

The New OREGON STATESMAN, Salem, Oregon, Sunday Morning, April 7, 1929

## OREGON IS DUE FOR TOURISTS' DELUGE IN '29

Average of \$7.50 Per Person Spent by Hotel Tourist Group

"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, "but a recent survey conducted by the American Automobile association shows that the figures of last year will be surpassed by the figures of 1929."

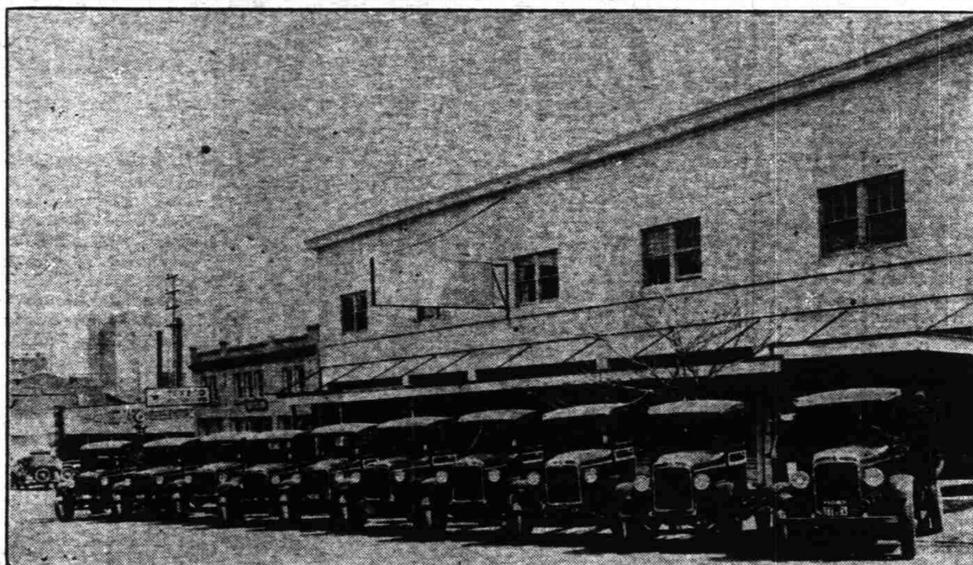
Reflected in Economic Life  
Mr. Brandenburg pointed out that there was an increase in vacation touring of at least ten per cent over 1927 and the value of the vast touring army was reflected in the economic life of every section of the United States.

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 year the record breaking total of 3,026,273 were checked, an increase of 228,433 over 1927, and just 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.

Tourists Are 44 Millions  
"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 hotels and resorts, while 12,100,000 either camped or patronized cottage camps. Tenters numbered 8,470,000, while cottage campers totaled 2,530,000.

Ten days was the average length of trip made by hotel 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 \$3.20 a day for each individual and were 30 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."

## All Set to do a Real Truck;s Work in This County



Eight of the ten Dodge Bros. trucks shown here were sold and delivered in Salem and vicinity during the month of March by the Bonesteel Motor Co. on South Commercial street. This is the 12th year this firm has served this district and its business has increased each year.

## OUTLOOK BRIGHT IN TRUCK FIELD IN '29

Sales volume in the truck, bus and motor coach field for 1929 appears unusually bright from surveys of the market represented by the world-wide dealer organization of Dodge Brothers, according to Howard E. Sneathen, director of the company's truck sales.

Outstanding factors in supporting this outlook are:

1. General prosperity shared alike by industrial and agricultural districts.
2. Construction of additional thousands of miles of paved roads and street widening projects.
3. Stabilization of foreign markets, opening larger export possibilities.
4. Engineering and mechanical improvements of new models that represent desirable features for more economical and dependable operation.
5. The growing demand for fleets of trucks on the part of corporations expanding its motorized delivery service because of its many advantages.

"The year 1928 represented an increase of 16 per cent in production sales volume compared to 1927," said Mr. Sneathen. "These figures alone show the remarkable growth of the industry, and indicate that just as the public is profiting by every development of the automobile, it is likewise reaping the benefits of the increased use of the motor truck, bus and coach.

"A prominent development during the past year has been the moves of the truck manufacturer to furnish a unit that exactly

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## Bonesteel Finds Dodge Line Is Well-Liked; Versatility, Durability Outstanding

March is Good Month for Local Dealer and Outlook for Coming Season Held To be Very Encouraging

The field of the light truck is rapidly coming into its own and is paying very successful dividends both to owners and to the truck sales agencies according to Russell Bonesteel, sales manager of the Bonesteel Motor company, local dealers for the Dodge Brothers autos and trucks.

The last three months have been very good ones for his firm, Mr. Bonesteel reports, especially as regards truck sales which were slow during the winter season.

Optimistic Outlook  
Mr. Bonesteel finds good grounds for an optimistic outlook toward the future. "We are carrying as complete a line of trucks as our source of supply will permit," says Mr. Bonesteel. "Included in our stock we have trucks ranging from a one-half ton express delivery to our own three-ton heavy duty trucks. Our objective is to be able to make immediate delivery to our customers."

The majority of the trucks obtained by the Bonesteel company come from the Stockton assembly plants where one can drive the vehicles away and thus save the time necessitated by the usual method of shipping. This service enables the Bonesteel company to make almost immediate delivery on any model which might not be carried in stock.

Fall Line Available  
Bonesteel says one reason for the popularity of the Dodge Bros. truck line lies in the fact that there is a truck for every type of

(Continued on page 11)

## 100 MILES OF CARS WEEK Length to be 65,000 Miles By End of 1929 Combined 44 MILLION TOURISTS

Statistics recently compiled by the Oregon State Motor association show that motor car purchasers are adding to the highway burden at the rate of 100 miles of new automobiles weekly. At the end of 1929 the combined length of trucks, busses and passenger cars will be approximately 65,000 miles.

In addition to the replacement of about 2,000,000 worn out cars, automobile manufacturers expect to place new cars in the garages of another 2,000,000 owners.

Highway Volume Heavy  
Records kept by state highway officials, park officials, health resorts and countless tourist camps reveal that motor car usage is increasing at an even faster rate

than registration figures. This means that the highways are carrying a tremendous volume of traffic that as yet shows no sign of lessening its growth.

Last year 44,000,000 people spent more than three and a half billion dollars "seeing the country." Touring is only a small part of the highway story but is indicative of the pleasure use of the car. With busses of one company alone no worrying passengers over routes totaling 100,000 miles, and with bus line investments at about the half billion dollar mark, it is evident that commercial motor transportation is more than a mere rumor.

As for the matter of highways (Continued on page 11)

## OAKLAND MAKES BETTER ENGINE

50 Refinements, Many of Them Exclusive, Held by All-American

Building further toward its reputation as a pioneer of new engineering achievement widely adopted throughout the industry, the Oakland All-American six, displayed by Vick Brothers, local dealers, reveals mechanical advances that are sharing the limelight with its new wand different body lines.

Just as in the past Duco finish, four wheel brakes, crankcase ventilation, the Harmonic balancer, tilting beam headlights with foot control, gasoline pump, and many other chassis improvements first (Continued on page 9)

## Announcement

# PLYMOUTH

Sales and Service

## Chrysler designed-full size Automobile

The Low Priced Car of High Priced Car Features

Handled in connection with complete line of Dodge Bros. Trucks and Passenger Cars

## Bonesteel Motor Co.

474 So. Com'l. "Personal Service" Phone 423

## CHRYSLER MOTORS PRODUCT

# Quality is the Keynote of what People Say about Plymouth

## PLYMOUTH AMERICA'S LOWEST-PRICED FULL-SIZE CAR

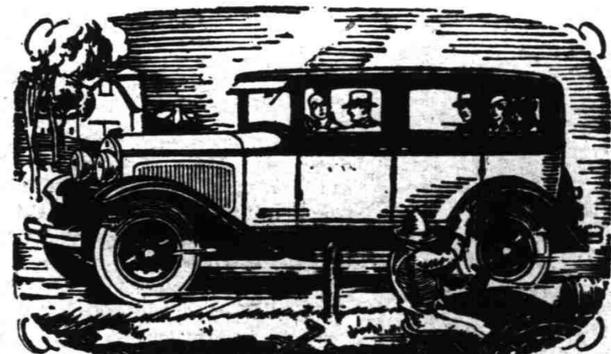


WHEN people discuss Plymouth, quality is invariably the keynote of their conversation.

They say most complimentary things about its Chrysler smartness, its charm, its slender-profile radiator, its graceful "air-wing" fenders, its arched windows, its chromium-plate bowl-type lamps.

They comment highly on Plymouth's full-size dimensions, its richness and spaciousness, its wide, deep seats, its exceptional leg-room.

PLYMOUTH has been so named because its endurance and strength, ruggedness and freedom from limitations so accurately typify that Pilgrim band who were among the first American Colonists.



THE SMART, FULL-SIZE FOUR-DOOR SEDAN, \$695

They refer glowingly to the powerful performance of Plymouth's 45 h. p. engine, of Chrysler "Silver-Dome" principle—its speed, its pick-up, its ability on hills, its smoothness, its quietness.

They speak of Plymouth's safety—of its full-size Chrysler weatherproof 4-wheel hydraulic brakes, its rugged full-size chassis, springs and axles. They praise Plymouth's outstanding economy in fuel, oil and upkeep.

After all, it is only natural that people should talk more about Plymouth's fine qualities than they do about its low price—for Plymouth is, first and last, a motor car of intrinsic quality and value

Coupe, \$655; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$695; De Luxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory. Plymouth dealers are in a position to extend the convenience of these payments.

\$655

## Announcing the completion of our 30-minute car washing system

### Your Car Washed Better, Faster and for Less Money

Prices Listed Below

ROADSTER and COUPES \$1.25	ROADSTER and COUPES \$1.45	ROADSTER and COUPES \$1.60	ROADSTER and COUPES \$1.75
Ford, Chevrolet, Durant 4 cyl., Whippet 4 cyl.	All Light Sixes	Advance 6 Nash, Master 6 Buick and cars of same size	Lincoln, Cadillac, Packard 8 and cars of same size
TOURING and SEDANS \$1.40	TOURING and SEDANS \$1.60	TOURING and SEDANS \$1.75	TOURING and SEDANS \$1.95

Have Your Car Washed the New Way at the New Prices Night or Day

"JIM"

"BILL"

# SMITH & WATKINS

The Station with a Clock

Phone 44

## Fitzgerald-Sherwin Motor Co.

Corner Chemeketa and Liberty. Phone 1128