

MOST TOURISTS FROM CALIFORNIA

Seventy-Five Per Cent of Motorists in Oregon From the South

In an analysis of tourist traffic, the State Motor association points out that 75 per cent of tourist travel comes into Oregon from California.

California is the concentration point for tourists and the association points out that the proper place to increase tourist volume is to have businessmen of Oregon in the places where tourists congregate.

Through its affiliation with the American Automobile association, the State Motor association has representatives in every city in California and these tourist information bureaus are equipped with detailed tourist and road information regarding Oregon.

The trend of tourist travel over Central Oregon highways has markedly increased during the past few months. The completion of The Dalles-California highway has drawn a great many more tourists into the central portion of the state and now that the oiling program has been completed, Oregonians are finding that Central Oregon country is not only a new but a most delightful country in which to spend their vacation trip.

August travel shows a decided increase over July, due to the late season and oiling activities, and it is expected that this increase in volume will continue until school bells put a stop to a percentage of the vacationists.

The percentage of tourists who are coming into Oregon from the south by the Pacific highway and returning by way of The Dalles-California highway is increasing daily. The tourist by making this loop trip gains a perspective and a knowledge of the variety of Oregon scenery that is not gained any other way.



Don't Worry! If you use RUSCO Brake Lining on your car you will always be safe.

Jack Brandt Auto Repair Shop 1302 Jeff. Ave.

General Motors Sales Increase Over July, 1926

DETROIT, Aug. 20.—Commenting on the July sales of cars, Alfred P. Sloan, Jr., President of General Motors, said: "The retail sales by our dealers to consumers in July were 324,749 cars, an increase of 22,172 cars or 33 per cent as compared with July 1926, at which time such sales were 191,576. This also compares with 59,872 cars in July 1925."

In July the sales by our car divisions to their dealers totaled 126,939 cars compared with 87,642 in July 1926, an increase of 42,266 cars or 36 per cent. This compares further with 52,258 cars in July, 1925."

GRAVEL HIGHWAYS LEAD More than one-third, or nearly 30,000 miles, of the federal aid highways in the United States are constructed of gravel.

A NASH BEAUTY



Miss Mary Kerwin, of Silver Lake, Wisconsin, likes the new Nash Coupe. Who wouldn't? Beautiful appearance, ease in handling, powerful and spacious—comfortable rumble seat in rear deck.

Rubber To Make Riding Easy For The Future Motorist, Expert Says

By Israel Klein (Science Editor, NBSA Service) Rubber is going to take the shocks and vibrations out of motoring. It is already being used for mountings of engines on some auto chassis and for mountings on springs. It is being tried out in steering wheel hubs, as bushings at bearing surfaces and may eventually find its place in every point of contact on the automobile where there might be any suspicion of discomfort.

We still think of rubber, in connection with automobiles, in terms of tires. But ever here it has been improved to such an extent that comfort in motoring has been greatly increased. Balloon tires have done this.

Yet rubber engineers have gone much further. Their aspirations are for the replacement of practically all metal joints with rubber. And they have already begun their work of replacement.

The advantages of rubber, in general, are its property of elasticity, its strength and especially its ability to absorb energy. It is therefore an ideal vibration dampener and shock absorber. It needs no lubrication, as metal joints do, and doesn't wear as easily.

These advantages were discovered in a long series of experiments undertaken by the United States Rubber company, under the direction of Walter C. Keys, chief engineer of the automotive development department.

As a result of these tests the company has developed a spring mounting, an engine block mounting, and other mountings for the heavier parts of the automobile. It is going further in the development of rubber bushings, especially for motors, and rubber inserts in steering wheel hubs providing non-metallic insulation for the wheel.

Many Advantages Keys lists the following advantages for rubber mountings: 1. Lubrication is unnecessary. 2. Shock and rattles are eliminated. 3. Shackle adjustments are unnecessary.

4. Life of springs is enhanced. 5. Shimmy has been reduced in many cases. 6. It is less costly. 7. It has fewer parts.

WASHINGTON, D. C., Aug. 20.—An evidence of the stiff competition that motor touring areas and resorts in the United States are up against, reports for this season to date indicate an increase of close to 100 per cent in the number of Americans taking their cars abroad.

An announcement to this effect was issued here recently by the National Headquarters of the American Automobile association, and is based on data compiled by the foreign department of the national motoring body, which was created to take care of the interests of A. A. A. motorists traveling in foreign countries.

"That the United States is contributing heavily this year to the international motor touring caravan is quite apparent from preliminary reports reflecting an increase in the number of American members of the International Touring Alliance," the statement declared. "Practically all of the 35 European touring clubs, constituting the Alliance, and with which we have reciprocal relations, have noted a big increase in the number of American cars on the highways of the Old World."

Analysis is Made The foreign department of the A. A. A. has made an analysis of the factors in the situation and cites the following reasons among others, for the big increase in American motorists who are leaving their own power in Europe this season.

"First, the International Touring Alliance has facilitated the circulation of foreign cars abroad and simplified custom, registration and the business of securing trip tickets for accredited American motorists.

"Second, several of the large steamship companies have made special provisions for transporting cars uncrated as baggage and at reasonable prices, including insurance costs.

"Third, European resort and touring areas, in many instances supported by local governments, have been conducting a world-wide advertising campaign, but particularly directed at United States prospects, and the fruits of which campaign are now manifesting themselves.

"Fourth, American cars found that the most pleasurable way of seeing Europe is by motor and Mr. American Motorist likes to travel under his own power, provided he can secure motoring service which is becoming more and more available through the activities of the clubs comprising the International Touring Alliance," the statement continues.

HIGHWAY COUNT SHOWS INCREASE

Travel in Wallowa County Sets New High Mark—649 Vehicles Pass

ENTERPRISE, Ore., Aug. 20.—Travel on the two highways of the county was the heaviest on record by count, last Friday, August 12. The valley highway showed a total of 448 vehicles between 4 a. m. and 10 p. m., and the Flors road count was 94. Every kind of car was out in numbers. Figures for the two roads are:

Table with columns for Vehicle Type and Count. Includes categories like Oregon passenger cars, Other passenger cars, Stages, Trucks, Horse vehicles, and Totals for 1926 and 1925.

Passenger cars from other states have never been particularly numerous in the county, and the August proportion is about the same as in former months. By way of comparison, 42 outdoor cars were counted in July, 1926; 33 in August 1926; 41 in June, 1927; 21 in July 1927, while the number was 57 for the count of August, 1927.

Traffic seemed normal last Friday, with the addition of that going to and from the pioneer reunion at the head of the lake. This meeting accounted for many cars, the precise number being a matter of mere guess. If 50 cars went to the reunion and back, this added 100 to the total count.

On the valley road the count was taken by Elmo Finley at the J. A. Engelson corner and Janice Barnes was at Camp 1 on the Flors road.

Frank J. Berry, highway patrolman, returned the last of the week from a two weeks vacation trip to western Oregon. One of the surprises he met there was the number of horse drawn vehicles on the highway. He concluded that in a thickly settled farm district, with many short hauls from field to field and from farm to town, horses proved more economical than motor trucks.

But long hauls are more the rule in Eastern Oregon, and horses are so slow that they are not satisfactory. Confirmation of this reasoning is seen in the August count, shown above. On the valley road 9 horse-drawn vehicles were seen, but none on the north road, where distances are greatest.

Entry is Standardized Temporary entry or autos in various European territories has been standardized for most countries by the Alliance Internationale du Tourisme, under whose aegis a document known as the Carnet de Passages en Douanes is issued. This covers Great Britain, the Irish Free State, France, Italy, Belgium, Switzerland, Holland, Germany, Austria, Norway, Denmark and Sweden. As an alternative to the Carnet there is another form of pass-sheet, the triptyque, one triptyque being required for each of the above-mentioned countries. There are, besides triptyques for Czechoslovakia, Egypt, Finland, Hungary, Poland, Portugal, Rumania, South Africa, Spain and Jugoslavia. The American holder of a Carnet or of triptyques passes the custom without being called upon to deposit the dues at the frontier. All he need do is to lodge receipts with the A. A. A.

"By mutual agreement, over thirty-five nations are parties to a convention which enables the motorist to travel in all territories embraced by the group on one registration number for the particular automobile involved and dispense with separate driving licenses. This arrangement solves the circulation problem and is controlled by a document termed the International Traveling Pass, or Certificate International de Route."

DRAWING THE LINE Father: In spite of your poor work in school, I am going to give you a Ford coupe for Christmas. However, I am still displeased with you. Son: Will you shake with me, Father? Father: No, I refuse to place my foot in the dirt with you. —Pennsylvania Punch Bowl.

"Dear John," the wife wrote from a fashionable resort. "I enclose the hotel bill." "Dear Mary," he responded, "I enclose check to cover the bill, but please don't buy any more hotels at this figure, they are cheating you."

SHASH! If you break a windshield or a window in your sedan—remember it can easily be replaced at—

La Grande Construction & Supply Co. 1501 Madison

DO YOU REMEMBER WHEN You entered the smartest models from the rear via a flight of three steps? You steered the old chariot with a "tilt"? A man, aided by two or three boys and a mechanic, could change a tire on the road (if lucky and patient) made of an hour and a half? Every automobile owner had to break his arm at least once cracking the darn! lamp? You had to carry a can of gasoline and squirt a little into each cylinder every cold morning to start it? The windshield was made of isobutane and could be rolled up on warm days? No motorist thought of going for a ride around the block without his heavy goggles, gloves and motoristic shirt? To light the lights you took a "key," stumped upon the running board, opened the prestolite tanks and then dashed to the front of the car and tossed a match into the lamps? H. I. Phillips. —N. Y. Sun.

BLACKIE BLACKMAN Formerly with the Perkins Motor Co. is now associated with G. M. Huff in the auto repair business. Huff's Service Station and Repair Shop On Jefferson at the End of Elm

Tire Repairing Our shop is equipped with modern vulcanizing machines—assuring you quality work. So don't throw your tires away—bring them here. JOHNS BROS. Tire Shop and Filling Station 1517 Adams

OLDSMOBILE ANNOUNCES NEW SMARTNESS NEW LUXURY NEW COLORS THRILLING SMOOTHER PERFORMANCE AT NEW LOWER PRICES \$875 NOW ON DISPLAY TWO-DOOR SEDAN BODY BY FISHER F. O. B. LANKING Not only dashing new smartness, but dashing performance—in the latest, greatest Oldsmobile Six... Thrilling—smoother—with sweeping acceleration and flowing power. For Oldsmobile engineering has kept step with new styling, new luxury and new colors. See these features in our Oldsmobiles now on special showing. Then taste of the results—drive the car yourself. Its new smartness is surprising. Its new luxury is delightful. Detail by detail the latest Oldsmobile excites your praise. And the new features that make for finer performance, greater economy and longer life add the final touch to an array of qualities almost incredible in a car at this new lower price—\$875 for a quality closed car.

MANY TAKE CARS ON EUROPE TRIP Number This Year Shows An Increase of About 100 Per Cent WASHINGTON, D. C., Aug. 20.—An evidence of the stiff competition that motor touring areas and resorts in the United States are up against, reports for this season to date indicate an increase of close to 100 per cent in the number of Americans taking their cars abroad. An announcement to this effect was issued here recently by the National Headquarters of the American Automobile association, and is based on data compiled by the foreign department of the national motoring body, which was created to take care of the interests of A. A. A. motorists traveling in foreign countries. "That the United States is contributing heavily this year to the international motor touring caravan is quite apparent from preliminary reports reflecting an increase in the number of American members of the International Touring Alliance," the statement declared. "Practically all of the 35 European touring clubs, constituting the Alliance, and with which we have reciprocal relations, have noted a big increase in the number of American cars on the highways of the Old World." Analysis is Made The foreign department of the A. A. A. has made an analysis of the factors in the situation and cites the following reasons among others, for the big increase in American motorists who are leaving their own power in Europe this season. "First, the International Touring Alliance has facilitated the circulation of foreign cars abroad and simplified custom, registration and the business of securing trip tickets for accredited American motorists. "Second, several of the large steamship companies have made special provisions for transporting cars uncrated as baggage and at reasonable prices, including insurance costs. "Third, European resort and touring areas, in many instances supported by local governments, have been conducting a world-wide advertising campaign, but particularly directed at United States prospects, and the fruits of which campaign are now manifesting themselves. "Fourth, American cars found

Star Cars the Aristocrats of the low-price field EVERY Dollar invested in a STAR FOUR or a STAR SIX means 100 cents worth of automobile value. Every mile traveled in a Star Car means 5,280 feet of motoring satisfaction. Every part used in the manufacture of Star Cars conforms to a standard of quality heretofore unknown to any but the highest priced automobiles. (World-famous Red Seal Continental Motor; Masury Patented Motor Mounting; Morse Silent Chain Drive; Full Force Feed Lubrication; Bohlnalite Pistons; Hayes-Hunt Body; Super-Sensitive Steering Gear and many other quality features offered only in the finest motor cars. Power on the hills... Speed on the level Flexibility in traffic. STAR CARS FOURS SIXES MORELOCK-SERVICE AUTO CO. 1111 ADAMS AVE.