

DRIVE FOR TOURIST BUSINESS LAUNCHED

Seattle to Spend \$65,000 in Advertising Programme.

INQUIRIES ARE POURING IN

12,000 Prospective Tourists Sign Coupons Asking for Literature on Scenic Attractions.

SEATTLE, Wash., May 6.—The chamber of commerce of Seattle and the Seattle park board have made an \$85,000 investment in the tourist business.

The chamber is now spending an appropriation of \$45,000 in advertisements in large eastern and California periodicals and newspapers, such as the Saturday Evening Post, the Chicago Tribune, the San Francisco Examiner, etc., and in "follow-up" literature to those whom the advertisement has attracted to the point of answering the advertisement coupons. The park board is now trying to make a \$40,000 appropriation to cover all the things it has planned to do to clear, plant and make beautiful the Seattle auto park, an auxiliary of Woodland, along Green lake.

This is the most elaborate campaign for tourist business ever launched in the Pacific northwest. It embodies the two fundamentals of business getting, advertising for business, and taking care of it after it comes.

The advertising campaign has been going on for six weeks, so, and already upwards of 12,000 prospective tourists have filled out the advertisement coupons asking for literature on the scenic and home-making attractions of Seattle, Puget sound and the state of Washington.

Inquiries Pouring In.
Letters of inquiry are pouring in at the rate of 200 and 300 a day. Last year, between the first of April and the last of September, a total of 6140 automobiles made use of the then inadequate and limited camp facilities of Woodland park.

Based upon the return inquiry coupons from the eastern advertising that has thus far been received, fully three times this number will this year be Seattle's guests.

The vanguard of these auto tourists already is approaching. Already a dozen or more parties have camped at the Woodland auto park, and park officials are expecting a brisk increase in the business as the warmer days come on.

Anticipating an earlier rush of traffic by automobile than in former years, when tourists came without being especially solicited, work is now progressing rapidly on the auto park grounds.

The new elvish auto park lies just at the north end of Woodland, the city's largest and most beautiful park. Skirting the shores of Green lake and lying on high points above the west Green lake houses, this wooded tract occupies a position of rare charm, with vistas and sky line incomparable, yet close to the city's center. All about it are the advantages of close city markets, shops, theaters and churches; none of the congestion and heat and noise; near to nature, but not too near to the city, and no doctor nor telephone office nor any emergency need.

Clearing Is In Progress.
Under the direction of the city superintendent of parks, Major Jesse A. Jackson, work on clearing, grading and equipping the new park has been going on for several weeks.

Great piles of stumps, brush and tree trunks saved in short sections occupy unplanted spots of ground here and there.

Each one of 250 or more tracts, about 25 feet square on the average, has been leveled along a winding network of roads.

For every fourth tract a water hydrant with sewer connections has been installed.

A few concrete stove beds are now scattered over the park. The stove problem remains to be solved. One stove, from above, the camp's grounds, but officials are debating whether its cost and probability of enduring wear is to be compared with concrete fire boxes. Ultimately, the plan is about one stove for every six, possibly every four, camp tracts.

Each plot tract, varying in shape, generally contains about 600 square feet. This will provide room enough to park a car, erect a good sized tent and leave space for a table to seat eight. The seats are backless benches attached to the table.

Large overhanging electric lamps are scattered over the park, about 50 to 75 feet apart, and will provide ample light for the grounds. There is no electric wiring for each tract, inasmuch as it is assumed tourists will bring their own flashlights or use their auto lights for needed illumination.

The west Green lake boulevard, a wide paving skirting the lake shore, runs the full length of the camp's easterly boundary, while on the west the Green lake street car affords quick public transit to the city's center.

Community House Feature.
There will be a large community house, plans for which have been approved by the park board. This building will be 50 by 70 feet, affording a large open auditorium where 500 can be accommodated for concerts, lectures, amateur theatricals, dances, religious services, etc. It is to be of artistic design and finish. A wide porch, hanging out over the sharp bluff running down to the boulevard, overlooks the lake and the Green lake and university residence districts to the east and north. The plans call for a fireplace that will open up for either the interior of the building or the porch, or both.

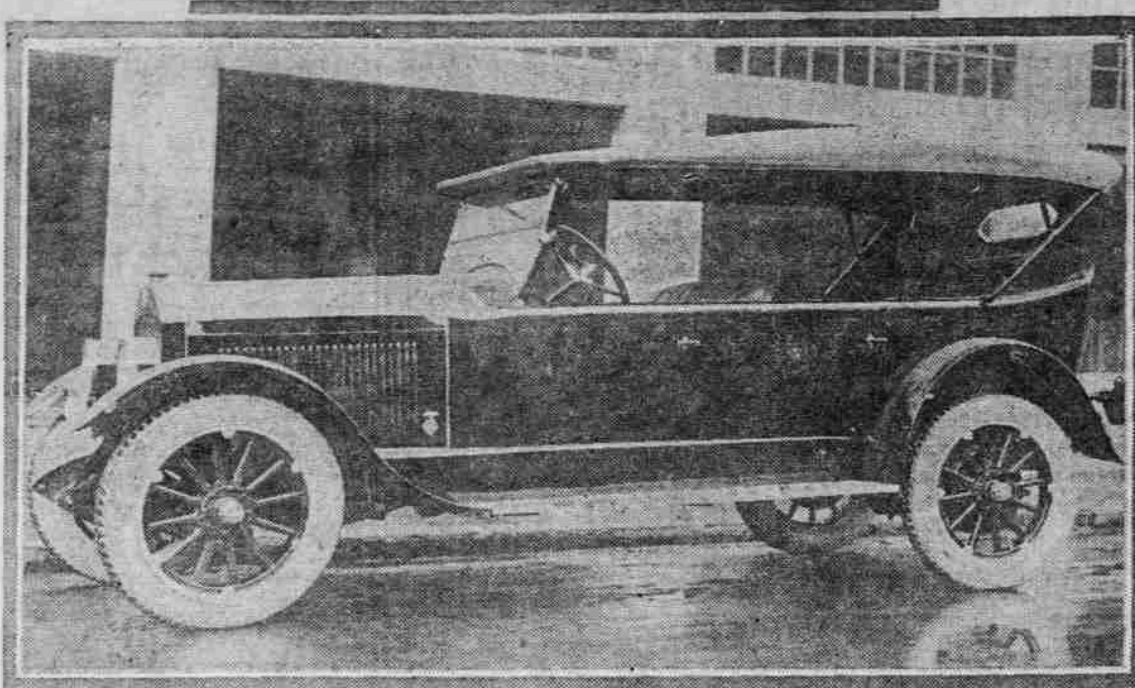
The basement of this large building will be equipped for tub and shower baths and dressing rooms and toilets for men and women.

Plans are in contemplation also for a large open air fireplace in one of the little draws running down to the lake, where a thousand or more could gather to hear open air concerts and amusement stunts by day or night.

The Community Service bureau, under the direction of D. H. Fain, announces that it will provide all the entertainment that the tourists want. Their list of talent includes R. H. Vivian, community song leader, and most of the high-class vocal and instrumental talent of the city. Also student and amateur theatrical performers and companies. A recreational director can be at the disposal of the tourists if desired to take charge of the young campers for play hours, games, etc. Several persons of story-telling ability, fairy tales, bedtime tales, etc., will be available also for the kiddies.

Park Superintendent Named.
Frank Gates, who did large community organization work during the war, has been made superintendent of the Woodland auto park. His duties

HERE'S NEW DURANT SIX, FIRST SHOWN IN PORTLAND LAST WEEK.



commence May 1. He will have a little office at the park entrance, at Sixty-third street, and will personally greet the incoming tourists.

Each party must register, not only the names of its entire party and their address, but also the make, weight, number, etc., of its automobile.

Near the auto entrance, but outside, a low-lying tract will be leveled and cemented floor, and provided with sewer facilities, so that tourists may wash their own cars before proceeding on their next day's arrangements.

For all these fixed accommodations a price of 50 cents a day will be charged for each car or party. The limit of stay has not been agreed upon, but it will probably be ten days or two weeks. This charge is in strict conformity with the agreement made last fall at a conference of municipal park officials of four northwestern states—Oregon, Idaho, Montana and Washington.

PAVING RIVALRY IS VITAL.

COMPETITION IS SAID TO FORCE BEST TYPES.

Comparison of Service and Cost in Construction of Grant Highway Is Interesting.

NEW YORK, May 6.—The Grant highway, already assuming importance as one of the great transcontinental routes, will include excellent examples of every modern type of pavement recognized by the science of modern highway engineering, writes J. E. Pennypacker, formerly chief economist of the United States department of public roads, in a local publication.

These types will include the famous "black base" or flexible type of highway, of which a large mileage has been completed in Oregon; the plain Portland cement concrete highway, which has been built in Illinois and Iowa; some brick stretches at intervals and large stretches of macadam, gravel and earth, much of which will have asphaltic material applied to the surface. A feature interesting to both engineers and taxpayers in the building of this great highway will be the comparison of service and cost of the flexible "black base" surface and the rigid Portland cement concrete pavement.

Highway engineers are divided into two schools, one advocating the flexible or "black base" pavement to resist impact and the other advocating rigidity to accomplish the same purpose. The "black base" pavement consists of an underlying course of crushed stone, slag or gravel, seldom exceeding four or five inches in thickness, cemented together with asphalt, which will give satisfactory service and which can be maintained without undue depreciation under the traffic which is to use them. Many times the question has been asked, "What type of road is best?" The answer is always the same: "There is no one best kind or type of road surface."

A recent statement issued by the officials of the bureau expresses this thought in the following language: "It is the policy of this bureau to consider the conditions on each individual federal aid project, as there are elements, such as subgrade, drainage and present and prospective traffic."

It is the right of taxpayers to have these engineering problems worked out with exceeding care and also to force as keen a competition as possible between the competitive types. Thomas H. McDonald, chief of the United States bureau of public roads, discussing the matter of competition of types of pavement, recently said: "Granting that the preparation of the roadbed has been properly done, many kinds of road surfaces will give excellent service. The element of time is important. There are so many miles of roads to be constructed and their cost will be so enormous that the most careful and detailed study of each road project must be made to provide, at the lowest possible cost, roads which will give satisfactory service and which can be maintained without undue depreciation under the traffic which is to use them. Many times the question has been asked, 'What type of road is best?' The answer is always the same: 'There is no one best kind or type of road surface.'"

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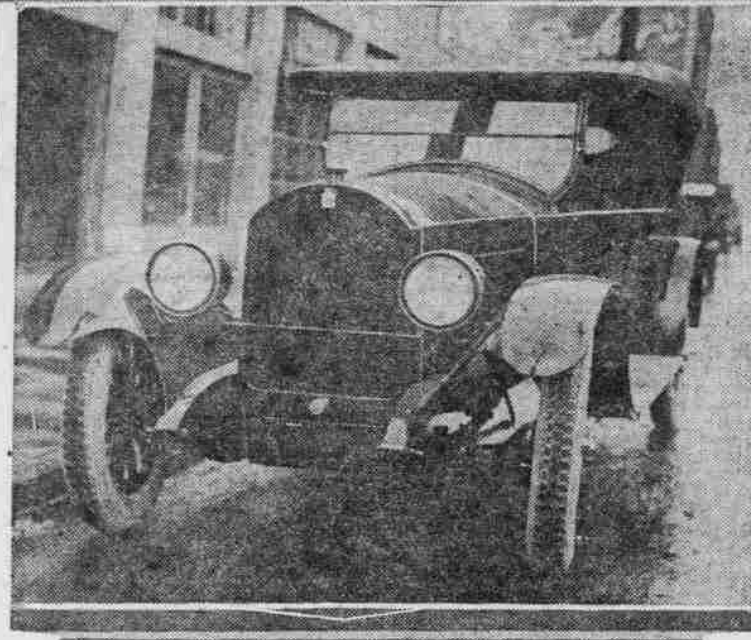
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1920 COLE "8"
7-Passenger
Starting Price\$1750
Today's Price\$1025
This Car Being Reduced
\$25.00 Each Day
UNTIL SOLD
COVEY MOTOR CAR CO.,
21st and Washington



Handsomeness new car which made its bow last week at the opening of the Pacific Motor company quarters at Broadway and Flanders street. The Durant four has been seen in Portland before, but the six is a newcomer. As will be noted by those who have seen the four-cylinder car, the six is very similar to the four in appearance, except being larger all around and more luxurious.

AUTO SELLING IMPROVES

WILLS SAINT-CLAIRE SAYS BUSINESS IS BETTER.

Member of Sales Division Makes Trip From Ocean to Ocean and From Border to Gulf.

MARYSVILLE, Mich., May 6.—"Business is much better in all sections of the country, really good in most states and remarkably strong in many. Automobile sales have jumped amazingly—and all indications point to a continuance of heavy buying all year."

"Distributors and dealers feel more encouraged than they have in two years—not only because of good business generally, but because they feel that they have so much more per dollar to offer to the motorist buyer today than ever before in the industry's history."

This is the statement of E. Phil Merrill, of the sales division of C. H. Wills & Co., Marysville, Mich., who has just returned from a four-months' trip in which he visited all the Will's Saint-Clair distributors and many dealers.

The trip was from ocean to ocean and border to gulf. It included all the principal automobile shows and many of these held in the smaller cities. Many Will's Saint-Clair distributors have been adding very materially to their dealer organizations and Mr. Merrill states that "Gray Goose" service is now truly national.

Will's Saint-Clair owners may now tour the country without ever being out of touch with a competent service organization, he declared.

Railroads Use Motor Buses.

Motor buses are being used by 22 electric railways in the eastern part of the United States, and motor buses with flange wheels are being used by 28 short-line steam railroads.

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FACTORIES SPEED OUTPUT OF AUTOS

Manufacturers of Popular Makes Approach Capacity.

PRICE CUTS STIMULATING

Dealers in Several Lines Are Unable to Promise Deliveries in Less Than 2 or 3 Weeks.

NEW YORK, May 1.—While April production of motor vehicles ran far ahead of March, it now seems certain that May will show an equally sharp advance, although the percentage of gain over the same period in 1931 will not be as large as in the first quarter. Factory after factory is speeding up its output and preparing for still larger schedules next month.

Manufacturers of many of the more popular passenger cars are approaching capacity. Sales of some of them are limited only by output. Dealers in several lines are unable to promise deliveries in less than two or three weeks. The bulk of the business remains in the lower and middle price classes, although a few companies in the higher price field are approaching capacity operations.

A majority of the companies which produce trucks on a quantity basis are running at 50 per cent of capacity. It is confidently predicted that if the general business revival continues until fall at the present rate, commercial vehicles will be absorbed as fast as they can be turned out. The demand for light trucks, which began two months ago, has increased rapidly and sales of heavy duty vehicles are becoming brisk, chiefly for highway and building construction work.

Price Cuts Stimulating.

Price reductions in the tractor field have stimulated business to a surprising degree. At least three companies are operating at capacity in the production of the lighter models. Their ready sale is evidence of improved conditions in the agricultural districts.

At the beginning of April only a comparatively small number of parts plants were operating at more than 50 per cent of capacity. Since then the number in this class has increased amazingly. Several are running full blast and probably 70 per cent of capacity would be a fair average for that branch of the industry as a whole. Tire plants are increasing their output and tubes and casings now are being produced at the rate of more than 24,000,000 a year.

Road work is responsible for most of the larger truck sales at this time. These vehicles being equipped with pneumatic tires because of the greater traction offered on weak, yielding surfaces. Though most of the government war trucks were allocated to state highway departments, it is found that these are being mainly used for maintenance and repair work. Contractors on new roads are in the market for trucks.

Lighter Trucks Used.
Building contractors in the cities are found to be turning to lighter models in large numbers because of their greater responsiveness in heavy traffic. Some manufacturers of trucks are viewing with alarm the increased activity of highway officials in limiting loading capacity, but others regard this as something which will work out favorably for the truck industry as making for longer life of vehicles.

Edsel B. Ford, president of the Ford Motor company, in a statement here took an exceedingly optimistic view of the industrial outlook. He declared his company expects its production for the year to reach a high water mark of 1,150,000 compared with 1,035,000 cars and trucks last year. He added that the new plant at Green Island, near Troy, in which all ball bearings and roller bearings will be manufactured, will be in operation late in the year.

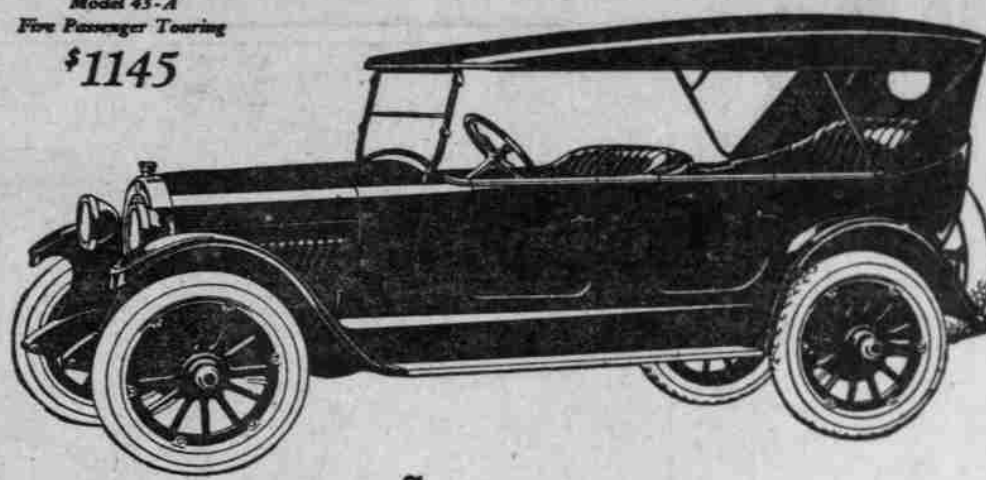
Ford stated no further reduction in the price of Ford cars is contemplated at this time, notwithstanding prospective competition.

ROAD FOR TRUCKS PLANNED

Connecticut to Build New Road Rather Than Widen Old One.

HARTFORD, Conn., May 6.—A 30-

Model 43-A
Five Passenger Touring
\$1145



Model 43A—4 Cylinder
115 Inch Wheelbase

Coupe\$1645
Sedan 1795
5 Passenger Touring 1145
Roadster 1145

4 Passenger Semi-Sport
(Turn of Wire Wheel)
Touring with built
on California top 1435

Model 47—The Smaller Eight
Price Range, \$1595 to \$2295

Model 46—The Larger Eight
Price Range, \$1735 to \$2635

All Prices F. O. B. Lansing, Mich.



"24th Year"

Notice the thorough-going satisfaction that the owner of an Oldsmobile Four enjoys. There's its upkeep economy. Its owner pays less for oil, for gas and for adjustments and repairs. His use of his car is more continuous—more free from care. Just get acquainted with this 1922-23 series of Oldsmobile Fours.

OLDS MOTOR WORKS LANSING, MICHIGAN
Division of General Motors Corporation

OLDSMOBILE CO.

OF OREGON

Broadway at Couch
Phone Broadway 2270

Oldsmobile

FOURS and EIGHTS

mile concrete state highway exclusively for motor trucks will be built from Bridgeport, Conn., to the state line at Greenfield, Conn. The state Highway Commissioner Charles J. Bennett. The road will parallel the Boston post road which is said to be one of the most heavily traveled roads in the country. It is estimated that the truck road will cost \$1,500,000. Truck drivers would not be compelled to follow this road, but they would be encouraged to do so, and it is believed most of them would follow it in order to relieve traffic congestion.

General Motors Trucks

22,843 Miles Without Wear

- 1 Two Range Transmission
- 2 Removable Cylinder Walls
- 3 Radiator Rods
- 4 Pump and Thermo-Syphon Cooling
- 5 Removable Valve Lifter Assemblies
- 6 Pressure Lubrication
- 7 Instantaneous Governor

Because GMC Removable Cylinder Walls do not get out of round, there was practically no wear of cylinders and pistons in a GMC Engine after 22,843 miles of travel.

It costs only \$28.70 to replace a GMC cylinder. The average for the common type of cylinder is \$171.04. Another evidence of GMC economy.

GENERAL MOTORS TRUCK COMPANY
Division of General Motors Corporation
PONTIAC, MICHIGAN

Wentworth & Irwin, Inc.

Second and Taylor

Main 2892

Models From One to Five Tons Capacity

Important Announcement



FEDERAL
Double Cable Base Tires

The Federal Rubber Co. and the Weaver Tire Co. wish to notify their many friends and customers of the transfer of the FEDERAL TIRE line to

Leavens & Howard

OUR organization is composed of expert tire men, that's our business, result—Satisfactory Service for You.

331 Couch street, and to assure them that efficient service with a smile will be given to all.

Remember the Place

Leavens & Howard

50 Feet East of Broadway on Couch Street

Phone Broadway 3334