

TOURIST CROP OF 44,000,000 SEEN

Motoring During Coming Season Will Be Biggest in All History

By NEA Service
ing this year will bring out 44,000,000 tourists...

Out of this vast total, Brimmer estimates, hotels and tourists' homes will reap approximately \$2,420,000,000...

Due to the improved conditions for motoring and sight-seeing Brimmer believes, campers will spend about a month each on sight-seeing excursions...

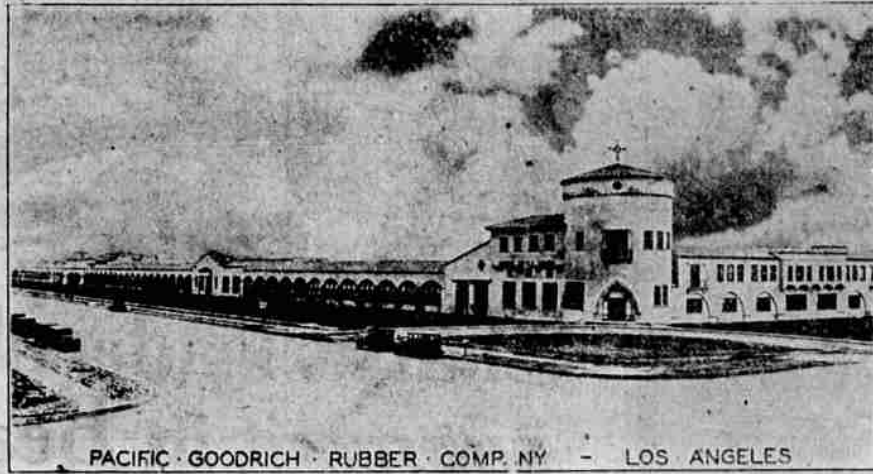
Hotel vacationists—motorists only—will average about ten days for their stays, however, and will spend an average of \$7.50 a day for each person.

Brimmer estimates these totals on the basis of a 10 per cent increase over last year's figures. He puts the hotel tourist total for 1927 at 28,000,000, coming in 7,250,000 automobiles—an increase of 12 per cent over the previous season.

Campers in both tents and cottages numbered 11,000,000 last year and took to the road in 2,750,000 automobiles, an increase of 10 per cent over 1926, says Brimmer. Of these only three-fourths tented along the trails or used house cars and camping trailers.

The hotel tourist distribution, Brimmer figures, 2,000,000 each were attracted to the national parks of the west, the Great Lakes regions and the southwest. The northwest took about 750,000 campers; the Mississippi valley and Gulf Coast, 250,000; the southeast, 500,000; the middle Atlantic and inland almost to the Mississippi, 1,000,000; New York, Pennsylvania, New England and eastern Canada, 1,250,000; the vicinity of Washington, D. C., and the remainder of the Atlantic coast, 500,000, and the remaining 750,000 took shorter trips within their own states.

PACIFIC GOODRICH NEW FACTORY



PACIFIC GOODRICH RUBBER COMP. NY - LOS ANGELES

Another great milestone of western industrial development, was reached Wednesday, May 2, when the Pacific Goodrich Rubber company's new factory at Los Angeles was officially opened.

Brimmer believes, followed the same proportions, although some states, like North Carolina, are particularly hotel tourists districts where a greater ratio of such visitors would stay.

While the east leans more to the hotel type of tourist, however, the far west is more of a camper's paradise, Brimmer adds.

"Yet, all things considered, it is safe to state that the check of campers is the ten classifications given is a rather fair index of the popularity accorded these various places by hotel tourists," he concludes.

Safety Factor In Motoring Is Driver's Brain

"The fundamental safety factor in motoring is the brain of the driver rather than the speed capacity of the car," said Engineer H. Reusswig, director of safety for the Oregon States Motor association.

"Over the country speed limits are gradually disappearing," continued Mr. Reusswig, "and in their places are being substituted driving rates which are consistent with the hazards of travel. In other words,

common sense is supposed to be the ruling motive.

"Every driver must be responsible for every mile of speed and every mile of travel. Those who are not responsible are creating the large proportion of our traffic dangers and should be strictly curbed.

"If motorists would realize that more care and less speed should be exercised when driving conditions are imperfect, the annual accident toll would be materially lowered. In fact, the one solution to this serious problem rests with the individual car operator.

"Law enforcement officials can assist materially, but their work will be nullified unless the driving public assumes responsibility for motoring toward the general good rather than toward the general detriment."

Wife: I just bought a set of Shakespeares.

Husband (angrily): How many times have I told you not to buy those foreign tires?—Exchange.

Judge: Why were you driving while intoxicated?

Motorist: The doctor told me my blood was watery so I drank some alcohol to keep it from freezing.

—Chelsea (Mass.) Record.

Latest Type of Auto Inspires Him to Poetry

Old Timers among true lovers of horsethief will remember "Poetry of Motion" with a thrill of unalloyed pleasure. It was nearly two scores years ago that this great champion among five-gaited saddle horses stirred the hearts of applauding thousands of fashionable people as she prouced on proud parade, prancing around the tank rings of the greatest horse shows in the land.

And now, in this new automotive age, owners of the modern steel need are breaking out into poetry about their four-wheeled mounts, according to Weeks and Buchanan, local Chrysler dealers.

Ordinarily, springtime poetry is inspired by the tender passion for the fair sex. Indeed, if one's recollection does not serve him poorly, the vice of springing is quite general in this season when the younger generation is apt to be mooney, absent-minded and even, shall we say, "a bit balmey"—like unto the welcome weather.

But here is a real springtime tribute to a motor car, perhaps the finest bit of poetry ever penned on the subject, just received by Walter T. Chrysler from Byron J. King, of Pittsburg.

"Silver Wings"

Two gleaming wings on a silver crown, A blur of blue on the broad highway;

A whispering song for the crest of the hill And a velvet pause where the valleys lay.

Two proud little wings on a haughty crest, Romance at the edge of the golden dawn;

A heart that speaks to the pulse of youth With its eager murmur—"on and on!"

"Oh! staunch little wings on your brave wee cap, Ah! fleeting shadow that skins the road—

With your doubtless pinions soaring far, Chrysler, you're more than a motor car."

Two-Passenger Coupe In Dodge Line Announced

Announcement of a two-passenger coupe in the Senior Six line has been made by Dodge Brothers, according to L. C. Smith, local dealer. The car is built with a wide single seat extending across the body, and back of the seat is a carrying compartment providing ample space for luggage, sample cases, etc.

The model is also available in the sport type, standard equipment including six wire wheels with two-spokes being mounted in front fender wells, special head lamps with nickel-plated stanchions, cowled head and cowled lamp. The coupe is priced at \$1495, standard equipment and \$1650 sport equipment.

CANCEL JOINT RATES EAST, OVER PROTESTS

WASHINGTON, May 5 (AP)—Over the protest of the Washington state department of public works and the Idaho public utilities commission, the interstate commerce commission has permitted the Spokane, Coos Bay, Eugene and Eugene railway to cancel joint rates on eastbound traffic, chiefly apples, moving to points east of the Mississippi river over conflicting truck lines other than the Great Northern.

A Scot named Macintosh had an argument over his taxi fare. The driver talked barabity and insulted the Scot. "Do you know who I am?" he said proudly. "I am a Macintosh." "I don't care if you're a brand new umbrella, I'll have my fare," said the driver. —Virginia Municipal Review.

Europe Within Motorist's Orbit As Liners Ferry Autos to France

LE HAVRE, France (AP)—The Atlantic ocean no longer halts the ambitious American motorist in his eastward progress.

Floating garages have bridged 3,000 miles of water, and thousands of tourists annually ferry across the Atlantic ocean, shipping their automobiles as casually and as easily as they do their personal luggage.

Each year sees an increase in the number of seagoing automobiles arriving at French ports from the United States. Lowering of the customs barrier and additional garage accommodations on shipboard facilitate the practice. Last year the French Line alone shipped more than 1,000 tourist automobiles to France and back again. This year the line expects to handle twice the number of cars. Its newest liner has garage accommodations for 60 cars in the hold.

To transport a car, under the international auto touring system, one needs only the money to pay the car's passage across the ocean, a sum varying from \$100 to \$250, depending on the type of car and the line on which it is shipped, and a triptych, which can be obtained from the Automobile Club of America. With this magic ticket in his possession the motorist can step on the starter pedal and drive away as soon as the car is off the ship.

The examination in driving has been abolished for the benefit of the motoring tourist, as well as the customs duties which formerly had to be deposited upon arrival in France. This simplification results from understandings reached by the Tourist Club de France and the Automobile Club of America with the French customs.

Steamship lines, which have taken a leading part in building up automobile touring from a few score of visiting American cars five years ago, will furnish all necessary license plates, border passes and road guides for a comparatively small sum. They even put maps into the tourist's hands which enable him to drive himself directly from the dock to Le Havre to any hotel in Paris.

Statistics show that most auto tourists visit the south of France, Italy and usually Spain before returning home. The average length of stay is five months. Tourists frequently drive all the way from the Pacific coast to New York before putting their car on a trans-Atlantic boat. The cars may be delivered at some docks as late as 24 hours before sailing time. Miss Anne Morgan, is a habitual auto tourist in France. Her machines have made the trip across the Atlantic and back many times. She reckons, like many tourists, that it is cheaper to take her own cars across than buy or rent a machine in Europe.

Ford Company Is To Finance Time Payment System

DETROIT, May 5 (AP)—Edsel Ford, president of the Ford Motor company Thursday announced organization of the Universal Credit corporation, an affiliated organization controlled by the Ford company, to operate solely for the purpose of financing Ford products on a time payment plan. It will have an initial capital of \$10,000,000.

The announcement of details concerning the organization confirmed previous reports that the Ford company planned to finance Ford products sold by dealers on a time payment basis.

The plan, Ford announced, is nation wide in scope and is for exclusive use of Ford dealers. The first branch unit will be established in Detroit in June.

The Universal Credit corporation will be headed by Ernest Kanzler, former vice president of the Ford company, and executive vice president of the Guardian Detroit bank.

"What became of that hired man you got from the city?"

"Aw, he used to be a chauffeur and one day he crawled under a mule to see why it wouldn't go."

Auto Supply To Have Change Week

May 6 to 12 will be observed by all Western Auto Supply company stores as national change week, according to the local manager of that company.

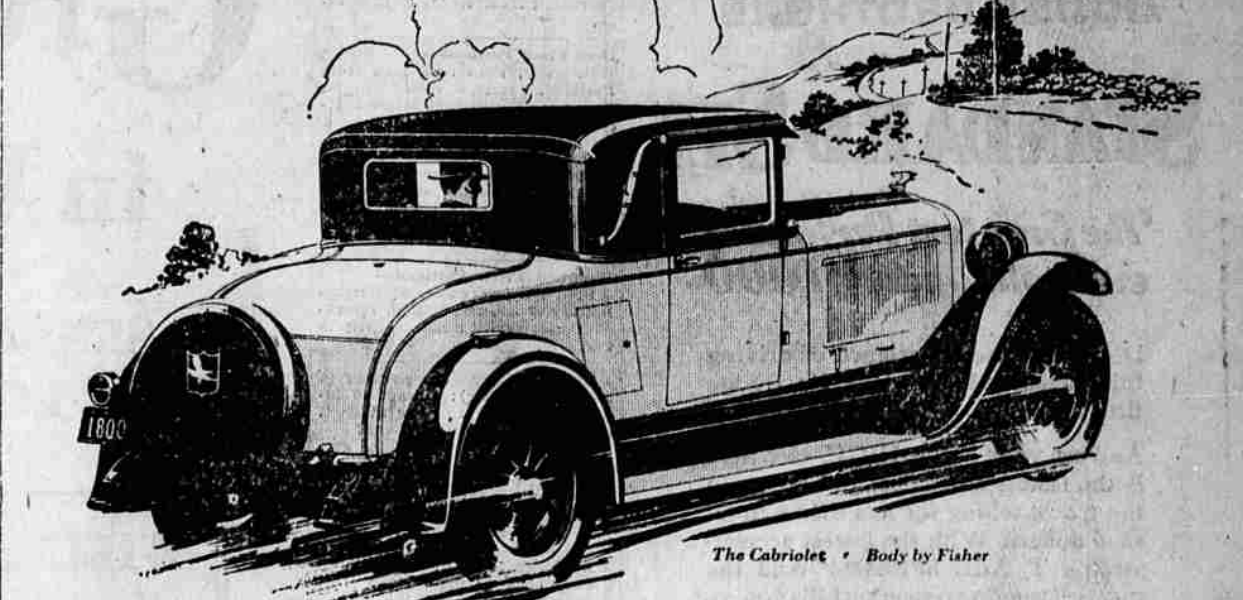
"This event will bring double savings for automobile owners. With every set of four or more Champion spark plugs sold during this event, an eight-piece electrician's tool kit will be given with our compliments. This compact kit, composed of small wrenches, keys, contact aligner, thickness gauge, etc., is a very necessary addition to the tool kit and is indispensable for repairing and adjusting ignition systems. Auto owners can save the price of this set and save afterward on the lowered cost that new Champion spark plugs will give."

TO ISSUE NEW STAMPS WASHINGTON — The United States is to distribute 50,000,000 pictures of George Washington kneeling in prayer. An issue of two cent stamps commemorating the 150th anniversary of the encampment at Valley Forge goes on sale May 26.

How about calling back-seat drivers "Rear Admirals"? —Exchange.

DRIVE UP Before you start out tomorrow We Will— Test your tires Fill the radiator Wipe the windshield Inspect your oil And if you need gas and oil we are sure VELTEX will please you. LA GRANDE FILLING STATION KUHN & ZWEIFEL Corner Jefferson and Hemlock on Wallowa Highway

Never a road too long for the ALL-AMERICAN SIX



Wherever you may go. From Maine to California. From Canada to the Gulf. The length and breadth of this great American continent... never a road too long for the All-American Six. For, above all else, it's reliable. It's sturdy... built to endure... proved by pitiless testing on General Motors Proving Ground. From its whispering brute of an engine... to its Fisher bodies constructed of hardwood and steel. There's long life in every assembly... in every vital part. In its big self-adjusting, self-ventilating clutch... its smooth-shifting transmission... its perfectly matched connecting rod assemblies... its deep, rugged frame. When you set out in an All-American... no matter how far or how fast you may drive... you can be sure of reaching your destination... in safety, in comfort, on time!

2-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075; Phaeton, \$1075; 4-Door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265; New Series Pontiac Six, \$745 to \$875. All prices at factory. Check Oakland-Pontiac prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

JENNINGS & SHUMATE OAKLAND ALL-AMERICAN SIX PRODUCT OF GENERAL MOTORS

Always.. a square USED CAR deal from the Buick Dealer The Buick dealer is in business to stay. His future reputation depends upon his treating used car buyers fairly. He wants to please used car purchasers because he knows that satisfied used car customers are prospective new Buick buyers. The man who buys a good used car—honestly represented—at a fair price—receives splendid value in transportation. In his enthusiasm for the car he has bought, and the value he has received, it is only natural for him to look upon the dealer as his friend. The Buick dealer has many such friends because he represents the true condition of the used cars he offers for sale. And that is good business—for the Buick dealer, as well as the used car buyer. BUICK MOTOR COMPANY FLINT, MICHIGAN—DIVISION OF GENERAL MOTORS CORPORATION M. J. GOSS Adams and Fir WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM