

MANY SEEKING INFORMATION ABOUT OREGON

More than 41,000 inquiries for information on Oregon's scenic and recreational attractions have been received by the Travel and Information department of the Oregon state highway commission since January 1. They are still pouring in at the rate of 200 to 300 a day. This mass of inquiries has come by direct mail from every state in the union and from nearly 30 foreign countries.

Aside from the thousands of booklets mailed out to inquirers direct more than 1200 travel bureaus, motor clubs, hotels and other organizations supplying travel information have been stocked with "Drive Oregon Highway" pamphlets and state highway maps. In addition to the highway department's own booklets and maps, it has made available to the same

type of bureaus large quantities of special literature published by chambers of commerce, regional associations and resorts.

Oregon this year will set a new record in tourist travel. Last year—the all-time high with 129,855 non-resident cars registered as visitors in Oregon—the gain was 39 percent over 1935. During the first six months of 1937 before the real travel season started, total of 53,030 cars were registered, a gain of 23.3 percent over the corresponding period of 1936.

Briggs are Hosts

Victor Point — Sunday dinner guests at the Harry Briggs home here were Mrs. Clara Briggs, Miss Maud Briggs, Mrs. George Kean, Mr. and Mrs. Walter Piagman and son, Clifton, Omer Krabill, all of Albany; Mr. and Mrs. Walter Cooper of Tangent. In the afternoon the party drove to Silver Creek falls and was joined by an old school mate, Mrs. Charles Boosinger and husband and daughter, Wagneta, of Portland.

Try a Journal Want Ad



RAY BONESTEEL

Russell Bonesteel and Ray Bonesteel, long in the automobile business in Salem, recently announced the opening of their new location at the corner of Court and Church streets. This is the Texaco Certified Service Station No. 1 of Salem, a comparatively new, ultra-modern service station, located on the edge of the business district.

The firm, Bonesteel Sales & Service, Inc., is the sole and exclusive agency for Studebaker cars and trucks and will operate a new car display showroom and service department for all Studebaker owners in this area, according to Russell Bonesteel.



RUSSELL BONESTEEL

In addition, a new used car lot adjoining the service station on the north is being installed. "We feel very fortunate in obtaining such a desirable and established location both from the standpoint of conducting our Studebaker sales and service, and from the acquisition of Texaco company petroleum products, which have such universal acceptance," said Mr. Bonesteel.

"While the idea of operating a new car sales agency in conjunction with a super service station does seem a bit unusual, it appears to present a new type of retail car merchandising, as it has been successfully done in both the East and South."

MOTOR'S CHALLENGE MET BY INDUSTRY

New York—Faced by the need of keeping pace with the giant strides taken by automobile engineers in motor design, the petroleum industry is meeting the challenge by developing new fuels and lubricants to meet the exacting demands of modern motors, stated John D. Collins, vice-president in charge of automotive sales of Tide Water Associated Oil company, this week.

"New lubrication problems were created by the 1937 motor with its higher compressions, faster speeds, smaller parts and greater temperatures," Mr. Collins said. "The petroleum industry has answered with a new type of gasoline, one containing a heat-proof and carbon free oil blended into the gas itself.

"These new gasolines supply the needs of the latest type of engine by constantly lubricating all top-cylinder parts, easing valve action and cutting down rapid wear of pistons, rings and cylinders. Fuel engineers are thus matching automobile engineers step for step in the march of progress."

"AUTOCIDES" LOOM
Homicides totaled five in Portland last year, suicides 22, "autocides" 72.

Former Fairdale Residents Guests

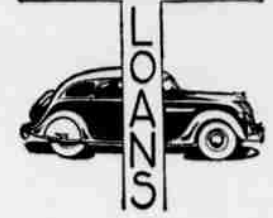
Silverton—The family of Mayor Wilbur H. Moffett has as their house guests Mr. and Mrs. Ed Solburg and three sons of Grafton, N. D., and Mrs. Solburg's sister, Miss Mollie Arson of Fairdale, N. D. The visitors plan to leave today for their home going by the southern route.

A group of former Fairdale folk were entertained at the Moffett home, Sunday evening that included the Ernest Motta, the Herman Naegels, the Galen McDivitta and the Ed Holdens. Moffett and Solburg were fellow employees in a bank at Grafton.

PRIVATE CAR NO. 1 KILLER
Private passenger cars kill more than all other types of motor vehicles operated in Oregon, finds the Oregon State Motor association. Last month 24 lives ended in private car accidents in the state, 12 in mishaps involving all other vehicles, from trucks to bicycles, ambulances and hearses.

It's most embarrassing, comments yourself under someone's car just as you start on a little jay-walk Ray Conway, secretary of the Oregon State Motor association, to find across the street.

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Above, incorrect way of entering car—placing left foot on right running board. Below, correct way of entering car—placing right foot on right running board.

"In spite of a lot of evidence to the contrary, it is possible to enter an automobile gracefully," says Gracie Barrie, featured singer of the Broadway production "The Show is On." Miss Barrie dropped into the new Broadway Hudson and Terraplane Showroom recently to inspect the display. It was during her inspection of one of the new Convertible Broughams that she discussed the possibility of entering a car without appearing in the least degree awkward.

"I have seen so many people entering a car with labored and ungainly effort, that I made a study of the situation and believe I have discovered a very simple but effective rule—said Miss Barrie. "It is simply this—if you enter on the right side of the car, place your right foot on the running board, and if you enter the left side of the car, step up with your left foot. You then simply have to pivot about and you are in a position to sit down gracefully. I have noticed that all of the awkward efforts some people make in getting into automobiles is simply because they did not step up with the correct foot first."

At the conclusion of this, Miss Barrie kindly consented to pose for the correct and incorrect manner of entering a car with the result shown herewith.

GO SLOW AND LIVE, MOTORISTS ADVISED

Ordinarily sane persons in a hurry to get somewhere in an automobile are wont to throw caution to the winds as they open the throttle, skimp on red light intervals, screech around corners ignoring stop streets, arm signals, other traffic. They commonly commit any and all of these offenses—to save time.

Suddenly they may have to blast on the brakes. They may escape with or without even a twisted hubcap; or they may crash sickeningly at death's door.

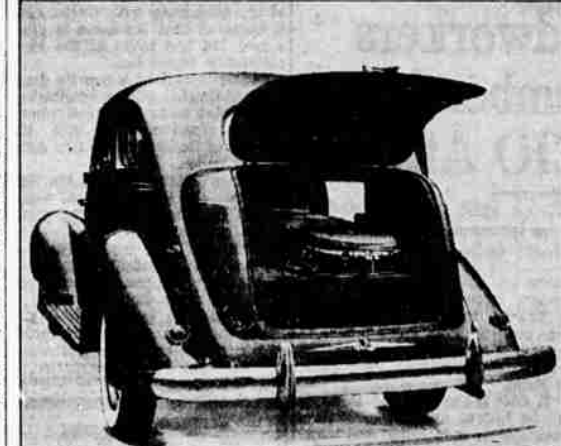
These persons daily thread through the scurry of modern traffic, with the excuse that the inevitable peril they spread is balanced by the minutes spared.

What they are doing, in fact, is demanding to trade 62.2 years for five danger-fraught minutes. The average man's life span today is 62.2 years. The time saved by reckless driving is five minutes and four seconds.

Two cars, identically powered, were "raced" over the same course through heavy city traffic and in less clogged areas, at the same time. One car was driven in careful observance of the law and rules of safety; the other flouted as many provisions as reasonably possible during the trip. The "careless" car beat the "safety" car by five minutes and four seconds.

Already in use in several American cities is the Nash automobile shown above. This car may be converted in one minute from a police squad car to an ambulance and has met with widespread success in those cities in which it is being utilized.

In these days of heavy traffic, police point out there are many occasions when ambulances are not available to carry injured persons to hospitals. Surgeons agree that it is essential that injured people, particularly those with broken



bones be carried to hospitals on stretchers. Under this new Nash arrangement it is possible for this to be done at a minimum of expense to the city because the squad car may be utilized as a special ambulance at any time.

Here is shown a view of the rear compartment in which the ambulance equipment is carried. Splints and other surgical materials necessary to fractures also are carried in the squad car-ambulance.

Many cities have put these convenient units into service in their police departments.

SPEED STILL GREATEST RISK
Excessive speed again leads the list of causes of automobile fatalities in Oregon, notes the Oregon State Motor association. Drivers flouting the speed laws last month here precipitated 574 accidents, four deaths.

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