

WILSON MOTIVE NEWS

ASSOCIATED USES CONSUMER SURVEY FOR SERVICE AID

Mr. and Mrs. Joe Public, including Junior, who drives his own or the family vehicle, were recently called into consultation with the sales forces of Associated Oil Company, Tide Water Associated Oil Company, during a series of meetings held throughout the Pacific coast, according to Harold R. Deal, manager of advertising and sales promotion for the company.

Taking a representative cross-section of petroleum users, this consumer survey afforded many enlightening and helpful suggestions to the Associated sales force. Deal states:

Ten persons, ranging from high school or junior college boys to bank officials and from stenographers to housewives, were called upon to express their ideas regarding gasoline and oil consumption, service station equipment, facilities and service. The consumers were interviewed by Deal and Walter Brunn, Associated's advertising manager.

Typical queries presented the consumers included such as the following: What services do you think a service station man should give every gas customer? What is your pet peeve at service station operators? What kind of advertising do you prefer? Do you like to see associated track broadcasts, and many other pertinent questions designed to assist in bettering Associated's service throughout the western territory.

None of the consumer interviews were rehearsed and the expressions they voiced were true attitudes toward the company's general service. The consumers were not necessarily Associated customers and a splendid cross-section of the public's point of view was obtained which resulted in a beneficial analysis and should effect improvement where it is needed, Deal concludes.

A public address system was used during the eight reseller meetings, the largest of which, at Los Angeles, had an audience of 1250.

SPANISH REBELS CLOSE TO BILBAO; BARCELONA CALM

(By the Associated Press)

The relentless drive of insurgent General Francisco Franco's grim ring of steel around Bilbao, besieged capital of the Basque state, continued last (Saturday) night to hold the spotlight in the Spanish war.

There were sidesteps at Barcelona, where anarchist rebellion still smoldered, and at Toledo, where an insurgent counter-offensive blazed on a long quiet front.

The apparently inexorable drive toward Bilbao made vital progress, insurgents said, with the capture of strategic heights in the Solube hills about 11 miles east of Bilbao. The besiegers' guns moved closer to the towering Basque capital, from which 2400 more non-combatants were being taken in French ships, with French and British men-o-war watching to keep their path across the Bay of Biscay safe.

The Basques maintained their lines before Bilbao were holding fast; that the insurgent attacks were repulsed. Thousands of leaflets showered on Bilbao urged the Basques in General Franco's name to surrender their city, asserting the insurgents did not want to destroy it.

Five thousand assault guards from Valencia moved into revolt-torn Barcelona, capital of the autonomous Catalan state, to keep order and prevent collapse of that vital unit in the government's front against the insurgents.

But in some of the Catalan villages, anarchists still held sway.

HOLMAN PEPS UP POLLUTION DRIVE

PORTLAND, May 8.—(AP)—An Oregon stream purification league, authorized by the state board of control, came to life today at a meeting called by State Treasurer Rufus Holman.

"It is time each community cleaned up its mess," the treasurer said. "We have been 25 years getting this way and it is time something was done about it."

"When the public spends public money for return it must be done by political activity, I intend, if necessary, to make this a political issue."

Chief attention will be directed to Portland, regarded as the major offender in the Willamette valley.

The league named Holman president, Mrs. Hal Patton of Salem secretary, Senator Frank M. Francisco vice-president, and Joe Wharton, Grants Pass, treasurer.

Bright Prospects

PORTLAND, Ore., May 8.—(AP)—Commissioners of Washington, Tillamook and Multnomah counties found prospects bright for rapid construction of the Wolf Creek and Wilson River highway projects at a conference with highway and WPA officials here.

+ Motor Cruising for Fun +

First of a Series of 1937 Motorlogs, This Article Tells of a Recent Visit to Clatsop and Tillamook County State Parks

This newspaper is co-operating with the Oregon State Motor Association and The Oregonian in presenting a series of motorlogs under the title "Motor Cruising for Fun." It is hoped thereby to stimulate travel in the Pacific Northwest.

Readers are invited to send the articles to their friends throughout the nation. The following article has been condensed from a full-page travelogue appearing May 9 in the Sunday Oregonian.

BY HERBERT LUNDY
Staff Writer, The Oregonian

Before starting on a motorlog of the four northwestern coast parks for The Oregonian and the Oregon State Motor Association, I had a talk with Sam H. Boardman, state parks superintendent since 1929.

"The work this state has obtained from the federal government through the Civilian Conservation Corps has advanced development of Oregon's parks 25 years ahead of other states," Boardman said. "State funds for park purposes always have been meager. Most of the money we obtained went into purchasing sites to set aside for future development. The CCC not only has built and improved roads leading into the parks, but it has worked for fire prevention, constructed community kitchens, stoves, fireplaces, tables and benches, water systems and drinking fountains, modern comfort stations, caretakers' houses and office buildings. Scenic areas have been trailed for use by hikers."

"In no park will the natural beauty be marred by over-development. No overnight camping is permitted in state parks."

Little Publicity Given

The state has made little if any effort to publicize many of its parks to date. Too many visitors were not wanted. Most of the areas were undeveloped tracts of swampland or timberland, unguarded by caretakers and susceptible to destruction by fire. But the work the CCC has done in the last four years, under supervision of the national park service and the state, has made it possible to throw open the gates this summer and welcome visitors from all parts of Oregon and from other states and nations.

The greatest number of visitors in Oregon's history is predicted for this year. In the first three months of 1937 travel in Oregon was 25 per cent greater than in the similar period of 1936, and on the Oregon Coast highway—thanks, in great measure, to the five new bridges—travel gained 100 per cent.

The state owns and the state park commission administers 125 pieces of scenic property scattered all over Oregon. Among them are 64 developed and undeveloped parks with a combined acreage of 14,630; ten recreational areas with a total acreage of 1833; 25 preserves classified as parking places, monument sites, beach acreage, ocean scenic points, seashore roads, oases and miscellaneous; 20 timber preserves and wayside strips, and six water supplies.

Four Parks Visited

With all these mountains and forests and seacoast playgrounds to choose from, our motorlog was scheduled for the four important state parks in Tillamook and Clatsop counties—primitive Cape Lookout, temptuous and rugged Short Sand beach, lofty Saddle Mountain and historic Ecola. The beauty we found in them left little to be desired.

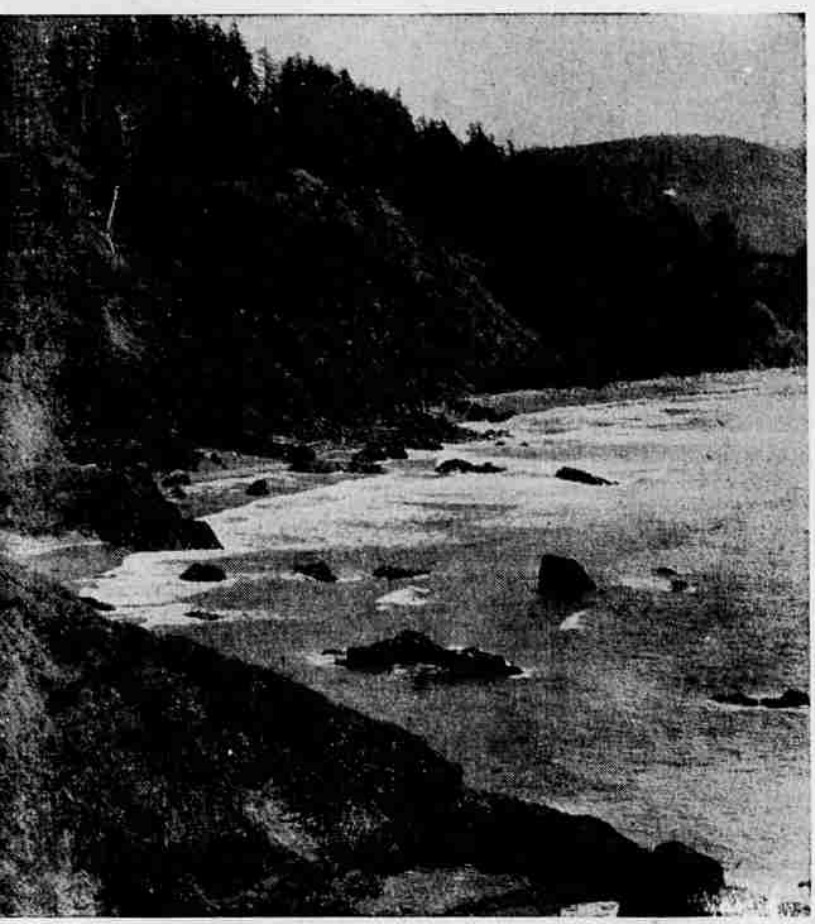
We left Portland in the late afternoon and sped over the Coast range mountains to Tillamook, hoping to get into the Cape Lookout district before nightfall.

The road to Netarts bay leaves the coast route at Tillamook city, crosses the lower Trask and Tillamook rivers and curves over the hills, Netarts, Ocean side and Cape Mears on the northern shore of the bay and the ocean cliffs adjoining are popular vacation spots, but we hurried south around the bay toward Cape Lookout.

Our project proved too ambitious for the time available, for one may not drive into the 975-acre, completely undeveloped park as yet. But I had seen it often from the coast peaks far to the north, and I believe that its unusual beauty has not been exaggerated.

Cape Like Index

It thrusts out into the ocean the Oregonian's index finger,



A view of Ecola Beach, in Clatsop county

for two miles. The first mile is a half-mile wide and the second mile tapers down to from 500 to 700 feet in width. The sheer, majestic bluffs, against which the ocean beats, stand as high as 700 feet and never lower than 400. Spruce and hemlock cover the cape with a deep green blanket.

We reached Neah-Kah-Nie mountain and undeveloped Short Sand Beach park in the full flush of an April morning.

This mountain of legendary plumes' treasure, rising uniquely from the sea to a height of 1700 feet, is now a part of Short Sand Beach park's 760 acres.

The new highway, slashed out of the rock of the mountain's western face on the general line of the old mail road between Astoria and the Tillamook country, is destined to become the newest—and many say the most scenic—section of the Oregon coast highway.

Not Yet Completed

It is possible now to drive from Nehalem north on the new road only to the concrete bridge being erected over Short Sand creek, and from Cannon beach south only to the tuffnel being drilled through the rock of Arch cape.

The half-mile crescent of Short Sand beach is sheltered from ocean winds by two jutting capes and the heavily timbered slopes which rise behind it. Two mountain streams boil down and join near the beach before spreading thinly across the sand into the long swells of the ocean.

At low tide, a venturesome person may, by goatlike leaps and occasional wettings, reach almost the outermost point of Cape Falcon, which guards the cove on the north. Three deep ocean caves, hared only at low tides, provide an inexhaustible supply of agates. The rocks, uncovered between waves, are coated with huge mussels, starfish, sea roses and the other strange treasures of the marine world. Sea bass, cod, kelpi and many other varieties of fish breast the powerful currents,

Short Sand beach is ideal for swimming. The breakers are small and one may wade easily beyond the last line. A long, sweeping current swings from one end to the other, but is not dangerous on an incoming tide.

Pick Up CCC Chief

Before tackling Saddle Mountain park in Clatsop county we picked up Don Bodley, superintendent of the 200-man CCC camp spread attractively over a compound adjacent to the fish hatchery on the Necanicum river. The men from this camp work both in Saddle Mountain and Ecola parks.

The entrance to Saddle Mountain was disappointing. We turned off on the new and yet uncompleted Wolk creek highway, then at a distance of a mile onto an old Crown-Willamette logging road, which has been resurfaced and repaired by CCC. The seven-mile run to the base of the peak was through hills denuded of timber by fire and ax, with the only relief at first the glistening upper reach of the Lewis and Clark river, and the forbidding, timbered jaw of Humber peak.

But Mr. Bodley pointed out the ten-inch-high fir trees, a forest in miniature, which have been planted through the scarred area by his young workmen. It was not difficult to picture the green slopes a few generations hence—if one could exclude from mind the ravages of forest fires.

Saddle Mountain Handsome

Many mountains are greater, but few are handsomer than Saddle. Its elevation is 3236 feet. The picnic ground at the base, still under construction, is at the 1600-foot level. Green trees surround it, and through their foliage looms the crag, appearing almost within stone's throw, but actually a long, tough hike to the peak.

The mountain itself is almost solid rock, but some hardy trees and unique varieties of wildflowers cling to its surface. Thirteen pressure ridges, thrust upward like lofty stone walls, stand out on the mountain's face,

Volcanic action caused them, Mr. Bodley said, and the diablike rock in them runs contrary to the mountain's heart.

A trail has been laid out to the saddle-like crest of the mountain and from the top, Mr. Bodley said, and the climber may see Mount Hood, Mount Jefferson, Mount St. Helens, Mount Adams and Mount Rainier, as well as the city of Astoria, on a clear day.

Drive to Ecola

Leaving the 262-acre Saddle Mountain park, and with Mr. Bodley still in tow, we twisted down the highly corkcreekish road to Cannon beach, turned off at the bridge and ran through wooded hills to the large, improved and terraced parking space on the bluffs of Ecola.

We walked out to the cape on one of the numerous trails that have been laid through the 480 acres of ocean frontage extending 4 1/2 miles. Two miles offshore Tillamook lighthouse thrust its tall column from the surging ocean, almost as high as the bluff on which we stood—but not too high to prevent the winter waves sometimes thrashing over the light.

Nearer the coast line were rocks almost covered with brown, bulky sea lions, lazing in the sun. Tillamook head, to the north lies mostly within the boundaries of Ecola park. Spruce and hemlock grow profusely throughout the area, their branches twisted into grotesque shapes where exposed to the wind.

Two Streams There

Through the park tumble two streams, bursting coolly from the eastward hills. Ocean birds sail gracefully by hundreds of feet above the ocean but level with the observer. Picnic tables are hidden from the wind in tree-guarded ravines. Two beaches nestle among the cliffs and crags.

Ecola is a breath-taking spot even to a seasoned seascaper, and well worth a high-ratio spot among Oregon's varied derlands.

FORD SETS RECORD TRUCK SALES GOAL

The Ford Motor company has set the greatest truck and commercial car goal in its history for 1937, according to R. W. Gilmore, commercial supervisor for the company's Portland factory branch. Gilmore has just returned from a meeting at the home office in Dearborn, Mich., at which the sales program for 1937 was discussed.

"Introduction of the 60-horsepower V-8 engine, along with the improved 85-horsepower motor has greatly extended the field for Ford V-8 trucks and commercial cars," stated Gilmore.

"At the Dearborn meeting it was reported that the performance and economy of the new 60-horsepower engines are up to the company's expectations. Numerous users of commercial cars equipped with the smaller engine report 25 miles to the gallon in routine delivery service."

"With the 60 and 85-horsepower engines available, trucks and commercial cars may be powered to the job, the 85 for high speeds and heavy duty and the 60 for light delivery service."

The sales meeting was conducted by D. J. Hutchins, in charge of commercial sales for the Ford Motor company, and attended by commercial supervisors from all of the company's factory branches.

SENIOR HI GIRLS DEFEAT FATHERS

Girls of the senior high school beat high school dads 3 out of 6 volleyball games in a contest staged as part of the all-school fair Friday night. The girls challenged school fathers.

Accepting the challenge were E. A. Mercer, Ray Henderson, who acted as captain, E. R. Young, L. P. Older, Morris Leonard and Reaso Braley. Girls playing were Vera Aldren, Georgia Handy, Zena Hober, Helen Mercer, Dorland Terrell, Charlotte Beeson, Phyllis Curry, Lela Henderson, Elsie Mitchell, Elise Older, Flora Miller, Donna Stevens, Emily Lou Knips, Ruth Garlock, Dorothy Gill, Dorothy Young, Sarah Bowman, Corinne D'Albini, Jean Leonard, Bernice Moon, Lois Smith and Dorothy Simonson.

The contest was arranged to illustrate the training being given girls in physical education classes in carry-over recreations, activities which may be enjoyed in the home as well as at school, according to Miss Carin Deckermark, physical education instructor.

A return challenge has been issued by the fathers.

A baby was delivered by flashlight at a Clinton, Ind., hospital when electric lights were put out by a storm.

DIRTY OIL

Not Mileage Causes Engine Wear
The Sensational New
DE LUXE OIL FILTER
ELIMINATES OIL CHANGES
Keeps Oil Clear and Clean At All Times!

—It actually FILTERS the oil removing all impurities. The DE LUXE filter is a PERMANENT piece of equipment with replaceable cartridge. It is easily adapted to YOUR engine and will PAY FOR ITSELF in oil saved and reduced engine wear! Complete information gladly furnished!

DE LUXE OIL FILTERS are used on all STATE, COUNTY, CITY and FOREST SERVICE TRACTORS, CARS and TRUCKS!

JERRY JEROME CO.
Young's Service Shop, 116 North Front

GOOD USED CARS

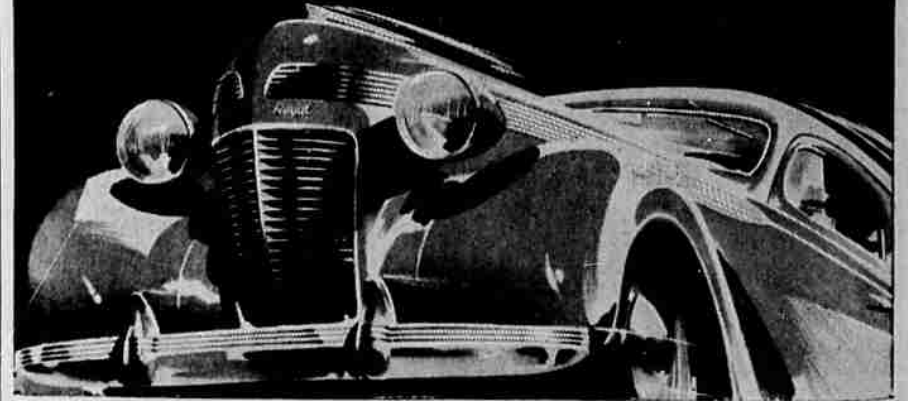
30 DAY WRITTEN GUARANTEE
LOWEST PRICES—EASY TERMS
Every car Painted and Refinished to look like new. Look over these Bargains before you buy!

- | | |
|---|----------------------|
| 1937 Plymouth Sedan | 1935 Pontiac Sedan |
| 1936 Plymouth Sedan, small mileage | |
| 1935 Chrysler 8 De Luxe Coupe, like new | |
| 1934 Plymouth Coupe | 1934 Ford V8 Coupe |
| 1932 Buick Sedan | 1932 Chevrolet Coupe |
| 1933 Chrysler 6 Sedan | 1932 Ford V8 Coupe |
| 1933 Ford Model B 4-cylinder Coupe | |

We have a variety of older models from \$75 and up to choose from. Get some real transportation cheap.

LANGE MOTOR CAR CO.

Chrysler-Plymouth. Lot at 25 So. Riverside



HERE NOW!

The Lowest Priced Car In Chrysler History

CHRYSLER ROYAL	
Trunk Sedan	Business Coupe
\$1085	\$985
EQUIPPED	
Delivered In Medford	Delivered In Medford

"The Finest Car To Ever Bear My Name"—Walter P. Chrysler
See this fine new car—ride in it and compare it with anything else on the market.

GREAT GAS ECONOMY

Owners Report From 20 to 24 Miles per Gallon

LANGE MOTOR CAR COMPANY

Chrysler-Plymouth 38 North Riverside

CLARA BOW TURNS DOWN CHANCE TO RE-ENTER MOVIES

FRENCH LICK, Ind., May 8.—(AP)—The vivacious, flaming-haired girl who once held a place symbolizing the flapper era on the motion picture screen will likely never meet the public eye from the films again.

The girl, Clara Bow, one-time "It" girl of the movies but now a contented wife of a cowboy-actor-ranchman and the mother of a 28 months' old son, gave up her last chance to emerge from retirement by turning down a test for the role of Scarlett O'Hara in the film version of "Gone With the Wind."

So believes her husband, Rex Bell.

LET US SIMONIZE YOUR CAR

DAILEY'S AUTO PAINTING
29 So. Bartlett

who stopped here overnight en route to the Kentucky derby at Louisville, Ky., with the former Miss Bow and the couple's young son, Rex Bell, Jr.

"If Mrs. Bell had taken the test and won the role," Bell said, "the picture would have been the one in which she would have tried a comeback."

"Friends begged and begged her to take the test, and she refused," Miss Bow said she declined because she felt only a southern-born girl could give the part its proper treatment.

SH Down Tramp

PORTLAND, Ore., May 8.—(AP)—It took a policeman with his billy and a housewife, Mrs. Dudley McClure, with a broom to rout an itinerant from her home when he refused to leave after being fed and defying the officer she summoned.

HOTEL WOODLAND
WOODLAND, CALIF.
New, fireproof building on U. S. Highway 99-W

—80 ROOMS
—80 BATHS
RATES FROM \$2.00
COFFEE SHOP—ROOM SERVICE—TAVERN

OFFICIAL AAA HOTEL
WARM IN WINTER
COOL IN SUMMER

Base H. Chambers, Proprietor

HOTEL MANX
NEAREST TO EVERYTHING IN SAN FRANCISCO

New in dress, beautifully finished rooms, with colored tiled baths and showers, located on San Francisco's famous Powell Street opposite Union Square • Restaurant • Coffee Shop • Cocktail Room • Circulating Ice Water.

RATES [1.50-2.00-2.50-3.00 DOUBLE
1.50-2.00-2.50-4.00 SINGLE]
GARAGE SERVICE AT ENTRANCE

POWELL AT O'FARRELL STREET • SAN FRANCISCO
HARVEY M. TOY, MANAGING OWNER

"MEET ME AT THE MANX"