

FIRE HAS AFFECT ON THE TOURIST

Smoke Clouds Hide Scenery and Taint Atmosphere, Many Keep Away

PORTLAND, July 6.—That forest fires in Oregon and Washington directly affect the volume of tourist travel both currently and in the future there can be little doubt, officials of the U. S. Forest Service claim.

The prevalence of large fires in the Pacific Northwest with their accompanying smoke clouds hiding the scenery and tainting the atmosphere, unquestionably keeps many people away and causes others already in the region to leave hurriedly.

The most serious detriment to the tourist business in the lower, timbered areas of the Pacific Northwest, which fire does to scenic beauty, fishing streams, game haunts, and other recreational qualities that are inherent in parks, forests, and wilderness areas, for these are things that can not be replaced in a life time, if at all.

Another injury. There is another immediate injury. Forest fire news is eagerly sought by the press everywhere, and large fires prominently play up on the front pages of daily papers throughout the country. There is nothing unusual nor strange about this, for a forest fire is news. Moreover, information is being furnished rapidly by word of mouth, one tourist to another as they meet along the way.

News of this kind cannot and should not be suppressed. Forest officers hold strongly to the position that the press is entitled at all times to the facts about any and all forest fires. The only sure way to prevent forest fire publicity to the detriment of tourist travel in which exaggeration and scarehead tendencies sometimes occur, is to prevent big fires. Fire prevention then is the best way to forestall the loss of benefits from the tourist business, including all organizations that are engaged in stimulating travel.

Smokers and campers are the two most prolific sources of man-caused fires, and finding means of holding down the number of such fires is as much the job of those who benefit from the tourist business as it is the job of foresters. There are many means that can be employed. Filling station and hotel men, information bureaus and local business people generally can give a verbal warning when the fire danger is extreme against throwing out matches and tobacco or leaving camp fires unattended. They can use slogans in advertising material, and they can use posters to forestall the danger. Fire posters can be displayed in conspicuous places. Stockers and leaflets especially designed to help prevent fires can be distributed to patrons. In short, every means of fire prevention, seriously, and help in it.

More People Desirable. It is highly desirable to have more people come to the Pacific Northwest, and the improving of the roads. It is also especially important that they be induced to spend a longer time in the region, and that forest resources—all of which may be injured or entirely destroyed by forest fires.

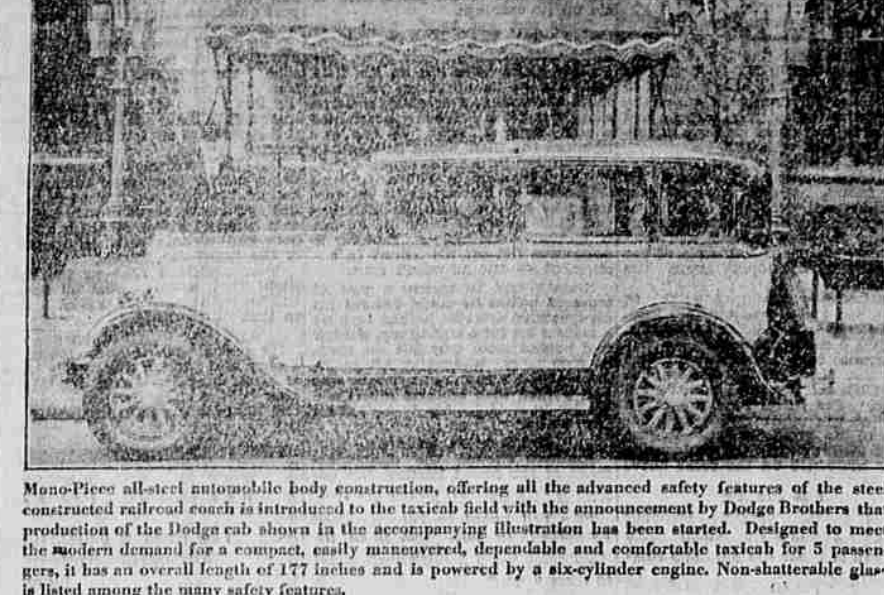
The slogan "Prevent Forest Fires—It Pays" is quite as applicable to those engaged in the tourist business as it is to those engaged in lumbering or irrigation or the livestock business. The prevention of forest fires is everybody's business—and mighty good business for the States of Oregon and Washington, foresters say.

"CATERPILLAR" MAKES LEANING WHEEL GRADER

MINNEAPOLIS, Minn., July 5.—News for the taxpayers and auto owner, good news for road builders, contractors, city engineers, county and state highway commissioners, oil men, airport managers; in fact, for anyone whose work includes earth moving, was contained in the announcement of a "Caterpillar" sixty leaning wheel grader, by the Caterpillar Tractor Co. of San Leandro, Cal.; Peoria, Ill.; and Minneapolis, Minn.

This new leaning wheel grader offers a machine combining ruggedness, new features of leaning wheels and a 3-point control, and light draft with exceptionally wide blade range that will do all of the work heretofore required of graders plus operations that have, in the past, sometimes required special tools. The wide lateral range of 48 inches plus extendible lifting links, allows the blade to swing far to the outside of the machine for bank cutting. It can thus attain a reach of 9 feet 6 inches high, cutting a 60 degree slope. All the intermediary blade positions are possible. The machine has been built to meet the expanding needs of road construction with a stronger, more versatile grader of new range—reach and results. Outstanding among the many features which make this grader capable of greater yardages, quicker and cheaper, are:

Dodge Presents First All-Steel Taxicabs



Mon-Piece all-steel automobile body construction, offering all the advanced safety features of the steel constructed railroad coach is introduced to the taxicab field with the announcement by Dodge Brothers that production of the Dodge cab shown in the accompanying illustration has been started. Designed to meet the modern demand for a compact, easily maneuvered, dependable and comfortable taxicab for 5 passengers, it has an overall length of 177 inches and is powered by a six-cylinder engine. Non-shatterable glass is listed among the many safety features.

Official new car registrations from 39 states where totals are now available show that for May were 97 per cent of the peak volume reached in May a year ago. New car registrations for the entire industry are running only 10 per cent of the corresponding period of 1929.

In fifteen states out of these thirty-nine the registrations of Chrysler cars actually showed an increase over May of last year. Company leads were piled up in such representative states as Pennsylvania, Illinois, Iowa, Missouri, Minnesota, New Jersey, Kansas, Virginia, Florida, Vermont, Delaware, South Dakota, New Hampshire and Idaho. In these states, the total registrations of Chrysler cars increased approximately 16 per cent over May, 1929.

Registrations of Chrysler cars in Delaware jumped 250 per cent over May of last year. Claims of 69 per cent were recorded in Idaho; 59 per cent in Kansas; 41 per cent in Iowa; 38 per cent in Virginia; 33 per cent in this exceptional favorable showing, in Minnesota and 24 per cent in New Jersey.

Several factors are responsible for according to Chrysler officials. The wide price field represented in the present Chrysler lines, ranging from the low-priced Chrysler Six to the Imperial models, has provided complete market coverage coupled with the fact that price reductions on the Imperial and "77" lines have stimulated heavy buying in both these lines. Another factor is the rapid expansion of the Chrysler dealer organization, more than 1100 having been added since the first of the year, vastly increasing sales and service facilities throughout the country.

REAR END OF FORDS GIVEN SEVERE TEST

The ability of the rear end of the Ford car and truck to stand up under hard usage is constantly maintained by an ingenious testing device designed by Ford engineers and erected in the general assembly building at the Dearborn plant.

From time to time a rear end assembly is taken from a production line and placed upon the testing machine so that each of the rubber-tired wheels rest upon a motor shaft that is off center. The rear end is weighted down and the actual weight of loaded car or truck and the machine is put in motion.

From then on the testing machine works automatically. Stimulating what happens under actual driving conditions, it starts out slowly, whips up to a speed of 45 miles an hour, slows down, increases its speed again then stops, only to begin over. As the wheels are spun around, the off-center motors cause them to bounce up and down as they would on a rough road thus giving a severe test to the shock absorbers as well as to the rear end assembly. Meanwhile a blower sends a draft of cool air over the tires and axle housing so that the test run is made under conditions approximately as closely as possible to those that would be encountered on the road.

Every rear end that is tested in this way is operated for at least 10,000 miles, and frequently the test runs are for the equivalent of much greater distances.

STUDEBAKER TO SPRING SURPRISE

Company to Introduce What is Said Greatest Advance in 19 Years.

SOUTH BEND, Ind., July 5.—Studebaker is introducing in a few days what is said to be the greatest advance in automotive engineering in 19 years. According to Studebaker's press release, this new development involves a basic engineering principle which will be new not only to the Studebaker's "Eights" but to American motordom as well.

The new development, it is said, offers motorists an entirely new and pleasurable driving sensation and effects an appreciable saving in operating costs. It is said that greatest operating economies are effected under conditions such as in traffic and mountainous terrain in which the conventional car makes its greatest demands on fuel and oil.

Besides this major development, the new series Studebaker President and Coupe in California and is the route taken with additional engineering advances which introduce new standards of smoothness and quiet operation in American motoring as well as new details of every car in the dangerous mechanical condition, whether from defective steering gear, faulty brakes or broken headlights through inspection under state supervision of all motor vehicles, was emphatically urged by the conference.

It was brought out by the motor traffic authorities of Pennsylvania, New Jersey, Maryland and Delaware that among the 1,000,000 motor vehicles inspected in those states, more than 1,100,000 required brake adjustments or renewals, 1,000,000 required adjusting gear repairs and 500,000 required other mechanical corrections to put them in a safe condition for operation on the streets and roads.

Notable improvement. The conference also stated that in recent years there has been a notable improvement in the design and construction of motor vehicles from a safety standpoint, and the manufacturers are continuing this work. It was pointed out also that the owners of fleets of vehicles have progressed in a marked degree in the proper maintenance of automobiles and taxicabs, but that there has not been a corresponding improvement in maintenance on the part of individual owners of private cars.

Such neglect, it was emphasized, is adding constantly to the list of injuries and fatalities, and the hazards of traffic on the streets and roads. The estimate of one traffic expert in the conference was that in some states one-half of the automobiles that have been in use for 12 months have headlights that are out of focus in some degree, and throw the beams in the eyes of approaching motorists at night.

The conference in its decision on this matter said: "Old cars which can no longer be mechanically kept in a safe condition should be eliminated from the highways, whether by proper provision in the certificate of title law, or by the 'highway safety plan' of the manufacturers, which provides on allowance for the junking of decrepit cars."

Manufacturers were urged by the conference to promote the proper maintenance of motor vehicles by giving full and complete instructions on this point to the purchasers of new cars. The drivers of cars also should learn to detect the presence of worn parts, it was pointed out, and to either make regular inspections, or have such inspections made by competent persons.

Need Complete Instructions. In emphasizing this matter, the conference said: "There should be furnished with each new car complete and simple instructions regarding the care of the various parts and equipment. Dealers, service stations and garages should encourage regular attention by car owners to maintenance, and to facilitate prompt and reliable inspection and service, whether required by a police officer or voluntarily desired by the motorist."

DEFECTS IN CAR PROVE COSTLY

Fifteen Per Cent of Deaths Due to Mechanical Trouble, Report Says

Mechanical defects in automobiles and other motor vehicles, due to neglect and careless use by owners, are causing 15 per cent of the deaths by traffic accidents, according to facts developed by the third national conference on street and highway safety. Removal from the streets and highways of every car in the dangerous mechanical condition, whether from defective steering gear, faulty brakes or broken headlights through inspection under state supervision of all motor vehicles, was emphatically urged by the conference.

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GARAGE GOSSIP

Task Installed.—Owing to the increase of business, it has been necessary to install a larger gas tank at the Highway Service station at 1703 Adams avenue.

Although the casual visitor might not notice it, Yosemite National Park is now 13,000 acres larger. This is due to the addition of privately owned timber land that has been acquired by the government for approximately \$3,900,000, reports the Oregon State Motor association.

The lands in question contain very fine sugar and yellow pine forests. These are along the new Big Oak Flat road, and instead of being converted into timber, these fine trees now are guaranteed life and beauty for the tourist indefinitely.

Carload of Cars.—A carload of new Chevrolet has been received by the Larson Chevrolet garage.

Returned from Business Trip.—Ac J. Goss has been in Portland for several days on business.

New Oldsmobile.—Harry Brooks has purchased a new Oldsmobile De Luxe sedan from M. J. Goss.

Chrysler Coupe.—Vern Thompson, of Hilgard, is the owner of a new Chrysler six coupe bought from the Chrysler garage.

Boys Willys.—E. Wale bought a Willys-Knight de Luxe sedan from the Gettings and Hanks garage.

Seattle. KJR (970); 8, NBS; 10, sunning program; 10:30, popular music; 11, band; 12, Revelers.

Los Angeles. KJL (900); 8, CBS; 10, news, dance music; 12 to 1, organ.

San Francisco. KPFC (610); 8, CBS; 10, news, Frank Watanabe; 10:30 to 1, dance music.

Portland. KEX (680); 8, NBC; 8:30, orchestra; 10 to 12, dance music.

Oakland. KGO (790); 8, NBS features.

Spokane. KHQ (590); 8, NBC; 9, studio; 9:30, NBS; 10, Cecil and Sally; 10:15, NBS; 11 to 12, H. Jinks.

SUNDAY PROGRAMS. NBS; 8, musical program; 9:30, reader's guide; 10, concert; 11 to 12, Blue Boys, Broadcast over KGO, KHQ, KQA, KSL, KFL, KGW.

Tacoma. KVI (700); 8, orchestra; 8:30, CBS; 10, popular music; 11, CBS; 12 to 1, vaudeville frolic.

Salt Lake City. KSL (1130); 8, musical program; 10, dance music; 11, Vaganbond of A.

Ed Ulrickson, No. 5 on the Washington university freshman crew, is a brother of Al Ulrickson, the school's famous coach.

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New Law Will Hasten Finish Of South Road, Pendleton Believes

PENDLETON, Ore., July 5.—News from Burns is that passage by congress and the signing by the president of the Oddie-Colton public domain bill means funds will be available for the construction of an improved highway between Burns and Lakeview.

Bridge Across Golden Gate Is Being Planned

One of the most important links in the highway system of the West will be constructed within five years if the proposed plans mature. It is the present plan across the Golden Gate in San Francisco, which will join San Francisco and Marin counties and will provide a short, ferry-free link on the road from Mexico to Canada by way of the coast route.

Man, 100, Recalls Little Olds In Original Trails

John Cooper, a 1930 Oldsmobile owner of Long Point, Illinois, has lived long enough to prove that many of the smartest men of the past were not so smart as they are now. He is 100 years old and did not know what it was all about, in fact, if experience is the teacher she is reputed to be, Mr. Cooper is a perfect right to doubt his own wisdom.

ALPINE SNOWS KEEP SWISS SOLDIERS BUSY

LAUSANNE (AP)—Clearing the snow from Alpine passes, since the job of the sun, now is helped along by the Swiss army.

BOOK BOOTLEGGING IS PROFITABLE IN TURKEY

ISTANBUL (AP)—Contraband novels, printed in the old but now forbidden Arabic alphabet, are sold secretly here for as much as 20 cents, while the copies are usually charged for new Turkish books.

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NEW WILLYS "8" SPEED IN SECOND GEAR IS POPULAR

TOLEDO, O., July 5.—The second gear performance of a car as well as its smoothness and activity in driving in heavy city traffic is an important factor in modern motoring. This is clearly indicated in the careful engineering thought that is now being given to the phase of engine development.

Among the leading car manufacturers to first give second gear performance careful study and development is the Willys-Overland company, which has resulted in a new high standard of performance, not only in city driving but under varying motoring conditions on the open highway.

SWEDISH LIGHTNING BOLT AMPUTATES CAT'S TAIL

STOCKHOLM (AP)—How lightning snipped the tail of a cat is told on a farm in Uppland county, in the province of Smalund.

RUSSIAN SOTS, CURD, ARE ENROLLED AS DRUGS

MOSCOW (AP)—An anti-alcoholic hospital, the first of its kind in the Soviet Union, with a capacity for one hundred patients, has opened here.

BRITAIN SPENDS HUGE SUM TO CUT BAND PITCH

LONDON (AP)—British army band instruments are being pitched lower. The change will cost about \$500,000.

Confroversy has been raging over "pitch" for 20 years, because army bands playing a semi-tone higher than orchestras and organs in this country made it difficult for civilian instrumentalists to tune "up" to them.

The change was planned by the war office last year and came into effect with the recent opening of the Royal Tournament at Olympia when the army band played on the lower scale. Several of the guards regiments have already received their new instruments.

SHAH OF PERSIA HAS BEJEWELLED AUTO

TEHRAN, Persia (AP)—The Shah had a new motorcar with massive gold fittings and glittering with real jewels.

Twenty coats of white enamel were put on the bodywork and all the parts that on an ordinary car are nickled, are gold-plated. On the headlights are embossed the Persian royal arms, picked out in emeralds.

Upholstered in champagne-red silk throughout, the seat has been specially constructed to hold only one person, as in Persia no one may occupy the same seat as the ruler.

Chairs are obtained in a case in solid gold encrusted with diamonds placed near the royal seat, and the floor is covered with Russian wolfhound skins.

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BEFORE YOU BUY

BEFORE YOU BUY, read the instructions on the back of the tire. It tells you how to get the most out of your tires. It tells you how to keep them in good condition. It tells you how to change them. It tells you how to repair them. It tells you how to store them. It tells you how to dispose of them.

Pay As You Ride

Equip Your Car With

GOODYEAR TIRES

on Our Convenient

Easy Payment Plan

Come in for Complete Information

It Pays to Buy Goodyear Tires

GOODYEAR builds nearly twice as many tires as the next largest company — that's why Goodyear offers better quality for less money, and right now prices are the lowest in our history! We have Goodyear tires in the right type and size for every car.

Now You Can Buy Them Easily

THROUGH our installment plan you can purchase a set of Goodyear tires now, make a small down payment, and distribute the remainder over a period of months to suit your budget. Come in soon and rid your self of that continual worry about "tire trouble."

GOODYEAR

Double Eagles All-Weathers Pathfinders

BOHNERKAMP'S

Fresh Stock — Full Guarantee

Free Mounting