

MILLIONS RIDE ON OPEN ROAD

Tourists, 12,000,000 in Number, Spent More Than Billion Dollars in Past Year.

Fact and figures presented in the current issue of the "American Motorist" show for the first time the tremendous magnitude that motor camping is assuming in the outdoor life of the nation.

The data shows that altogether 2,000,000 cars, containing 12,000,000 persons enjoyed motoring vacations "under canvas" during the last touring season.

Thus the cost of maintenance alone of this army of wayfarers was \$710,000,000. The average cost of camping equipment was \$128, and as one-third of the camping cars were first timers they spent \$128-

000,000 on equipment, while the other two-thirds spent \$58 each on outfit renewal, meaning an investment of \$116,000,000—altogether by auto campers in one year.

Regarding allegations that this army of automobile campers is bad for the hotels and resorts that normally cater to motor tourist traffic, the "Motorist" says:

"The fact is that they are assets directly or indirectly. The time has passed when a camper sets up his tent every night. In bad weather and periods of lassitude he flees to the hotel. Thirty-three per cent started out last year with the intention of obtaining meals or shelter during part of the time in hostels."

"The real competitor to the hotel is not the camper. The biggest competition, which is frequently overlooked, comes from the farmhouse and the gas station with the sign 'dispenser.' Tourist Accommodations Here."

KEEP EQUIPMENT CLEAN Keeping the car clean and attractive in bad weather depends to a large extent upon keeping the cleaning equipment clean. A gritty chamois will scratch the body. An oily chamois will leave streaks on the windows. Since grit and oil are bound to be picked up by the chamois it should be cleaned frequently. The best plan is to let it soak in a bucket filled with soapy water. After it goes through the wringer it will be clean again.

Interesting Jobs On Oregon Commission's Highway Program

Quartz Valley Section of Klamath Falls-Lakeview Highway Will Cost \$150,000; Government and Wallowa County to Spend \$45,000 on Enterprise-Flora Highway.

The Oregon state highway commission and the district officials of the forest service and the bureau of public roads have tentatively agreed to improve the following forest highway projects in Oregon with funds that will become available during the fiscal year 1927.

In the immediate vicinity of Crater Lake, two sections of forest highway are scheduled for improvement. On the west side, 6.6 miles adjacent to the west park boundary will be surfaced. For this work the government will set aside \$50,000. On the east side the state or county will set aside \$30,000 and the government \$30,000 to grade and surface about five miles to connect the Sand creek entrance with The Dallas-California highway. It is expected that the eastern entrance will be a popular one with the tourists traveling by rail, as soon as the Southern Pacific railroad finishes its new main line from Natron to Klamath Falls.

Project to Cost \$150,000. The state and the government will cooperate in financing the construction of the Quartz Valley section of the Klamath Falls-Lakeview highway. The eastern terminus of this 9.5 mile grading project is about eighteen miles west of Lakeview. For this work \$150,000 will be set aside, each party furnishing one-half of this amount.

The first section of the Mt. Hood Loop to be built was the section from the forest boundary eastward along Zig Zag creek. The Loop road has become so popular that it has become necessary to widen this portion; \$25,000 of forest highway funds will be used and the work will be carried on as far as the funds will permit.

Oregon and the government will each contribute \$50,000 to do the clearing from the end of the Mt. Hood-Wapinitia road to a connection with the forest development road south of Clear Lake or beyond. From Wapinitia west the government and Wasco county will each set aside \$25,000 to grade about eight miles of road.

In 1922 a 2.8 mile section on the Santiam river, known as the Sheak's Hill section, was graded and surfaced. It is now proposed to extend this work from Sheak's Hill to Cascade, about seven and one-half miles. Linn county will have \$40,000 which they will match with an equal amount of federal funds to carry on this work.

Plan Improvements. Improvements are also contemplated in the eastern part of the state. Between Canyon City and Burns it has been recommended that the forest highway system be extended from the south forest boundary line to Burns. Harney county will furnish \$65,000 and the government a like amount to improve the worst sections of the 29 miles between Burns and the county line. A fifteen mile section south of Canyon City was graded in 1924. This Bear Gulch section serves a stock raising district with comparatively light traffic. The work to be done this year will complete the surfacing of the worst sections. Grant county will set aside \$30,000 and the government will put up a like amount to finance this work.

Several years ago the bureau graded 13 miles of road through the Wallowa National forest, between Enterprise and Flora. In 1921 this section was surfaced. Now Wallowa county will furnish \$10,000 and the government \$30,000 to grade 6 miles north from the end of the former improvement. This will bring the north end of the new road almost to Flora.

Grant county has constructed, with market road funds, a road from Mt. Vernon up to the forks of Beech creek. They have \$50,000 which they will set aside for the construction of a road from Beech creek to the summit between Fox creek and Long creek. In cooperation with Grant county's funds, \$50,000 of forest highway funds will be used to grade the nine mile section between Beech creek and the summit between Fox creek and Long creek.

Improvement of the road between Heppner and Spray is contemplated. For this work Morrow county will provide \$75,000 and the government \$50,000. The improvement will start at Chaplin creek and extend south toward the county line as far as the funds will permit. Wheeler county is ready to build north from Spray to the forest boundary.

An eleven mile section of the Ronseval Coast highway between Euclyps creek and Rogue river is now being graded by the state. Funds have been set aside to surface this project; the state agrees to furnish \$45,000 and \$45,000 will come from federal forest highway funds.

In addition to these funds, \$25,000 has been set aside for location surveys and \$54,000 for maintenance.—Pacific Builder and Engineer.

EXPERT GIVES OIL POINTERS

Probably every automobilist has had the experience of starting his engine on a cold morning when the oil in the crankcase was strictly fresh. The starter has a difficult time cranking the engine and labors and groans at its task.

The reason for the extra load on the starter is explained by the gumming or congealing of the lubricating oil in the engine. The film of lubrication on the bearing surface has congealed and gummed to a point of stickiness, offering resistance to moving parts.

The same happens with the oil supply in the engine base. This supply under cold temperature congeals to a jelly-like consistency which cannot be pumped, splashed or thrown to the bearing surfaces where needed.

This condition is not remedied until sufficient heat from the explosion chambers has passed into the lower crankcase and melted the jelled mass into solution again. During this transition process the bearing surfaces and friction surfaces of the motor car are operating with inadequate lubrication and often without any at all. Thus, when the protecting oil film, which keeps the moving surfaces from coming in contact with each other, is removed or impaired the unprotected metal to metal contacts scuff and wear rapidly—setting up first increased clearances between moving parts followed by knocks and clatter as the wear increases.

How to Avoid This Wear. Service Engineer E. J. Leyerle of the Franklin Automobile company says, "Use one quart of oil to a full tank of gasoline whenever engine oil is changed during the winter months." The oil in the gasoline tank is completely dissolved by the gasoline and does not interfere with the carburetion. The lubricant mixed with fuel will insure some oil on the cylinder walls. In this connection it is noteworthy that only lubrication that most two-cycle motors receive results from the mixing of oil with the contents of the fuel tank.

In Mr. Leyerle's opinion this one precaution will go a long way toward eliminating the danger of excessive engine wear in winter motoring. It has been stated by various engineers and service authorities that more damage can be done to the engine in the first ten minutes of warming up on a cold morning than takes place in hours of driving during the summer season. It is best to idle the motor slowly to warm it up, and to take sufficient time to allow it to warm up thoroughly before starting to drive. Also motorists are advised to use a cover over the grille. This assists the motor in warming up and permits operation with higher thermal efficiency.

URGE CHILDREN AND PARENTS TO OBEY SAFETY LAW

School children of 1500 cities and towns in the United States will be asked to sign a pledge jointly with their parents to obey the "Ten Commandments of Safety" which are part of the intensive campaign to help cut down the tremendous automobile death toll of the nation, according to an announcement today by Marcus A. Dow, director of the Stewart-Warner Safety Council for the prevention of automobile accidents. The child's teacher also is to sign the pledge. Affixing the child's name on the pledge is accompanied by a serious talk on safety by the teacher. The parchment pledge is given to the child to keep as a permanent safety reminder. Mr. Dow's "Ten Commandments" are:

- For children and pedestrians: 1. Look both ways before crossing streets and highways; 2. Wait until it is safe to cross; 3. Keep to the left, facing traffic, when necessary to walk in the roadway; 4. Refrain from playing in the roadway. For parents: 5. Caution children frequently as to street and highway dangers. For motorists: 6. Watch out for children and pedestrians; 7. Watch speedometer; keep it in good order and refrain from speeding; 8. Keep brakes in good order; 9. Obey all traffic and safety rules; 10. Drive carefully always.

It is estimated that several million school children will be given the opportunity to sign the safety pledges. "Last year approximately 21,000 persons were killed in automobile accidents," said Director Dow. "Thousands were children under 16. By intelligent safety education we hope to make the streets of every community safer. In New York during an intensive safety campaign under my supervision for the New York Police Department more than a million school children signed a pledge like the one we are now seeking nationally. Accidents resulting in death and injury dropped 50 per cent the month following the signing of the pledge, and within the year the safety crusade resulted in the saving of 105 children's lives."

CAUSE OF OVERHEATING Sediment in the cooling system or any foreign matter such as a piece of cork, rubber or rag is particularly to be avoided in cars that are equipped with thermostats. If anything of this sort lodges in the thermostat valve the water may not circulate to the radiator when the engine reaches the proper temperature, thus causing the system to overheat.

CHEVROLET World's Greatest Closed Car Values. New Low Prices: Coupe - \$645, Coach - \$645, Sedan - \$735, Landau - \$765. Think of getting a beautiful, four-door Sedan for \$735—a Coach for only \$645—and other closed models at equally amazing new low prices which include speedometer, balloon tires, Duco finish, Fisher bodies, Alemite lubrication, and countless other fine car quality features. No other closed cars offer equal value—none at the price offer equal beauty, durability, comfort or performance, snip and power. Come in—our ride will convince you. Ask for a Demonstration!

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A Filling Station That Fills Every Need. You will find when you drive up to our station that prompt attention by courteous attendants will be given you. It may be only water or air—both of which are free, or it may be a tire or a tube, in any event the attention is the same. We specialize in crank-case service. Veltex GAS AND OIL MILLER TIRES—RACINE TIRES La Grande Filling Station Kuhn & Zweifel

CHRYSLER To All Women Who Do Not Ride In A Chrysler "70"—Whatever car you ride in—or drive, if you are one of the great army of women drivers—we can promise you an entirely new delight in the Chrysler "70". Comparatively few women, it is true, care to ride as fast as 70 miles an hour; but the power indicated by 70 miles plus represents the utmost in acceleration, in smoothness, as well as in speed ability. And think of a car without side-sway—a car which steers with unbelievable ease—a car made so safe by Chrysler hydraulic four-wheel brakes, and so compactly designed for easy parking, that you'll idle it with implicit confidence. Chrysler is admittedly the style leader among motor cars—and that, of itself, is a genuine satisfaction. We are eager to demonstrate the beautiful Chryslers to you at your leisure. L. W. WEEKS Holmes Bldg., Jefferson Ave. Phone 180-J

FORD BY-PRODUCT DIVISION HANDLES LARGE BUSINESS. Aside from being the world's greatest manufacturer of motor vehicles, the Ford Motor Company last year in its By-Products Division handled a volume of business equal to that of the country's largest enterprises. This division virtually a side line with the company, reported a total business of more than \$11,000,000 for 1925, according to W. C. Perkins, local dealer. A significant feature of the sales report just made public is the fact that more than \$4,000,000 was realized by the conversion of waste into some valuable product. Production of Ford products has grown to such large proportions that in order to insure uninterrupted supply, the company has taken control over many of its primary necessities. This has led to the development of what might be termed related industries in which coal and iron ore are mined, lumber is cut, glass, steel and other heavy materials are manufactured. The maximum economy of operation demands capacity production and inasmuch as the requirements of the company do not equal the capacity output of these related industries, the surplus as well as sizes of materials not adapted to Ford production are sold. Economies which to a smaller manufacturer might appear too slight to justify an extensive reclamation development, looms so great in the Ford Motor Company production system as to make practical and profitable the establishing of "industries within an industry" for the salvaging of what would otherwise represent an economic loss. The most valuable item of by-products from the standpoint of reclamation was chemicals, which brought a return of \$1,929,776. A part of these were salvaged from scrap wood at the Ford Rouge Lumber Co. plant at Ecorse, Mich., worth \$206,445; was also reclaimed from scrap wood. Other items on the list of salvage include cement made from blast furnace slag and various scrap metals. AUTO IS AT ITS BEST WHEN PARTS WORN IN. Unless a car is abused or neglected, it should be at its maximum of worth at the end of that time when the various running parts are properly worn in so they operate perfectly.

Ford For the First Time \$500 Buys a Closed Car. If you plan to spend over \$500 F. O. B. Factory for an automobile, you can get the year-round comfort and convenience of a Ford closed car. The price advantage which the public enjoys in purchasing Ford cars is the result of volume production. In 1920, when the Ford Motor Company was producing approximately only a million cars a year, the Ford Touring Car sold for \$575. Today, with production on the basis of nearly two million cars a year, the Tudor Sedan, a high quality all-steel closed car, can be purchased for \$520—\$55 less than the Touring Car sold for six years ago. Open car prices are correspondingly low. While this program of price reduction has been carried on, important refinements and improvements have been made in Ford cars. The latest improvements include new and attractive body lines—a lower center of gravity, closed cars in color, all-steel bodies, new brakes and new style fenders. However, the basic features of Ford design have not been changed. Three point motor suspension, planetary transmission, dual ignition system, torque tube drive, multiple disc-in-oil clutch, splash lubrication, thermosiphon cooling system—outstanding features of automobile design—have all been retained, regardless of cost. FORD MOTOR COMPANY, Detroit. TOURING \$310 NEW PRICES RUNABOUT \$290 TUDOR SEDAN \$520 COUPE \$500 FORDOR SEDAN \$565 Closed Car prices include starter and demountable rims All prices f. o. b. Detroit. "Ford Design Costs more to Build—Is Worth More—But Sells for Less"