

PREDICTS MORE TOURISTS IN '29

Believes Oregon Will Entertain Greatest Number in History

PORTLAND, Apr. 6.—"Oregon will entertain the greatest number of motor tourists she has ever seen in 1929," said George O. Brandenburg, secretary of the Oregon State Motor association, in a recent statement.

"The trend in motor vacation touring is steadily upward and 1928 witnessed the greatest outpouring of motor vacationists in the history of the automobile," continued Mr. Brandenburg.

Mr. Brandenburg pointed out that there was an increase in vacation touring of at least ten per cent over 1927 and the value of the vacationing army was reflected in the economic life of every section of the United States.

Further extracts from his statements follow:

"Perhaps the most reliable barometer possible is the annual report of the department of the interior showing the number of visitors to the national parks and monuments. This disclosed that last summer the record breaking total of 3,026,273 were checked, an increase of 228,433 over 1927, and not a shade under 10 per cent over the registration of the year previous. As usual, the vast majority of park and monument sightseers drove privately owned automobiles.

"Judging from scattered reports released from strategic locations along the streams of summer tourist traffic, the grand total of pleasure tourists in 1928 numbered 44,000,000. They drove 11,000,000 cars. Of the 1928 crop of motor tourists, 31,900,000 stopped at homes and resorts, while 12,100,000 either camped or patronized cottage camps. Tents numbered 8,470,000, while cottage campers totalled 3,630,000.

"Ten days was the average length of trip made by motor tourists and the average sum spent per day per person was close to \$7.50, making the total expenditure rise to the

record breaking dimensions of \$2,392,500,000. Campers averaged \$2.30 a day for each individual and were thirty days afield. Their total expenditures amounted to the staggering sum of \$1,197,900,000. Thus hotel tourists and campers last year left a trail of gold summing \$3,590,400,000. From these figures it is apparent that the business of selling scenery in the United States amounts to an enterprise worth approximately one-third of the annual turnover of the automobile manufacturing industry.

"Where pleasure car sightseers went last year is rather well determined by a canvass of automobile campers in nine geographical regions, although the same distribution may not hold in every case for hotel tourists. This is the picture of the flow of vacation tourist traffic for 1928.

Many Visit West "Of the 44,000,000 tourists, over one-half visited three great geographical sections in almost equal numbers. These three most popular vacation regions are: national parks, forests and monuments of the Far West, the Great Lakes section, including both sides of the international line, viz: Ohio, Wisconsin, Illinois, Indiana, Minnesota to Dakota, etc.; and third, the Southwest from Texas to Southern California, New Mexico, Arizona, etc. In each of these three divisions, something like 7,920,000 motorized vacationists stretched their necks.

"The next most popular region, with 11 per cent of the season's tourists, numbering 4,840,000, was the Northeast, i. e., New England, New York, Pennsylvania and Eastern Canada. The fifth most toured section was guest to 9 per cent, or 3,960,000 tourists, and was the group of central Appalachian states including North Carolina, the Virginias, the Shenandoah, the Great Smokies, etc. Following these came the Northwest with 3,080,000, or 7 per cent of last year's gasoline vagabonds. The Southeast and the region surrounding our national capital drew 5 per cent of the 1928 caravan each, or 2,200,000 tourists. The gulf coast and the Mississippi River states saw only 2 per cent of the 1928 tourists, or 880,000. To the motorized vacationists in these nine natural geographic divisions, must be added the 'homesteaders' who vacationed in their own 'backyards,' numbering approximately 7 per cent of the total tourists for last year, or 3,080,000.

Scenery Spills Honors "As was predicted early last year, scenery, still the greatest attraction of all, was compelled last year to split honors with an awakened interest in things historic, romantic, and possessing great human interest. The 1928 motorist on pleasure bent was quite as taken up with the old Fort at Vancouver, Wash., where Generals Grant and Sheridan began their careers as Second Lieutenants, or with the story of Champeque where the Oregon country was born, or with bits of Indian lore from the storied past, as he was with rubber-necking along the Columbia River Highway or along the coast.

"Newly completed highways also had a considerable part in pulling increased vacation traffic."

Motor Vehicle Registrations Bring Millions

SALEM, Ore., Apr. 6.—(AP)—Motor vehicle registrations for the months of January, February and March, this year, brought the state a total of \$5,037,567.97 in fees. This return was from the registrations of 185,299 passenger cars, 16,754 trucks, 993 motorcycles, 540 dealers, 795 chauffeurs and 6999 operators. For the corresponding period of last year the fees totaled \$5,431,182.33. For the month of March, this year, fees totaled \$1,494,083.24. For the entire year of 1928 the aggregate fees were \$6,952,220.87 and 232,462 passenger cars, 21,952 trucks, 2012 motorcycles, 581 dealers, 14,588 chauffeurs and 24,449 operators were registered.

Cost of Operating Car 6 Cents Mile

AMES, Iowa, (AP)—The average operating cost of motor vehicles is 6 1/2 cents a mile, Prof. T. R. Agg, highway engineer in the civil engineering department of Iowa State college, has concluded following a survey. The maximum is 9 1/2 cents for heavy automobiles and the minimum 4 cents for light cars, he said.

Professor Agg studied the records of more than 800 automobiles in arriving at his figures. The cost records were furnished by individuals and large corporations.

Examination Teacher: "Charlie, what does your father do when he finds anything wrong with his car?" Charlie (truthfully): "He hawls Ma out."

General Motors Color Engineer Sees An "American Renaissance"

By William E. Berchold (Associated Press Automobile Editor)

DETROIT (AP)—War changed the career of Capt. H. Ledyard Towle from portrait painter to "color engineer." Everything from ice boxes to motor cars is painted in vivid colors conceived by him. He is chief color expert for the General Motors corporation, and is recognized as a pioneer in the movement which has brought lavender ice boxes, turquoise alarm clocks and a host of vivid motor cars.

In this movement to put beauty into industry, Captain Towle sees the beginning of a renaissance of art in everyday America.

"The automobile manufacturers and plumbing magnates are rivaling the Medici of old as patrons of art," Captain Towle says, "and the resources of modern corporations are unlimited."

Before the war, Towle's portraits found their way into the National museum at Washington, the San Francisco art gallery and well known collections. Friends were horrified when he gave up a national reputation as a portrait painter to beautify automobiles and alarm clocks.

"I went into the war thinking art belonged to the chosen few," Captain Towle says. "I came out knowing that beauty belonged to every urchin in the street. Working on war-time camouflage problems taught me how to use color with a purpose. I saw the futility of painting portraits to collect dust in museums, and turned to camouflage industry and its products of everyday life."

Captain Towle became a "color engineer" associated with several large corporations which pioneered the movement of putting color into drab industry. He sold executives the idea of adding beauty as well as utility to their products.

Last June, General Motors created an art and color section with Captain Towle as its chief color expert. He is now studying the "color consciousness" of each section of the country, hoping to perfect hues which will satisfy the particular desires of each district.

Motorist: "Will you please tell me if this is the third turn to the right after the left turn at the second crossroads?"



CAPT. H. LEDYARD TOWLE

"Yassar, dat car ob mine—she sho am fast. She cud trabble a mile a minute if it warn't fo' one thing."

"What's dat, brudder?"

"The distance am too long fo' de shortness of de time."

OUTPUT OF CARS HEAVY THIS YEAR

Records Broken During First Three Months; Demand Increasing

Auto production and delivery records for the first three months of 1929 were broken in many instances, with manufacturers, distributors and dealers anticipating and making ready to meet an increased demand for new cars this year.

Some reports have been received in La Grande during the last week, indicative of the tremendous output and delivery.

Retail deliveries of the President Eight for January and February of this year were more than double the total recorded during the first two months of 1928, according to a statement made public by the Studebaker Corporation of America through M. J. Gross, Studebaker-Brake dealer here.

"The enthusiastic reception accorded the new President Eight at the automobile shows held during the winter has been followed by a 130 per cent increase in actual sales by dealers for the first two months of this year compared to the same period last year," said Mr. Gross.

During the first two weeks of March, the Hudson Motor Car

Company retailed 17,553 cars, it is reported here. This is the greatest retail sales volume in the company's history, for any similar period. The increase amounts to 6000 cars.

"This means that at a time when shipments usually exceed retail sales by considerable margin, Hudson-Essex retail deliveries for the first half of March amount to 70 per cent of actual shipments.

"For the single week ending March 16, reported sales totalled 99 per cent of actual shipments, whereas retail sales for the same week of 1928 totalled 67 per cent of shipments.

"The company now has 314 new dealers," reports Courtney Johnson, general sales manager.

Graham-Paige Output.

This year's production of Graham Paige motor cars reached a total of 21,840 cars on March 20, equaling the entire year's production of the factory in 1927, before the Graham-Paige was presented by the three Graham brothers, according to Vern Jennings, local dealer.

Last year, when the factory attained, on May 2, the total of the previous year, it was regarded as a remarkable achievement of the new management. This year, the same total has been reached just 40 days earlier.

Whippet Sales.

Although Whippet sales from month to month in 1928 set new high records for Willys-Overland,

sale of these four and six cylinder products in the first quarter of the current year show an increase of 33 percent over the same period of 1928. John N. Willys, president, said this week at Toledo. This unusual high sales volume is attributed to the immediate wide public acceptance of the new cars when bringing to the low price field a new standard of style and performance usually found only in the highest priced cars.

With this marked increase in Whippet sales in the first quarter over any similar period in Willys-Overland history, executives point out that the company's car building schedule for the present year, which call for a record output, is fully justified.

Production of all Whippet models, both fours and sixes, has been maintained at high peak since their introduction with the continuous increasing demand for these cars, indicating that capacity output will have to be maintained to meet the volume of orders from the field.

This high production is being maintained, not alone at the Toledo plant, but at all other Willys-Overland factories in Pontiac, Mich., Elmira, N. Y., Toronto, Ont., and at the new assembly plant which was recently opened at Los Angeles.

"I don't see why having your car overhauled should be such a depressing experience."

"You don't, eh? Well, it was overhauled by a motorcycle cop."

—Life

Advertisement for Essex Challenger car, featuring an image of the car and the text 'THE BIG SWING is to ESSEX THE CHALLENGER'.

It Challenges Your Interest in These Important Ways
EASY TO BUY
For Instance, the Coach \$300 Down, and monthly Payments of \$38.87
EASY TO OWN
On our own streets, here in La Grande, Essex the Challenger, under competent observation, average 20 6-10 miles per gallon.

Essex the Challenger sweeps aside the barriers of price class. It challenges the performance, the style, the luxurious roomy comfort of any car at any price, on the basis that no other gives you back so much for every dollar you put in.

Table listing car models and prices: Coach \$695, 2-pass. Coupe \$695, Phantom \$695, Coupe (with rumble seat) \$725, Standard Sedan \$795, Town Sedan \$850, Roadster \$850, Convertible Coupe \$895.

Blue Mountain Garage advertisement, featuring the name 'BLUE MOUNTAIN GARAGE' and contact information for M. A. Harrison, Mgr.

Large advertisement for Blue Mountain Garage, announcing the appointment of the garage as dealer for Hudson-Essex cars. Includes text: 'Announcing the Appointment of Blue Mountain Garage as dealer for HUDSON-ESSEX'.