

SALEM IS LAYING PLAN TO ATTRACT SUMMER TOURISTS

Commercial Club and Automobile Dealers' Association Join in Movement to Lure Travelers

Situated in the heart of the famous Willamette valley, yet within a few minutes' automobile ride of the scenic hills, surrounded by nature's choicest offerings in woods and streams and affording additional attractions to the visitor in the shape of the numerous state and federal institutions located in and about the city, Salem, the capital city of Oregon, is preparing to welcome the tourists that come her way this year with camping facilities second to none in the entire Northwest.

Arrangements have been completed this week by the Commercial club, in cooperation with the Salem Automobile Dealers' association, for the use of a tract of more than 10 acres in the very heart of the city for use as a tourist camping ground. The tract is covered with a beautiful grove of trees and an enticing stream of water courses through the grounds.

ILLUMINATED SIGNS

As the tourist approaches the city over the Pacific highway, either from the south or the north, large illuminated signs will inform him of the "Tree Camp Grounds" with instructions to "follow the signs," which will point the way to the tract at every turn. At the grounds every camping convenience will be afforded the tourist. Gas stove, piped for gas and requiring only the deposit of the requisite coin to start the flow of the "juice" will be at his service. A plunge will also welcome the "travel-stained" visitor to its limpid depths. Shying at this, however, he will have the use of a shower bath, free of cost. City water will also be piped to the grounds at convenient points, all the necessities being placed under cover so as to be available in all kinds of weather.

Two Salem Cherrians, in uniform, will visit the grounds every day loaded with information relative to the capital city and the Willamette valley and their respective resources and prepared to answer any and all questions that an inquisitive tourist may desire to propound. Boy Scouts, also, will cooperate with the other organizations in adding to the pleasure and convenience of the visitors to the end that nothing will be lacking and in the hope that the tourist will have occasion to remember the capital and its courtesies long after the other points in his tour are forgotten.

MANY VISITORS EXPECTED

The forerunners of the tourist horde which is expected to swoop down on this section during the coming summer have already put in an appearance and thousands of visitors are expected to take advantage of Oregon's system of state highways in order to view the wonders of this section this year.

The Pacific highway from Portland to Salem is now all paved with the exception of eight miles, four adjoining Salem and four between Canby and Aurora, and affords a most enjoyable two hours automobile ride, according to motorists who have recently made the trip.

South of Salem the Pacific highway proper is now closed for the most part with the "Jefferson way" undergoing grading preparatory to hard surfacing. The old route straight south of Salem out the South Commercial street way affords good going, however, and a most acceptable detour while the main route is undergoing improvements. This route, too, takes the motorist through the very heart of the famous prairie after the yellow hill country, a sight never to be forgotten.

ROADS IMPROVED

Westward from Salem the road to Independence is also undergoing improvement at this time and is in bad condition for motoring. The river road, however, with its scenic attractions, offers a very acceptable detour with a crossing over the Willamette river at Independence over the newly established ferry which is in operation at all hours of the day or night at the call of the traveler.

Innumerable side trips into the hills and along beautiful streams which skirt the capital on practically every side are also offered the tourist as well as the local motorist, many of whom have as yet failed to explore the interesting nooks of their own door-yard.

South of Salem, nine to 12 miles, with good roads all the distance, there are any number of choice camping sites. Northward along the river road to the Wheatland ferry, which is also in operation day and night, thence into the hills the motorist is offered splendid camping facilities with the additional attraction of boating.

TRIP TO STAYTON

One of the most beautiful and most enjoyable drives in this section of the state, according to motorists, whose experience qualifies them to speak on the subject, is offered in a 19-mile spin out to Stayton by way of Turner, Aumsville and Sublimity, thence back to Salem by what is known as the "Green Bridge" road, a trip of 38 or 40 miles all told with good roads all the way. This country is criss-crossed with beautiful little streams and wonderful camping places. A little later in the year, after the rainy season has ended and the dirt roads have had a chance to dry off, it will be possible to push on from Stayton for a dip into the Santiam country, whereas it is to be found some of the most fascinating mountain scenery in the entire Northwest.

And no visit to Salem would be complete without a spin out the Riverside drive, southward from the city, to the golf links, and the Hlahee Country club with the club house perched atop one of the most prominent hills in that section.

TRUCK IS EQUIPPED WITH CUSHION WHEELS



New and snappy two-ton Republic truck recently purchased from the Roberts Motor Car company by the Rogers Auto Transfer company for work in hauling in and about the city. The truck is equipped with Sewell Cushion Wheels, handled in this territory by Leavens & Howard and sold by that concern to the Rogers company.

tion, affording an uninterrupted view of the valley for miles on either hand.

MANY ATTRACTIONS

All of this, of course, in addition to the attractions which the tourist will find right at hand in the city with an inspection of the capitol building and the various state institutions, with especial reference to the state hospital, surrounded by beautiful, well-kept grounds bordered and bedecked with a profusion of flowers of all varieties, which in itself is sufficient to open the eyes of the average visitor to the possibilities of the great Northwest under proper direction.

Heavier Trucks Are Not Generally Used

Statistics available regarding truck manufacture in this country show that 23 per cent were of the 3-ton model, 17 per cent were 1½ ton, 18 per cent, 2½ ton, and 6 per cent of 3½ tons, giving a total of 64 per cent concentrated in these sizes. Are trucks of greater ton capacity than 3½ tons losing popularity with the general public?

OLD MULE CART IN SEVILLE PASSING

Merchants of Seville Subscribe \$250,000 to Purchase Supply of American Motor Cars.

There is a constant demand for motor trucks in the province of Seville, due to the prevailing system of hauling by mule cart, writes Robert Harndon, U. S. consul at Seville, Spain.

Practically all the olives, cork, wine, etc., that are shipped through this port must be hauled from warehouses and orchards in the surrounding country, and as the mule carts can carry but two casks of olives or wine at a time, many trips must be made before a shipment is ready on the docks. It is felt that

one motor truck could do the work of at least 10 mule carts, effecting a saving in time and labor, and insuring the shipment against the uncertainty and inconvenience of the present method, which due to innumerable strikes of the carters, has been found most unsatisfactory.

In fact, \$250,000 has been subscribed by local merchants for the purchase of American motor trucks, this amount to be doubled later. Dealers have orders for over 100 motor trucks, and the orders have been placed in America. Shipments are not arriving, however, and it is felt that unless something is done to facilitate deliveries local dealers will be forced to buy in England or Germany as soon as it becomes possible for them to do so.

There are only 22 motor trucks in the province of Seville. There are 578 automobiles, 14 motor buses, and about 100 motor cycles.

Baker Dealers Organize

An association of automobile salesmen was organized by Baker dealers March 6 at a banquet that was held at the close of the annual Baker automobile show, held under the auspices of the Basche-Sage company and its accessory shop, newly opened. The show was in progress for three days.

FIELDS GLAD TO GET BACK HOME

Extensive Tour of Country, Included New York and Its Great Auto Show.

LeRoy R. Fields, the genial head of the Fields Motor Car company, is back again in the city after a lengthy tour of the country, and opines that while there may be compensations for living in the East, still there are other things to consider too. Oregon, and especially Portland, may be a long way from Broadway, but according to Fields it's New York that should be sorry and Portland that "should worry."

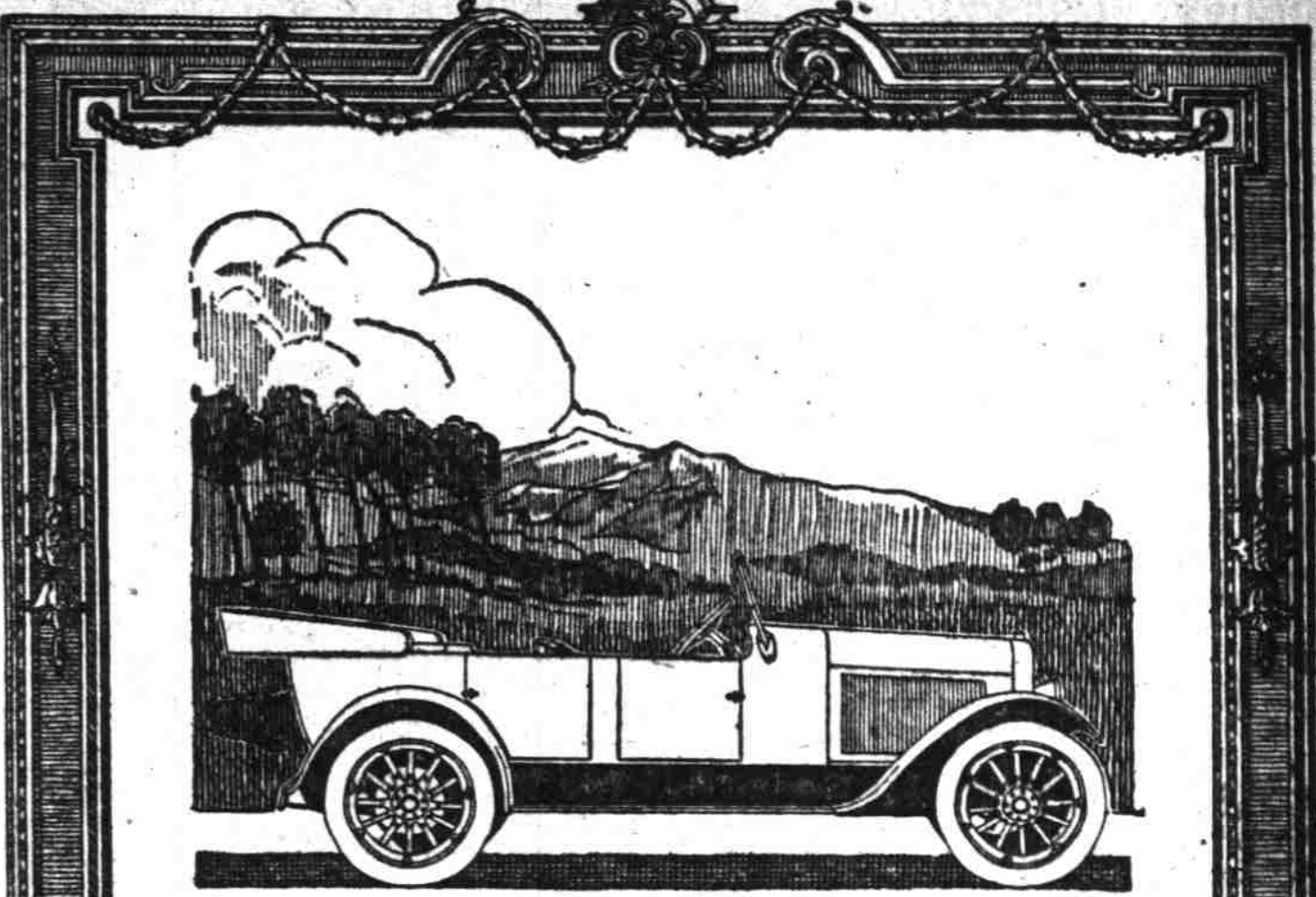
He attended the New York automobile show, he says, and that is what it was, an automobile show. "It lacked the home atmosphere of the display the boys got together here," said he. "As a collection of automobiles, however, it was hard to beat. Everybody in the East was there, and their kin folks. There were so many models that the dust-ers could not get around to clean them all during the period between the closing of the show at night and the opening in the morning."

Fields spent some time in the Chevrolet headquarters in New York, and says they seem to be about as busy as elsewhere. The management is putting in a school to train their traveling representatives in the finer points of Chevrolet cars and other lines important in the work of distribution and care for Chevrolet products. He met W. C. Sills, general sales manager, and declares that a wonderful organization has grown under his leadership.

"The time spent on the trip was well worth while," said Fields, "and the chance to see the wheels that make the Chevrolet move about the country is not one to be missed. I am looking forward to the time when some of the officials, notably Sills himself, will pay a visit to the coast territory and look the Portland field over."

Two Scores Perfect

In the annual endurance run held under the auspices of the Oakland Motorcycle club, two entries equipped with sidcars, riding on Goodyear tire equipment, finished the exacting grind of the course with perfect scores. These were Lee Orwig and C. Newland, riding an Indian machine, and Dewey Jeffries and C. A. Drolette, using an Excelsior mount.



One Look at This New Chalmers Makes You Want It

YOU can't get into an argument about the beauty of this new Chalmers. Everyone admits it. Just one look suffices. Its coach, with large square doors, infinite detail, engaging appointments, superior high finish establishes a precedent.

And when you sink into those new type cushions that tilt deeply you say to yourself: "Here is comfort, indeed." Then let loose the power stream. Note the silence. You can scarcely hear a sound. Watch for vibration. You detect none—not even the semblance of a fender quivering.

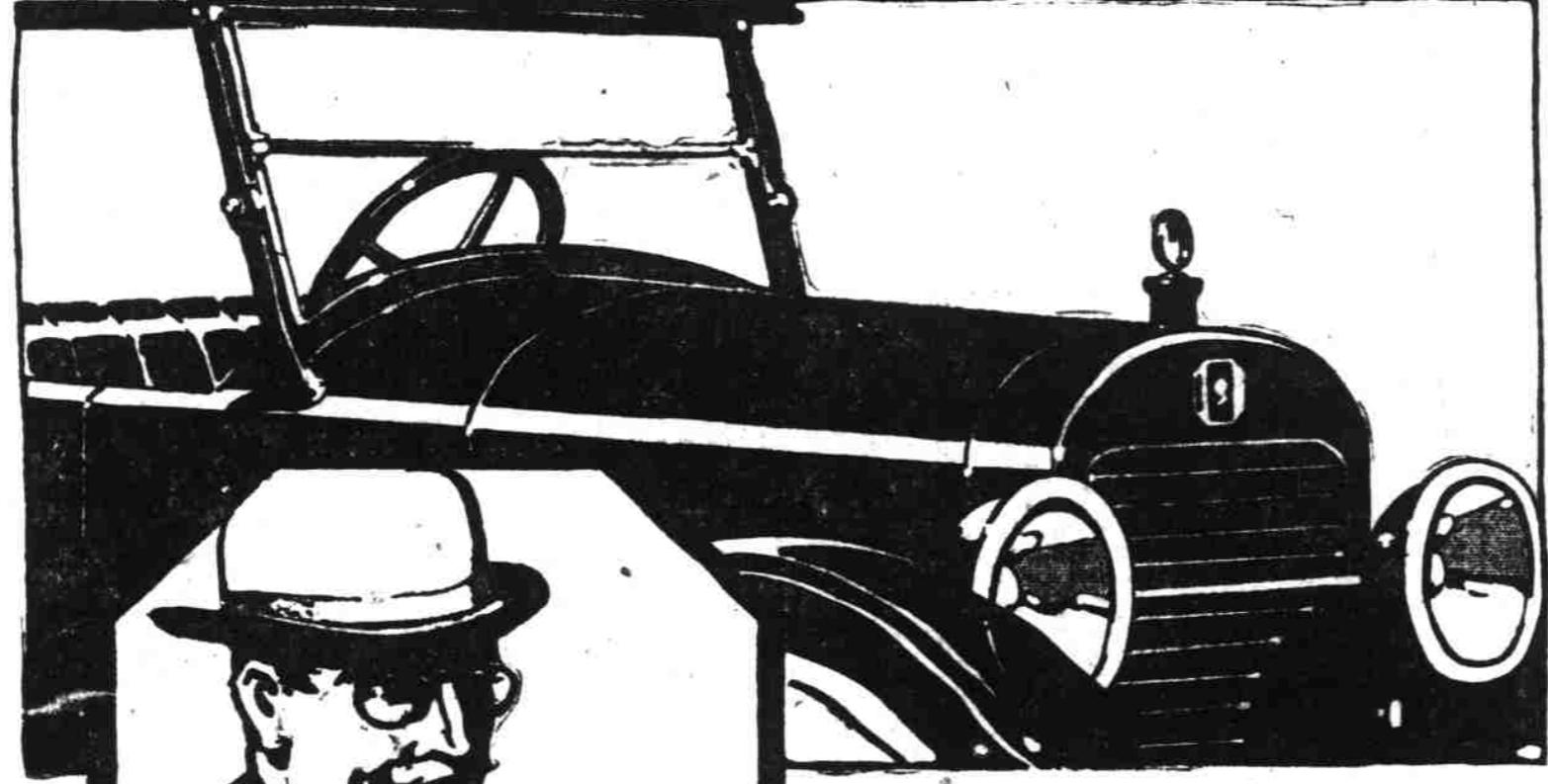
All throbbing is gone. Hot Spot and Ram's-horn make sure this rhythm. They "digest" the gas before it gets inside the engine, and they "feed" each cylinder quickly and evenly.

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- COCA-COLA CO.
- DODGE BROS.
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