Hood on the Loop highway are placed at 250,000.

LAKE HAS BOTTOM UNIVERSITY OF OREGON, Eugene, Ore. (Special)—Tradition that Lost Lake, near Coburg, Ore., near the McKenzie river highway, is bottomless is only a myth, according to three geology students who have just returned from a trip to the lake where they sounded its depths.

"Lost Lake is probably a depression in an old lava flow," said Herman Mejerjuren, one of the students, "and is one of a series of small lakes. Most of the others have been filled up, and Lost Lake is the most outstanding one that remains. This discovery has settled an old controversy."

FORD PRODUCTION REACHES 9,017 ON FRIDAY, OCT. 30TH

DETROIT (Special)—Exceeding all expectations for daily output, Ford production went to a new record of 9,017 cars and trucks on Friday, October 30. It was announced at the general offices of the Ford Motor company recently.

"This remarkable industrial achievement becomes more important when it is recalled that 60 days ago assembly of cars had halted while materials for the improved types were being shipped to branches. Since that time production has steadily risen from practically nothing to record-breaking heights. Every week for the last three weeks, as the company's 22 assembly plants swing into production, new daily records have been created. October will go down as a record-breaking month, for with Saturday's assembly, production for the month was in excess of 260,000 cars and trucks, exceeding any similar period in the history of the company.

Years ago at the fair there was one horseless carriage and you had to pay to look at it. Now everybody motors and you have to pay to park.

PICTURE WILL SHOW SCENERY

"Tell it in pictures" is the slogan of the Oregon State Motor association in a program that has just been completed wherein various civic organizations of the state will cooperate with the association in the making of a series of pictures that will exploit the scenic attractions as well as the outdoor recreational advantages that will be of interest to tourists while in the respective communities.

Conferences were had recently between George O. Brandenburg, general manager of the association, and several booster organizations of Southern Oregon rounding out a program in which the association, through its motion picture service operating through the publicity department, will make a reel of pictures for each community on a cooperative program outlined between the association and the local clubs. Several of the booster clubs visited have assured association officials that they will be glad to cooperate in the association's proposed publicity campaign.

In the proposal of the association a reel of pictures will be made for each community participating, in which the club members will appear as the characters in a story that will give the legendary conception of each club. Through these pictures will then run the commercial and recreational items of interest to each community as the pictureization carries the story and the characters through the activities of the community and through the scenic and attractive out-door backgrounds, adjacent to each district.

Accompanying Mr. Brandenburg on the trip and appearing at the meetings were E. E. Gale, district manager of the association for Southern Oregon, with headquarters at Grants Pass; and Otto M. Jones, publicity manager. When plans have been perfected on this program, Mr. Jones will arrange the scenery, with committees appointed by the cooperative clubs, and will then do the camera work in making of the pictures.

"This program of 'Telling it in pictures' will be enlarged as fast as we can get in touch with clubs desiring to participate in such a program," said Mr. Brandenburg upon his return from Southern Oregon.

"Perhaps this generation doesn't know much about the constitution of the United States because it has to devote all its time to studying the traffic rules.

NEW CAR WILL BE DEVELOPED BY AMERICANS

(Continued from Page One.)

"As our Paris distributor recently expressed it, 'You come to Paris for style in your clothes, but we repay the compliment now by going to Detroit for our style in motor cars.'"

"Old traditions of motor car building are fast being discarded. We have been passing through a transitional phase in our industry for the last two years which has caused us to cast aside many antiquated ideas and methods in automobile designing and building."

"In the popular-priced field the old notion no longer holds that a car to ride comfortably should be huge and massive. Re-designing of springs and their suspension, lower body lines and more scientific distribution of weight today make it possible for cars of shorter wheelbase to ride with greater ease and smoothness than cars of much longer wheelbase and more weight—not to mention the advantage of greater facility in handling and parking."

"An engine no longer need be a ponderous and clumsy power plant to develop speeds of 70 and 75 miles an hour. New ideas in car covers in alloys and other materials, enable us to now build mo-

NEW CAR WILL BE DEVELOPED BY AMERICANS

(Continued from Page One.)

tors small in size, but capable of developing tremendous energy.

"The builders of our better cars have begun to see the trend and are commencing to apply engineering principles and manufacturing economies which up to now have been considered only for the popular-priced field."

"New Cars to Meet Demand. The result is that we can look forward to cars of the highest standards being of much shorter wheelbase, but giving greater comfort, greater sustained speeds and pick-up to cope with the changing highway and traffic conditions, and produced at 25 per cent less cost than existing types of the greatest efficiency."

"It has been the astounding growth of the industry in this country which has made the motor car of these new specifications not only possible but necessary. It is only one more step that America takes the initiative in the development of the motor car that will carry out these conditions to the utmost."

Mr. Chrysler also expressed himself most optimistically over the European export prospects for the coming year. Chrysler cars, he said, had met with decided approval and were ranked among the most popular American cars now being sold throughout England and Continental Europe. The outlook for increased Chrysler sales, not only in England, but particularly in France, Spain, the Scandinavian countries, Holland, Belgium and

Germany is most promising, contract renewals with distributors in those countries being vastly ahead of a year ago.

There are a few scattered persons left who do not own automobiles, and they are becoming more widely scattered each day.

One Man Cars For America.

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