

AUTO GREAT AID TO THE FARMER

Permits Rural Resident to Enjoy City as Much as Citizens

The farmer of today living 20 miles from a city is as close to town as the farmer 15 years ago who lived but 5 miles from the city.

The farmer enjoys the same pleasures, the same main picture shows, the same schools, shops at the same stores, and frequently can reach these places as quickly as can his friend the city dweller.

With these advantages, there has been a decrease in the number of persons deserting farms to live in cities. Motor cars and hard-surfaced roads are receiving major credit for America's "return-to-the-farm" movement.

Auto Helps Him

The consensus does not discount the value of radios, phonographs, electric power, improved machinery or other important factors, but points out that the rural dweller, through transportation connections, actually has made himself an integral part of his entire state, rather than a resident of some remote, out-of-the-way spot.

Co-ordinately, results are favorable to cities, which are dependent upon farm production for their existence," says Geo. O. Brandenburg, general manager of the Oregon State Motor association.

"With those thoughts in mind, the value of motor cars and good roads can not be overestimated, especially in the Northwest, where population is widely scattered."

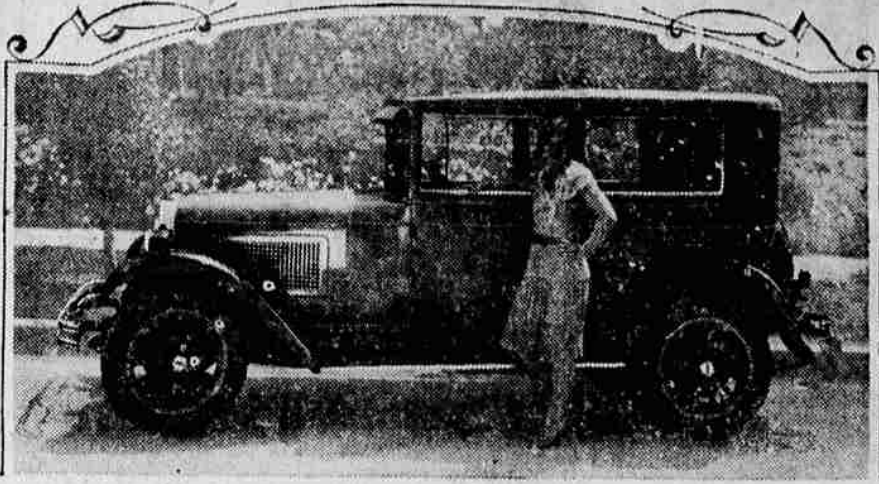
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FILM STAR AND HER WHIPPET SIX



Dorothy Gulliver, featured by Universal in the "College" series, and who recently completed the feminine lead in the Jewel production "Honeymoon Flats," takes enough time from her strenuous work in the movie studios to pose with her favorite car, a Whippet Six Coach.

New "Gold Rush" To Alaska Finds Olds Cars Going

The automobile and modern machinery are active participants in another "gold rush" to Alaska. Together they are not only adding to the gold store of the world but also are opening up a new country un-surpassed in scenic richness, and, despite general opinion, an ideal summer playground.

The demand for automobiles in Alaska is indicative of the progress of this most northern territory of the U. S. Recently a shipment of Oldsmobiles made up part of the cargo of the liner S. S. Alaska, out-bound from Seattle for points north.

First impressions of Alaska, still generally believed, were gained in the nineties when thousands of prospectors rushed over the Chilkoot Pass, many perishing in the rigors of winter and for lack of proper transportation facilities.

Recently modern machinery has been brought to Alaska and started re-working the old mines on an efficient basis, gleaming a rich harvest left by the early miners due to their crude methods.

Good highways and good automobiles, such as Oldsmobiles, make a combination against which frontiers and distance are broken down.

Through thousands of windshields tourists are learning Alaska is not the bleak land of leberghs and polar bears generally pictured. This new view of our most northern outpost shows a country producing farm produce, grains, lumber, copper, precious metals, fish and other commodities necessary to the welfare of the world.

Naturalized citizens of the United States who desire to motor into Canada are required to have their citizenship papers with them when they make application at the Canadian port of entry, according to the Oregon State Motor association.

Charlie Curtis, vice presidential nominee, is a former jockey. But he can learn a few things from Charlie Dawes about riding the zenote.

INSPECT BEFORE LONG AUTO TOUR

Service Station Visit a Good Precaution Prior to Departure

A service station inspection of the car before starting off on a vacation tour constitutes the best assurance of a pleasant and untroubled trip.

"Of course it is very probable that any Oakland or Pontiac Six or any other car for that matter which has received fairly regular attention will serve perfectly during the vacation journey," said Mr. Armstrong, service manager of the Oakland Motor Car company.

"But, just as a matter of precaution, it is well to visit your service station before a prolonged tour. If nothing else have the car tightened-up, thoroughly oiled and greased. Fill the crank case with fresh oil, check the lubricant in the transmission and differential. Sustained driving during warm weather is the most severe test of lubrication and this detail above all should not be neglected.

"If the motorist has not already done so, he should have the generator charging rate reduced lest the preponderance of day driving overcharge and damage the battery. It is well, too, to have the battery tested occasionally en route.

"Another good tour precaution is to have the valves ground and carbon cleaned. This will assure maximum performance.

"And above all, be sure of your tires. Don't start away merely hoping that your tires will stand up during the tour. The growing practice of carrying two spares is most excellent insurance. Then, if one tire fails the second spare enables the tourist to continue on a margin of safety until such time as he conveniently can have the flat repaired."

Eliminate "Bottle Neck" On Highway. Widening operations of the Pacific highway between New Era and Canema, just south of Oregon City, will eliminate the bottle neck of the Pacific highway, according to the Oregon State Motor association.

FRENCH AUTO TOLL GROWS. PARIS (AP)—Automobile traffic is becoming heavy enough in France so that each holiday is bringing an increase in the accident toll. On the Easter holiday 26 were killed in motor mishaps and four times as many injured but on Pentecost, another three-day week-end, 35 lives were lost and 100 were injured in crashes.

THE DE LUXE FORD



This is the new Fordor sedan of the Model A Ford line. It will be on display in dealer showrooms shortly.

Motor Camping Is Cheap Says Chrysler News

If you're one of the fresh thousands of greenhorns planning to begin your first long motor tour during the vacation holidays, what follows may offer you a modicum of wisdom gained from experience.

One fact is that those who feel the urge of the wide open spaces can wander along the road comfortably in a motor car day by day "as cheaply as they can live at home," the paper continues.

"Your personal tastes and the efficiency of the automobile you drive will, of course, govern whether your operating expenses exceed or drop below this average of \$3.21 a day."

The case of one man who made a 4500-mile journey with his wife and 7-year-old son is indicative of how much can be accomplished at an astonishingly low price.

SUMMER CARS PROVIDE RIOT OF COLORINGS

Algerian Blue, Norman Beige, Viceroi Maroon, Brazilian Brown. These aren't the color schemes of chiffon creations which Madame wears so gracefully at afternoon teas and on country club terraces these summer days.

The American car buyer today is definitely color conscious. He ably supplemented by she—wants dash and brightness in the new car. Manufacturers who are awake to the fact that an increasing percentage of buyers have developed an acute color sense, have dashed a rainbow of tints over their models, according to L. C. Smith, local Dodge Brothers dealer.

Colors of the various body types in the Victory Six line include Tuscan Brown, Kensington Green, Brewster Green, Viceroi Maroon, Calcey and Edimonton Green, while in the Senior Six line are found Ansaldo Green, Aquamarine Blue and Dundee Gray.

Horned Lark Buff and Lan Vegas Brown sound notes of the desert while Cornwall Blue suggests the brilliance of the Atlantic off the Cornish coast of England. There is no mistaking of Thistle Green cited in another model, and Coolie Blue carries its own oriental note. Africa is remembered by Safari Blue.

MORE CHILDREN ON THE STREETS

Urges Motorists to Be Particularly Careful of Youngsters' Safety

"School is out and several millions of children are on the street several more hours each day," said Frank Reusswig, director of the public safety department of the motor association, in discussing the safety problems confronting the tourist during the summer months.

"Last year practically one-fourth of the 26,000 persons killed by motor vehicles were under the age of 15 years and statistics show that June, the month that school lets out, is the month during which the highest number of deaths occur, May ranking second, July third, and August fourth.

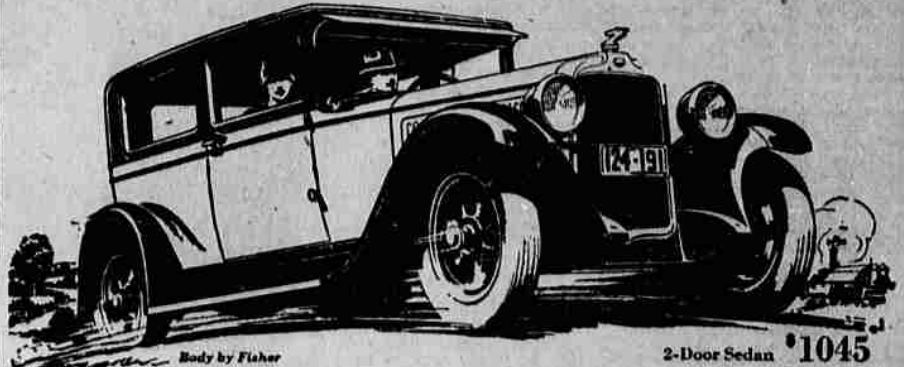
"These are the vacation months," continued Mr. Reusswig, "and the months during which America takes to the road to enjoy the sunshine and relaxation of the recreation period.

"Motorists should keep in mind that more children are found on the streets during the summer months than at any other time during the year, and they should keep in mind at all times that the children are more or less irresponsible, and while the law may not convict the motorist for the accident, the motorist himself cannot evade the personal responsibility placed upon him by the youth of his victims.

"It is impossible to develop a law enforcement policy concerning public safety so as to apply to everyone of the hundreds of thousands of miles of heavy traveled streets and highways. An improvement in safety measures must come from the motorists themselves."

No trouble is experienced by the tourist going into Canada and returning to the United States, according to A. E. Shearer, head of the Touring Department of the Oregon State Motor association. "The only thing one has to do in entering Canada is to be sure and not carry fire arms," said Mr. Shearer, "and no delay will be experienced, either entering Canada or returning to the United States on the part of the tourist as everything has been done to cause the least inconvenience and delay.

Three things obsolete: the hitch-hack, the pedicab, the elm whiskers.



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