

TOURIST TRAVEL IN STATE GAINS

Recent Survey of Conditions Shows 9.8 Per Cent Increase

A recent survey of the touring conditions over the state made by the Oregon State Motor association showed that tourist travel in Oregon increased 9.8 per cent in June 1928 over June 1927.

Hotel registrations were checked in addition to the checking of traffic on highways, and the result showed that the greatest increase in tourist travel had taken place on the Dalles-California highway with the Roosevelt highway ranking second.

Hotels along the Dalles-California highway and the Roosevelt highway show an increase in registrations which conclusively show the gain of 1928 over 1927 on these two highways.

Bend alone showed a gain in California registrations of 300 per cent in June 1928 over the same period as of 1927.

Hotels Get More Trade

The figures showed conclusively that so far as California traffic was concerned, the hotel throughout the state were actually getting more business than ever before, even though the condition of the highways south of the Oregon line in California is not of the best, and construction work is taking place on every highway leading north into Oregon.

Added to this is the result of a personal investigation made in California by the writer of this report, showing that financial troubles in California, culminating in the Bank of Italy stock decline, has directly effected one out of every four families in the state, and transportation companies report that numerous cancellations of reservations have occurred following the financial crash of the latter part of June.

Notwithstanding these detrimental factors, California tourists of a better class are certainly hitting the trail as of yore as is evidenced by the increase in hotel registrations along the California routes as indicated.

In conclusion, the survey shows that there has been an actual gain in California registrations in 1928 over 1927, even though commercial registrations in certain portions of the state, such as at Klamath Falls, have fallen off considerably in the same period. These sections of the state are now being worked by jobbers from Oregon rather than from California. The survey would indicate, however, that Portland hotel men have not shared in this gain to its fullest extent, and that the higher class residential hotels have been the chief sufferers.

TRANSCONTINENTAL LINK COMPLETED



General Motors Deliver 202,259 Autos In Month

NEW YORK, July 21—During the month of June General Motors dealers delivered to consumers 202,259 cars, according to an announcement by Alfred P. Sloan Jr. president. This compares with 159,701 for the corresponding month last year, a gain of 29.2 per cent.

Sales by General Motors divisions to dealers totaled 136,160 cars or an output of over 7300 per day as compared with 155,525 for June, 1927, a gain of 30,635 cars or 19.7 per cent.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

| Dealers Sales to Users |         |         |
|------------------------|---------|---------|
| 1928                   | 1927    |         |
| Jan.                   | 167,278 | 110,010 |
| Feb.                   | 132,029 | 102,025 |
| Mar.                   | 132,705 | 145,275 |
| Apr.                   | 209,367 | 180,166 |
| May                    | 224,094 | 171,264 |
| June                   | 202,259 | 159,701 |

| Divisions Sales to Dealers |         |         |
|----------------------------|---------|---------|
| 1928                       | 1927    |         |
| Jan.                       | 125,181 | 99,367  |
| Feb.                       | 169,232 | 124,426 |
| Mar.                       | 197,821 | 161,910 |
| Apr.                       | 197,587 | 169,067 |
| May                        | 207,325 | 173,182 |
| June                       | 186,160 | 155,525 |

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.



Following the contours of wagon trails of the "40's," Dublin Canyon boulevard, the connecting link between San Joaquin and Sacramento valleys and the San Francisco Bay region, and the western terminus of the Lincoln highway is now open. Photos show (1) a Durant "75" sedan on one of the many historic trails in the canyon. Pergola hill and the ruins of a famous resort of that name; (2) A sharp and narrow turn in contrast with the present 30 foot roadway where the turn like many others has been eliminated; (3) The smooth wide highway approaching Balmer hill. The canyon road, formerly seven miles in length, has been shortened nearly one mile, and its reconstruction cost \$350,000. It is a remarkable engineering feat say state highway officials.

HIGHWAY NEWS

Road and touring condition sometimes change very quickly. The information given below was correct as of date of issue, but the motorist starting on a trip will do well to inquire at the nearest office of the motor association or the state highway department in order to get up-to-the-minute data. The highway departments of the various coast states have placed their highways in the best shape

possible for mid-summer tourist travel. All roads in Oregon are in excellent shape and are carrying an increased amount of tourist traffic, particularly is this true of The Dalles-California and Roosevelt highways. A rapidly increasing number of Oregonians are traveling south by way of the Pacific highway, making a loop trip, and returning by way of either the Roosevelt or The Dalles-California highway. Oiling operations are as follows: All oiling operations in the state are now carried on so as to cause no inconvenience to travel. Screenings are placed over all wet oil before travel is permitted to use the road. Detours are provided wherever possible. John Day Highway: Crew No. 2—This crew is working between Lone & Heppner laying heavy oil. One way traffic. No detours. La Grande-Wallowa Lake Highway: Crew No. 4—is working between La Grande and Elgin. One way traffic. No detours. Sherman Highway: Crew No. 2—is working between Grass Valley and Kent laying top oil which is immediately covered with screenings. Traffic is being detoured by the old road between Grass Valley and Kent. The Dalles-California Highway: Crew No. 5—is working between Fort Klamath Junction and Modoc Point during the coming week. One way traffic. No detours. Oiling operations will start on this road beginning the first of the week between Cow Canyon (just south of junction of Sherman County highway) and The Dalles-California highway) and Madras. This work will probably last for two weeks. Medford-Crater Lake Highway: Crew No. 5—is working between Prospect and Trial. One way traffic. No detours. Mt. Hoop Loop: Crew No. 7—will be laying bituminous macadam between Sandy and Zigzag. One way traffic. No detours. Willamette Highway: Crew No. 8—This crew is working between Goshen and Lowell spreading light oil. One way traffic. McKenzie Highway: Crew No. 8—This crew will be working between Springfield and Waltherville laying light oil. Through traffic will be detoured via country road. Roosevelt Coast Highway: Crew No. 9—is working between Seaside and Tillamook. One way traffic. No detours. McMinnville-Tillamook Highway: Crew No. 10—This crew is laying bituminous macadam between Grande Ronde and Sheridan. One way traffic. No detours. Old Oregon Trail—Starting the first of the week oiling crews will be at work between Arlington and Heppner Junction.

Auto Output For Year Four Million?

SOUTH BEND, Ind., July 21 (AP)—Automobile production in the United States in 1928 will pass the 4,000,000 mark according to an estimate made by Albin McAuley, president of the national automobile chamber of commerce, here to attend the mid-summer meeting of the directors of that body.

ATTA BOOSTER! Tourist: I've come here for the winter. Californian: Well, you've come to the wrong place. There's no winter here.—Life.

TEXAS COMPANY TO ENTER STATE

Total of \$1,225,000 Will Be Spent in the Oregon Area Soon

PORTLAND, Ore., July 21 (AP)—The Texas company, one of America's largest oil companies, manufacturers and distributors of Texaco gasoline and motor oils, is entering Oregon and within the next four—possibly five months—will have invested more than \$1,225,000 in plants and equipment within the state, according to L. M. McCray, who comes as district manager and who has taken offices in the Yeon building. With the completion of this initial investment, the company will be in position to start distribution of its products here, says Mr. McCray.

A marine terminal, the estimated cost of which is \$750,000, will be established in Portland on waterfront property reached by the Linnton road. Construction on this is expected to start within the next two weeks.

Flot to Call Here

Distribution headquarters will be established in at least ten upstate towns and cities within the next few months, and more added as rapidly as possible until the entire state is covered completely.

The Texas company this spring absorbed the California Petroleum company, which several months ago made arrangements to establish a marine terminal here on property it acquired at that time.

Entry to Be Striking

The absorbing company is launching what is said to be a larger, more comprehensive program of expansion than that planned by the Calpet organization. "In entering Oregon," said Mr. McCray, "our company is completing the last link in its chain, is entering its 48th state. And we propose to enter with a bang—in such fashion that we may insure excellent service from the start."

JUST TRY THIS They had been waiting for some time for the bluecoat at the crossing to give the signal to go. At length he did, and one of the drivers remarked, as he drove past: "Give me a tag will you?" "What for?" asked the officer. "For parking overtime in an intersection," was the answer. —Motor Land.

TRUTH IN ADVERTISING "Tires. For Five, \$2.50; They won't last until noon."

Klamath Highway Work Is Held Up

SALEM, Ore., July 21 (AP)—Roy Klein, state highway engineer, said that the paying of five miles of The Dalles-California highway from Klamath Falls to Lakeview Junction was being contemplated by the state highway commission

but that no action would be taken pending the November election on the reduced motor vehicle license bill.

An Enterprising Citizen

"What are you doing with that red lantern?" "Oh, I just found it. Some careless fellow left it beside a hole in the road."



When the Victory Six was announced six months ago it was the talk of the town.

It was a great car then; it is an even greater car now. It has stood the test. Each month has seen a substantial increase in Victory Six sales.

Not because of what we have been saying for six months. Or because of what we say now.

But because of what the Victory Six is.

The snappiest, best looking, speediest car in its class. A car you should try out—now—yourself at the wheel.

Touring Car or Roadster, \$995; Coupe, \$1045; 4-door Sedan, \$1095; Deluxe Sedan, \$1170; Deluxe 4-passenger Coupe, \$1170; Sport Roadster, \$1245; Sport Sedan, \$1295—f. o. b. Detroit.

L. C. SMITH

The VICTORY SIX

BY DODGE BROTHERS

ALSO THE STANDARD SIX \$875 TO \$970 AND THE SENIOR SIX \$1495 TO \$1770

GOODYEAR

The Greatest Name in Rubber

Anything You Want—All made by Goodyear—All Good Values.

The Double Eagle

The All Weather

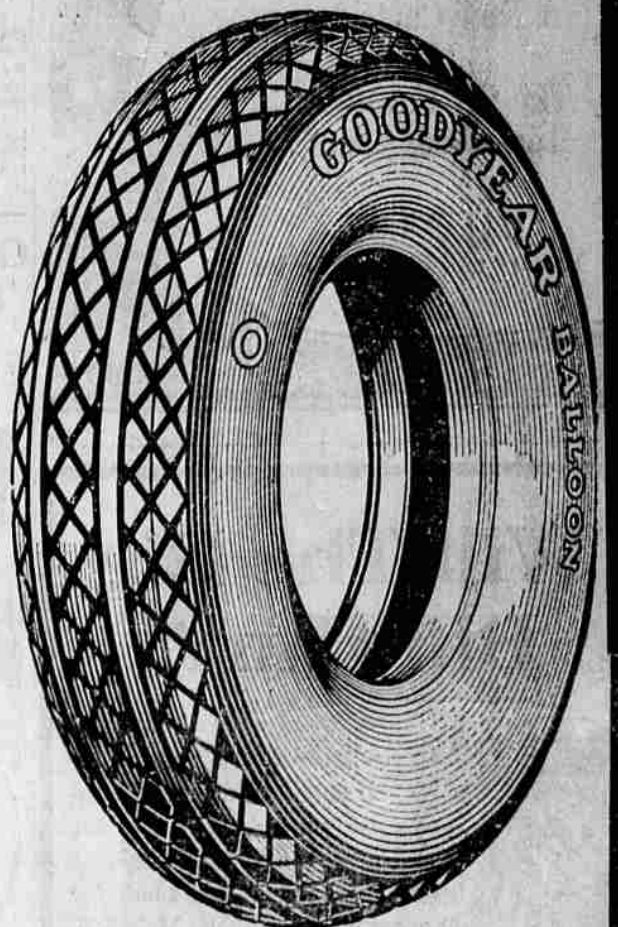
The Pathfinder

The Speedway

From the Best Made—to the Cheapest that is Good.

Sold on Easy Terms

A Little Down—The Balance As You Ride



Bohnenkamp's

**JUST LOOK AT THAT GETAWAY**

EVERY DURANT model is famous for "streak lightning" pickup. — But the Durant 75... which travels 80 miles an hour and has Four Forward Speeds... possesses the world's fastest getaway.

This unusual acceleration is engineered into the Durant 75. — The extreme flexibility of Durant Four Forward Speed transmission permits a tremendous flood of power to be smoothly and rapidly released. — The world has never before seen such lightning-like pickup in any car. We invite you to drive the Durant 75... get the thrill of being master of every traffic problem.

**DURANT**

FOUR FORWARD SPEEDS - 80 MILES AN HOUR - SILVER ANNIVERSARY SIXES

**MORELOCK AUTO CO.**

J. P. Morelock 1115 Washington Ave.