

OCEAN BEACH ROAD
FINE SCENIC ROUTE

Highway in Pacific County
Now Open to Touring.

TRIP IS WORTH TAKING

Travel Between Portland and All
Puget Sound Cities Declared
Exceedingly Attractive.

The Ocean Beach highway through Pacific county, Washington, is now open and offers a delightful route from Puget sound cities and from Portland to the Washington beaches, according to a letter received by The Oregonian from H. A. Gibbs, county engineer of Pacific county. Mr. Gibbs writes:

"Tourists en route from Portland to Puget sound, or from the sound cities to Portland, will find this drive well worth the time and the scenic beauties much more attractive than by the direct route of the Pacific highway. Leaving Portland, the Columbia river highway is followed to Astoria. At the foot of Fourteenth street, Astoria, take the ferryboat Tourist and after 45 minutes in crossing the Columbia riverland at McGowan on the Washington state side.

"From McGowan to Ilwaco, 11 miles, the road is in good condition. A new bridge is being constructed over Wallcut hill just before entering Ilwaco and the present plank road about one mile, is in poor shape.

"Road Paved From Ilwaco. "From Ilwaco to the ocean beach at Seaview, the road is paved. The roads in the vicinity of Ocean beach are in good condition. From Seaview take the Ocean Beach highway; from Seaview to Bear river 212 miles, a gravel road in good condition. At Bear river a new bridge is being constructed and a short detour over a temporary bridge is necessary.

"From Bear river to Nasel river ferry landing, 5.9 miles, the road is in good condition. At the Nasel river a ferry is in operation at all times and it takes about 20 minutes to cross the river. The ferry tolls are 50 cents for car and driver and 10 cents for each passenger.

"From Nasel river to South Bend, 24.12 miles, the road is in good condition except on several short stretches where fore and aft plank is laid over wet subgrade.

"New Auto Park Opened. "At South Bend a new and beautiful auto park (Emerson park) is now open to the public. Tourists will find at this park electric lights, stoves, pure running water, wood and other conveniences all free.

"The Ocean Beach highway through South Bend is all paved and in good condition. From South Bend to Raymond, 4.8 miles, 2 miles paved and 2 miles plank street in Raymond in poor condition.

"From Raymond to Walville on the Pacific and Lewis county line 23.45 miles, 15 miles paved and remainder macadam.

"At Lebam a short detour over a good plank roadway is necessary on account of road operations.

"At Pluvius a stretch of two miles is being regraded and resurfaced. The road is very rough over this stretch. From Walville to Cholla, where the Pacific highway is reached, the road is in good condition and well maintained."

"HUP" MAKES FAST RUN
RECORD HUNG UP FOR ROAD
WORK IN SOUTH AFRICA.

American Car Negotiates 446-
Mile Trip at Average of
33 1-3 Miles an Hour.

From Johannesburg, South Africa, comes news of record-breaking road performance by the Hupmobile in negotiating the 446-mile trip from Durban to Pretoria in 14 hours and 56 minutes, including all stops and despite unfavorable road and weather conditions, says a report from the Hupmobile factory to A. B. Manley, local distributor. "This is the first time since its introduction to Africa ten years ago, the Hupmobile has been associated with exceptional road performance. The latest was the record set up by H. P. Rose of Hupp Garages, Ltd., who, leaving Durban at 5 A. M. on Monday last, covered the 446 miles to Pretoria in 14 hours and 56 minutes, including all stops.

"The recent snow storms in Natal had left the road in a shocking state and a heavy wind had blown the car all the way up. There was one stop of 23 minutes, owing to dirt in the petrol tank, and three stoppages due to tire trouble.

"The actual running time (from Durban) to Johannesburg was 12 hours 36 minutes, and to Pretoria 12 hours 22 minutes—an average of 33 1-3 miles per hour under the most strenuous road and weather conditions—truly a remarkable ride, and a testimony of pluck and endurance."

NEW BUILDING FOR BADLEY
Tractor Company Will Occupy
Large New Quarters.

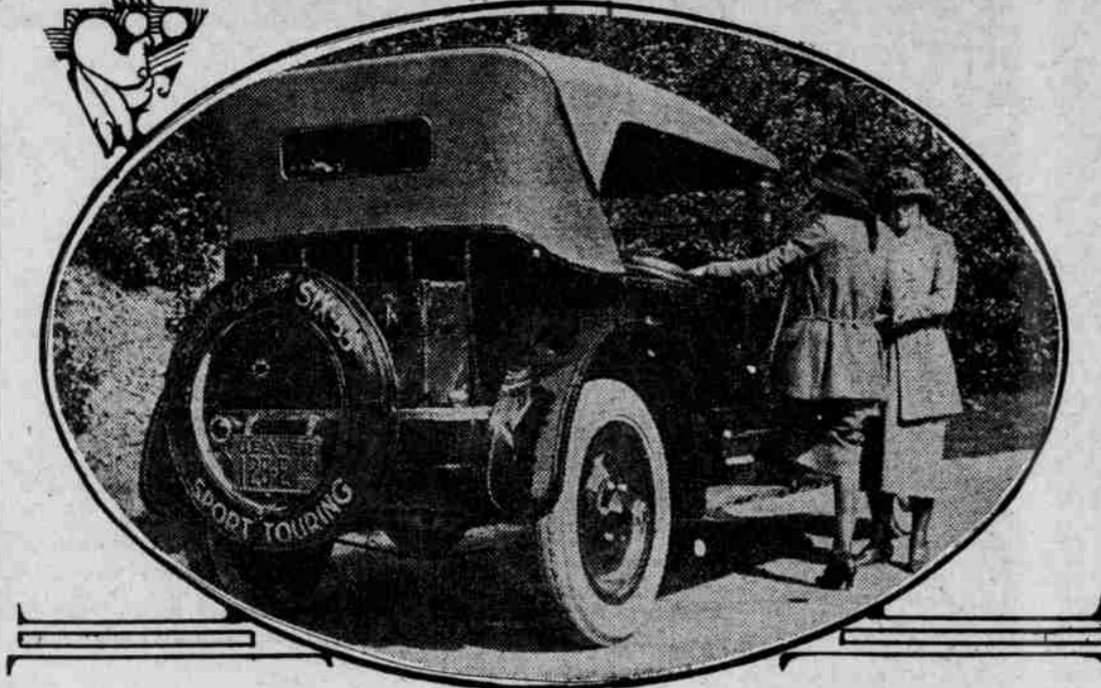
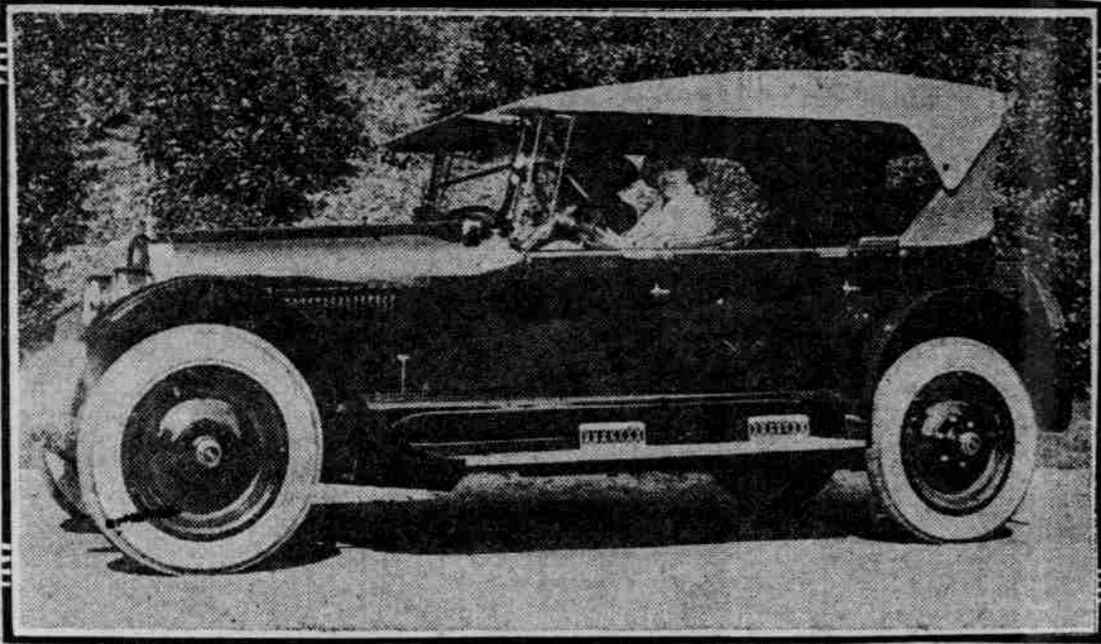
O. V. Badley company, distributor for the Cletrac and Sprywheel tractor and tractor implements, will move into its new home at the southeast corner of East, Seventh and Morrison streets July 1.

"The building is fast nearing completion and will be one of the most attractive of the many new buildings going up in this district. The ground plans call for 8000 square feet of cement floor space, with main office and parts room and show room, with 15 feet of plate-glass and large skylights. There will be two entrances on Morrison street and one on Seventh street.

"This will be the largest and most completely equipped exclusive tractor building in the northwest, according to Mr. Badley, and will be well equipped to care for the 400 Cletracs now in use in this district. The company will carry a full line of parts and service will be a specialty.

Roosevelt Highway Meeting Set.
EUGENE, Or., June 17.—(Special.)—A joint meeting of highway boosters from the north bay counties of California and the coast counties of Oregon will be held at Crescent City, Cal., July 10, according to the announcement received this week by

NEW BUICK SPORT TOURING MAKES AUTO ROW SIT UP AND NOTICE.



—Photos by Multnomah Photo Supply Co.

Roadside and rear views of handsome new model received here last week by the Howard Auto company, local Buick distributor, and attractive girl employee of the local company giving the car the once over. The Buick company has entered the sport car field with a brand-new model known as the Buick "sport touring." The first of the new cars was received here last week by the Howard Auto company and was the center of attraction at the showrooms at Twelfth and Alder streets. The new car is the last word both in nifty appearance and in touring equipment. Everything that anyone ever imagined for the comfort of motor travelers, and then some, is on the car, from the trunk on the rear to the sun shade across the windshield. The car has disk wheels and an attractive khaki-colored top. Practically all smaller parts, including radiator shell, lamps and door handles, are heavily nicked. It is painted an attractive maroon, trimmed with black. The car is slated as a four-passenger, but is built upon the regular seven-passenger chassis, and thus is unusually roomy.

members of the Lane county court, to discuss the proposed Roosevelt highway along the coast of Oregon to connect with the coast highway in California. The members of the county court here are invited to attend or send representatives and invitations have been extended to the courts of all the Oregon coast counties.

CADILLAC SETS NEW RECORD
Production of Plant for Single
Day Greatest in History.

DETROIT, June 17.—Production of Cadillac cars for a single day reached a new high record during one day the past week when more Cadillac cars were manufactured and shipped from the main plant than on any day before in Cadillac's history.

The success of the new "type 61" enables the Cadillac factory to expect that 1932 sales will considerably exceed all previous records.

Royal Can-Opener Named.
G. M. Tremaine of Fredonia, N. Y., holds the office of Royal Chief Can-Opener of Tin-Can Tourists of the World, of membership of which is made up of several thousand automobile tourists throughout the country. Only motor tourists are eligible for membership in the order.



RHYMES OF THE ROAD.

Tom Tutt and wife have just come home from touring way out west, and so we thought, of course, he'd have some stories on his chest. "We dropped into their home last night and questioned them about the scenery they saw out there and all along their route. And Mrs. Tutt described a lot of things that she had seen upon the plains and on the coast and places in between. "Remember, Tom," she asked, "the view from Attawampus Pass?" "Ain't that the place," asked Tom, "where we paid forty cents for gas?"

"We saw some glorious scenery," continued Mrs. Tutt. "The canyons and gorges which the rushing streams had cut. We saw the Garden of the Gods, the giant redwood trees; it's fine to travel as you like and stop just when you please. We climbed the great Pike's Peak; we took a swim in Mirror lake; we saw the mines where millionaires began to make their stake. And Tom, I'm sure you will recall the Sacramento river?" "Why, sure," said Tom. "That's where I scraped the render off a tlvver."

"We drove through lovely country towns where roses decked the hedges," said Mrs. Tutt. "We climbed and climbed up narrow mountain ledges. We camped at night beneath the stars and rose at early dawn and saw the prairies stretch for miles as smooth as any lawn. We stopped by mountain streams to bathe in some secluded pool and felt as free from care as boys and girls just out of school. Oh, Tom, that Arizona week can never be forgotten. "You bet it can't," said Tom. "Oh, gee, those desert roads were rotten."

"And did you see the Yellowstone?" we hastened to inquire. "We did," said Tom. "That's where we blew our last remaining tire. "And what about the Rainbow falls?" we asked. "Did you go there?" "Let's see," said Tom. "Yes, that's the place we bought our second spare." "Oh, tell us of the trails which wind about those silver lakes," we begged. "They're all straight up," said Tom, "and awful on your brakes." "Has nature no appeal for you?" we cried. "You soulless nut!" "I missed it, looking at the road," responded Mr. Tutt.

A guy we hate
Is Abel Sterne.
He never signals
For a turn.

Next to the chap who persists in hogging the middle of the street, our pet particular aversion is the individual who backs out from a curb without first taking a look.

And, occupying the third place from the bottom in our affections is the refined young gentleman who drives up to the house next door when we're trying to tune Pittsburg in on our own somewhat old radio set, and honks his horn until his sweetie gets through curling her hair and powdering her dimpled shoulders and comes down for a ride.

OUR WEEKLY HELPFUL HINT.
In putting up the car at night
You can't take care enough
To see there is not left in sight
A veil or powder puff.
They're harmless things, but if they're there
Next morning there'll be strife—
Unless the perfume which they bear
Is that used by your wife.

UNCLE EB, HE SAYS—
We had to take Deacon Steve Gundy out to the poor farm last week. The old man had wore himself kinder feeble-minded tryin' to think up something new to put on a Ford.

TEMPLAR LINE SECURED

STANLEY STEAM CAR AGENCY
SIGNS UP CONTRACT.

A. L. McCarley to Handle Gasoline as Well as Steamer Line,
It Is Announced.

A. L. McCarley, who has had the agency for the Stanley steam car for the Portland territory for some months, will also handle the Templar line, according to arrangements concluded by him last week with W. E. Young, special representative of the Templar Motor company of Cleveland, O., who was a visitor in the city. The first shipment of the new Templars is already on the way, having been ordered by telegraph immediately after the contract was closed, and should arrive here about July 1, according to Mr. McCarley.

The Templar is known as a high-class light four-cylinder car in the \$2000 field, and has been the holder of many records for cross-country driving and economy of operation. The car was for some time handled here by the Wray Motor Car company, but that organization recently relinquished the franchise. W. W.

Wray, who was head of that concern, will become a salesman for the McCarley company, it is announced. In line with the increased activity expected as the result of adding the Templar line, Mr. McCarley announced that enlargements of his facilities at 82 Cornell street would be made. A complete service and parts department for the Templar will be installed, he said. The name of the company will be changed from A. L. McCarley to the McCarley Motor company. Under the contract concluded with Mr. Young the local organization will have the distribution for the Templars throughout Oregon and the western Columbia river counties of Washington. The addition of the Templar line will in no way affect the Stanley distribution, Mr. McCarley said, that car being handled as heretofore.

BEARING SERVICE FOR RACE
Company Proves Big Aid in Annual Indianapolis Event.

It was a noteworthy fact that at the Indianapolis race every single car that entered—the biggest field in the history of the famous speedway—had been serviced at the track by Bearings Service company, according to R. H. Cross, local manager. That organization maintained service constantly for several days before the race with a staff on hand practically 24 hours a day. In the try-outs preliminary to the qualifying runs certain bearing troubles developed, as was only natural under the conditions which invariably precede a big race. But replacements, whether Hyatt, Timken or New Departure, were promptly made by the Bearings service men. The organization is the service department of these three companies.

Bearings Service company maintained a pit at the track, with three men and a complete stock of bearings for every installation in every car. It is a tribute to the bearings themselves that, although the field was the largest and the pace the hottest in the memory of patrons of the Indianapolis speedway, no bearing trouble of any kind developed during the race. It is stated.

FORD SCHOOL OPENING SET
First Class of Hughson Co. Course to Be Held on June 27.

F. Hugh Shaw, who is conducting the enrollment for the special class for Ford car owners in Ford construction, operation and repair, which is to be held at the William L. Hughson company quarters, Broadway and Davis streets, has announced that the first class will be held on Tuesday evening, June 27, at 8 o'clock.

Notice to this effect is being sent out to those who have already enrolled for the course, while registrations will continue to be taken up to that time. The course embraces several weeks of instruction, one evening a week, classes being held in the Hughson sales quarters. A slight charge is made to cover cost of the instruction. Commercial houses as well as individual Ford owners are signing for the course, and judging from the present enrollment the course will be a great success. The slogan of the class will be "Give Your Ford a Fair Chance."

Practically no foreign automobiles are being imported into Germany.

"TOPS 'EM ALL"
GENE THE TOPMAN

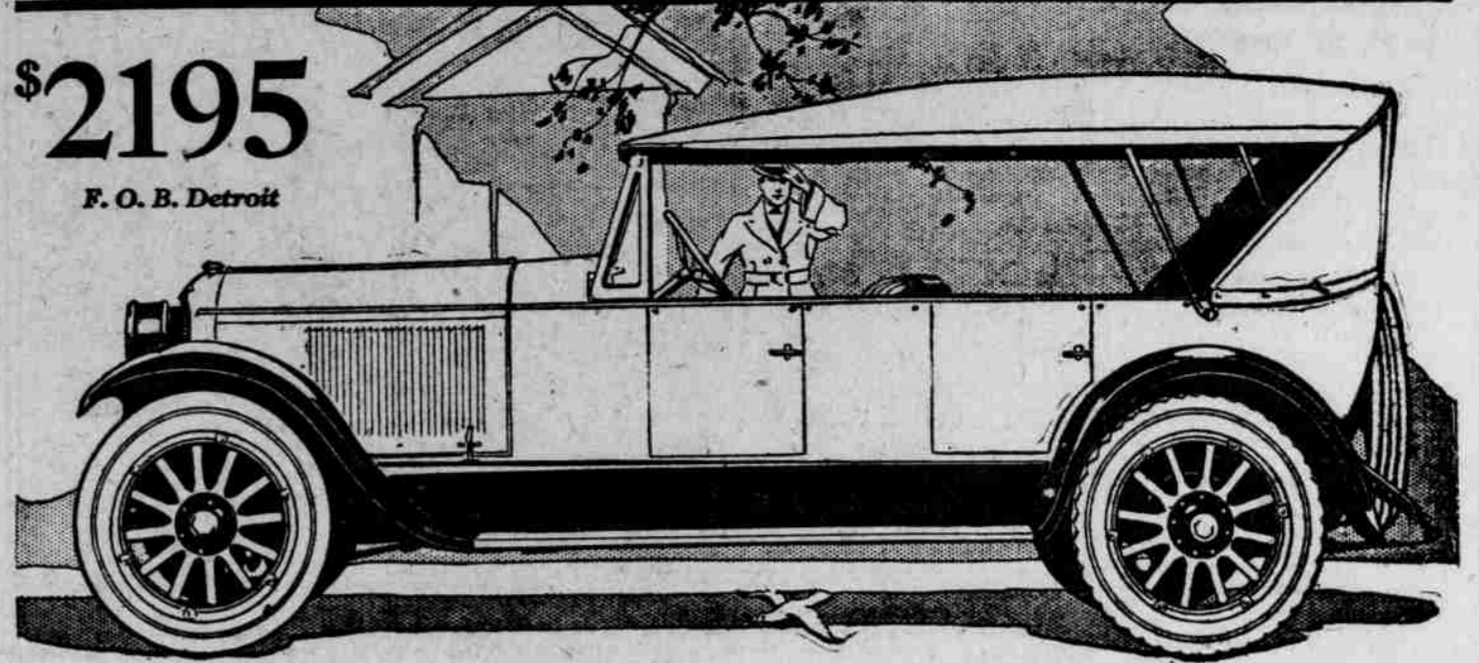
My prices so cheap you cheat yourself if you don't have that top re-covered or repaired NOW. Just think—tops re-covered for \$12.50 to \$45.00.

OREGON AUTO TOP CO.
14th and Couch Sts.

The Master of the Highway Has
Earned the Respect of its Owners

\$2195

F. O. B. Detroit



The test of any manufactured product is its ability to make and keep friends.

No motor car can be truly great until its owners stand solidly behind it with one undivided opinion—one expression of Confidence, Respect and Loyalty.

On this basis the Paige 6-66 has indeed achieved true greatness. Its owners are a unit in indorsement.

Talk to one of them—or one hundred of them—and you will encounter an active pride of ownership that is finally convincing.

They are proud of this car because it is the most distinctively beautiful creation in the entire field of motor vehicles.

They respect it because it possesses the spirit of the thoroughbred—a spirit that has won track honors and hill-climbing records at 100 points in the nation.

They believe in the 6-66 because it has fulfilled every expectation of its giant power plant and superbly designed chassis.

And they drive it with the serene confidence and perfect control of a Master of the Highway.

Cook & Gill Co., Inc.

NEW LOCATION NINTH AND BURNSIDE STS.

THE MOST BEAUTIFUL PAIGE CAR IN AMERICA

AUTO BUSINESS STABLE

1932 COME-BACK HAS BEEN
MARVEL OF INDUSTRY.

So Declared George M. Graham
of Chandler Company, Who Was
Visitor Here Last Week.

The splendid come-back of the automobile industry this spring, following the period of depression, has been one of the most wonderful feats in the history of modern business and demonstrates beyond question of doubt the permanency and essential quality of the motor car in American life.

Such was the declaration of George Graham, vice-president of the Chandler Motor Car company of Cleveland, Ohio, and one of the leading figures in the automobile industry of the country, who was a visitor in Portland last week. Mr. Graham was at Washington during the war in the interests of the automobile industry and has appeared before congressional committees on a number of instances for the National Automobile Chamber of Commerce. His ability and his activity along these lines had made him recognized as a leading spokesman for the industry in this country.

While here Mr. Graham was taken over the Columbia river highway and was entertained at Crown Point, where he was the principal speaker at the Portland Ad club Flag day festivities. He was also the guest of the Portland automobile dealers at a dinner at the Portland hotel during which he discussed in an informal way the latest developments in the industry.

"A year ago calamity howlers of the country, some of them bankers," said Mr. Graham in talking to the dealers, "freely declared the automobile industry was on the rocks. They talked of the saturation point, and spoke of the automobile as a luxury, as though modern life could now get along without this instrument of personal transportation. But as we look back over the period of depression we are forced to confess that so far as the automobile industry was concerned the depression was not so terrible. Actually

there were over two-thirds as many automobiles in 1931 as in the banner year of 1929. Few other industries can show a like activity during the depression.

"And now, since the first of this year, the automobile industry has recovered in a way that has been a marvel to the business world, and in a way, frankly, that has surprised ourselves. But the real reason for the recovery, aside from general improvement along all lines, lies in the fact that the automobile is now an essential factor in our lives. The 'pleasure' car is 90 per cent a car of necessity, and the entire scheme of life and of business is rapidly becoming based upon the factor of personal transportation furnished by the automobile and the truck."

Mr. Graham, accompanied by his wife, is on a business tour of the west. While here they were the guests of Charles C. Fagan, Pierce-Arrow and Willis Saint Claire distributor. Mr. Graham was for six years an official of the Pierce-Arrow company and in this capacity he and Mr. Fagan developed a close personal friendship.

The next notable figure of the automobile industry who will arrive in Portland, according to word received to date, is Lynn M. Shaw of the National Automobile Dealers' association. Mr. Shaw will be here on June 29 and will be entertained

at a luncheon by the automobile local dealers in regard to this move. The National Automobile Dealers' association is undergoing a reorganization and Mr. Shaw, it is expected, will have a message of keen interest to give.

Operators of motor busses in London receive a bonus for avoiding accidents.



USE your judgment in tire buying. A tire that does not show strength and a springy resistance when flexed under hand pressure will not give adequate endurance under road wear. Fisk Cord Tires are remarkably resilient. Also they are big, good-looking tires with a deep-out button tread which offers security on wet roads and pavements.

There's a Fisk Tire of extra value in every size, for car, truck or speed wagon

Take Extra Bearings on Long Trips
Be prepared for any emergency when you start on your summer auto trip this year.

Include extra bearings in your equipment so that you will be ready, in case hard driving over mountain roads gets the best of those in your car and pounds or burns them out.

Take Pioneer White Metal Bearings with you. They are warranted against breakage or porosity and are the choice of owners and garage men everywhere. Then, no matter where you need them, you will be prepared.

You can get these bearings for your car from Patterson Parts, Inc., the West's largest exclusive parts house.

Parts Catalogue to the Trade
PATTERSON PARTS, INC.
"New Parts for All Cars"

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San Francisco Sacramento
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Time to Re-tire? (Buy Fisk)