

AUTOMOTIVE NEWS

FIGURES ON 1935 TOURIST BUSINESS ARE MADE PUBLIC

WASHINGTON, D. C., Sept. 29.—An all-time outpouring of 37,000,000 people vacationing a-wheel and a record breaking expenditure of \$4,000,000,000 was the picture of the national travel and vacationing scene for 1935, advanced in a preliminary survey made public by the American Automobile Association today.

"Back of these gigantic figures was an unprecedented travel urge and an expansion of travel horizons both at home and abroad," the A. A. A. declared. The national motoring body's statement follows:

"From every section of the country and from every enterprise catering to the tourist trade have come reports of increased volume and larger per capita expenditures.

"All preliminary estimates as to the volume of traffic during the 1935 travel season have had to be revised upward. There has been an increase of approximately 15 per cent in the number of highway vacation tours over the large volume of last year. Indicating that nearly 13,000,000 cars carrying some 37,000,000 persons will have made extended trips when the record of this year's travel season is finally compiled.

"Affiliated motor clubs throughout the country unanimously report expansion in the number of requests for routing and touring information, the rates of gain ranging all the way from 5 to 75 per cent with the average increase being about 15 or 16 per cent. Over 3,000,000 people visited the national parks, an increase of 15 per cent over 1934; while preliminary estimates indicate a gain of between 15 and 20 per cent in the number of visitors to the national forests.

"Further evidence of greater use of the automobile is contained in gasoline consumption figures, the trade forecasters placing the total year's demand at the highest level on record.

"Much of the vacation bound travel moved in a northerly direction during the summer months. New England reported a 30 per cent increase in tourist business while the Pacific northwest with a newly completed system of excellent highways and with an extensive campaign to attract tourists enjoyed unprecedented patronage. The vacation areas—particularly the mountain sections of New York, Pennsylvania and West Virginia and the lake regions of Michigan, Minnesota and Wisconsin—received their full share of the increased tourist business.

"Travel over the Canadian border also was unusually heavy with a large number of cars being routed to Montreal and Quebec while a great many chose the maritime provinces and the interesting and scenic Gaspe peninsula as their objective. Motor vacationing abroad reached almost phenomenal proportions, being more than half again as large as last year and more and more Americans took advantage of the newly reduced ocean rates on car transportation and of the freedom with which motorists may drive across international boundaries.

"The mammoth public works projects dotting the country were a new factor in this year's travel picture and attracted thousands of motorists, while mountain, lake and seashore resorts experienced one of the best tourist years in history. The San Diego fair in California also has been an outstanding tourist magnet, and there was a noticeable gain in trans-continental touring. Labor day this year brought much less slackening in the travel tide, indicating a larger volume of fall travel. Winter touring also is expected to reach new high levels with the result that Florida and the great southwest can expect an unusually large influx of visitors.

"Although the Pan-American highway into Mexico City was officially opened last spring, road conditions

have not permitted extensive use; but the last had stretch is scheduled for completion early in October, and a large amount of winter travel is anticipated for this international route.

"It can readily be seen, therefore, that practically every section of the country benefited from motor touring and from tourist expenditures. An increasingly important position in the nation's economic life is immediately apparent when it is realized that expenditures by motor tourists this year were only slightly below the federal government's works relief appropriation. These expenditures cannot fail to have a definitely stimulating effect on the business of the country from now on until Christmas.

"No other type of expenditure flows more quickly through the channels of commerce and trade than does the tourist dollar. Of the total spent this year, at least \$800,000,000 went toward transportation costs, such as gasoline, garaging, repairs and so on. Approximately the same amount was spent for hotel accommodations; about \$1,500,000,000 went to retail stores for incidental purchases; \$830,000,000 was spent for food; \$325,000,000 for theaters and other forms of amusement and \$245,000,000 at confectioneries and refreshment stands.

"Since more and more communities have come to realize the value of the tourist dollar, there has been a great increase in the competition for motorists' patronage. In general, motor travel this year followed the usual trend; that is, toward those areas that have favorable conditions such as climate, scenic and historic attractions, opportunities for recreation, good roads, good accommodations, service facilities; but those communities

CALIFORNIA RUM FEES DISAPPEAR

SACRAMENTO, Cal., Sept. 28.—(UP)—Three state agencies tonight pressed an investigation into the mysterious disappearance of 152 one hundred dollar checks sent to the state board of equalization by applicants for liquor and beverage manufacturers' licenses.

Disappearance of the checks, presumably while they were enroute from board offices to the controller's office, was discovered several months ago, but was not revealed until today. State Finance Director Arlin E. Stockburger said the finance department, the board of equalization and the controller's office are investigating.

Ninety-three of the liquor manufacturers questioned thus far said the original checks have not been cashed, and agreed to issue duplicates, officials said.

Reno Divorce Sought. RENO, Nev., Sept. 28.—Divorce suits filed here Friday included: Bertha Nordvedt vs. Carl Nordvedt of Klamath Falls, Ore., married Fargo, N. D., Aug. 13, 1920; non-support.

Nash, LaFayette Sales This Year On the Up Trend

Shipments of Nash and Lafayette cars during the first seven months of this year were greater than the total shipments made by the Nash Motors Company in 1934, according to C. H. Bliss, vice-president and director of

sales for the company. Sales at present, aided by the introduction of the new 1935 Nash "400" and 1935 LaFayette, are distinctly on the up trend, according to Walter W. Abbey, local Nash and LaFayette dealer.

"Reports from our own distributing organization as well as retail surveys show that the prospect for fall business is better this year than it has been in the last five years," said

Mr. Bliss. "In the agricultural sections good crops promise a healthy improvement in all lines of retail merchandising," he continued.

Mr. Bliss pointed out that in the east and in most of the larger cities throughout the country department store sales and factory payrolls, both important barometers of general business conditions, indicate that the fall volume of buying will exceed the record of the last several years.

"We are looking forward," he explained, "to an unusual fall volume in both our Nash and LaFayette lines."

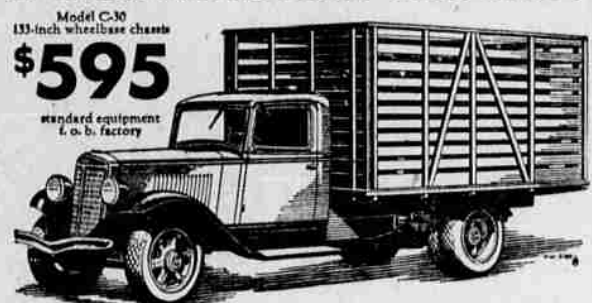
Seeks Revocation. PORTLAND, Sept. 28.—(AP)—Revocation of the citizenship granted Harry George Tratch of Salem was asked in a petition filed in federal court here today by Carl C. Donough, United States attorney.

PARALYSIS VICTIM DIES IN IRON LUNG

SPokane, Wash., Sept. 27.—(AP)—Two days more than a year after he was placed in an automatic respirator, Fred Betlach, 15, infantile paralysis victim, died suddenly at his home today.

Use Mail Tribune want ads.

How Do You Like the New INTERNATIONAL TRUCKS?



This is the 1 1/2-ton Model C-30 with cab and stock rack body. Available in two wheelbases—133 and 157-in.

● The new streamlined Internationals, with all their beauty of line, give you International ALL-TRUCK QUALITY—and that's what counts in the long run. They give you rugged strength . . . easy response to all driving demands . . . absolute dependability . . . and lowest operating and upkeep costs. Sizes from 1/2-ton up.

Come in and see these new Internationals—or phone us for a demonstration.

WALTER W. ABBEY, Inc.
Nash, Graham, Willys 77, LaFayette, International Trucks Sales and Service. 123 South Riverside
ASSOCIATE DEALERS—MADSEN THE SHOP, ASHLAND L. C. GRIMES SERVICE STATION, CENTRAL POINT

INTERNATIONAL TRUCKS

Go Right Through Deep Mud, Snow, Sticky Clay Ride on the Tires With "Built In" Skid Chains Wards POWER GRIP Tires



GET WARDS LIBERAL ALLOWANCE FOR YOUR OLD TIRES!

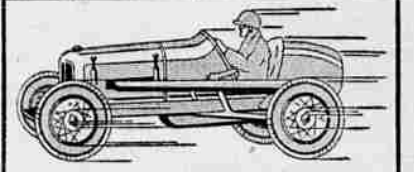
Save the Trouble and Cost of Chains But Get More Traction Than Tires That Use Them!

You get America's best super traction tires when you buy Riverside Power Grips! Their patented round knobs dig in harder . . . are more self cleaning. Precision made, like first quality Riversides to give you extra wear and backed by the same "no limit" guarantee, against EVERYTHING that can happen to a tire in service! Now available in either the four or six ply with two cord breaker strips!

SIZE	4 PLY	6 PLY
4.40-21	\$7.30	\$9.20
4.50-21	7.30	9.20
4.75-20	7.45	9.30
4.75-19	7.75	9.50
5.00-19	7.75	9.50
5.25-18	9.80	11.95
5.25-17	10.15	12.60
5.50-17	9.50	11.60
6.00-20	14.65	



WARDS LIBERAL PAYMENTS MAY BE ARRANGED



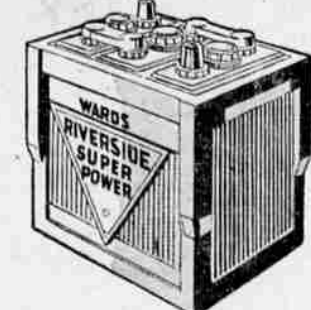
GUS SCHRADER
World's champion dirt track racer, along with most other leading dirt track racers

Uses Regular Stock Power Grip Tires

Gus says, "I must have tires that will hold on the turns and stand up under terrific punishment! That's why I use Riversides!" When you buy Riversides you get the same extra quality and extra stamina on which these daredevil race drivers stake their very lives!

MONDAY and TUESDAY SPECIALS IN WARDS' AUTO SUPPLIES

AFTER THIS TWO DAY SALE YOU'LL PAY 15% MORE FOR WARDS SUPER POWER ONE OF AMERICA'S BEST BATTERIES 30 Months Service Adjustm't Guarantee



Reg. Price \$8.95 Mon. and Tue. Only **779** 15 Plates—Fits All 13 plate sizes. Price with your old battery

- 73% More starting power than S. A. E. requirements!
- 45 Heavy Duty plates for longer life! (Formerly 39)
- 110 ampere hour capacity—Oversize for any car!
- Wards 30 months service guarantee—Your protection!
- Sale price 2 days only! Buy now and save!



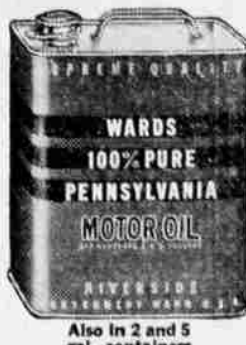
Week End Savings on Rebuilt Generators Reg. \$2.95, Monday and Tuesday Only at Exchange Price Model T Ford **\$2.36** Chev. and Ford A Reg. \$3.25. SALE \$2.60. Exchange price. Prepare for winter now!

Ward's Supreme Quality OIL FILTERS Reg. Price \$1.19 Sale Price \$1.10 Guaranteed for 10,000 miles of satisfactory service.

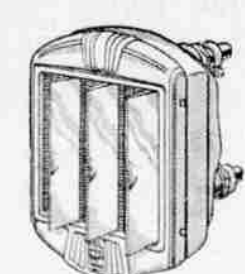
Get Your Ward Auto Heater Now! Save \$1.00 On Installation REG. INSTALLATION \$2.50 UNTIL OCT. 1st **150** Be prepared for cold weather! Select your auto heater at Wards and have it installed by experts at LESS than actual labor cost! Choose from America's best line of heaters at prices that mean BIG SAVINGS! Get a Ward heater this week end and SAVE!

Equals \$16 HEATERS! WARDS Supreme Quality Hot Water Heater **\$7.49** Complete With Fittings Equal to most \$16 heaters. Oversize brass core. 48 tubes! Deico Motor! Chrome Plated front. Forget-proof rheostat switch. Save!

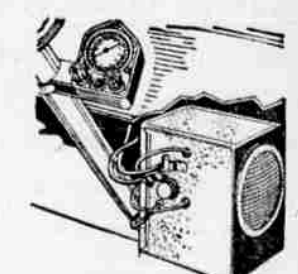
Cold Weather Ahead! Change to Lighter Oil Wards 100% Pure Pennsylvania Motor Oil



Wards Best—the Industry's Finest! Flows instantly in extreme cold yet withstands intense motor heat! Refined by the Newest processes to prevent "sludging" and give a tougher film! All from Bradford Allegheny Crude! No finer in the world yet you save over 50% in this Sale! **85c** 5 Qts. 4 Qt. Change \$1.60 7 Qt. Change \$1.19



Standard Quality **\$5.98** Complete with fittings Equal to \$13 heaters! 42-tube core, heat enough for all popular cars. Quiet motor.



Auto Radio 6-Tube—Licensed by R.C.A. Compact. Velvety tone at all speeds! Costs much less! **\$29.95** Installed

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STOCK LIQUIDATING SALE OFFERING BIG REDUCTIONS ON NEW Chrysler and Plymouth AUTOMOBILES

Our Entire Stock of Fine Cars Must Be Sold by Oct. 10 NOW IS YOUR CHANCE to Get a REAL BUY Also a Good Assortment of Used Cars Will Be Included in This Sale.

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