

AUTOMOTIVE NEWS

NATIONAL SURVEY SHOWS PREFERENCE OF AUTO TOURISTS

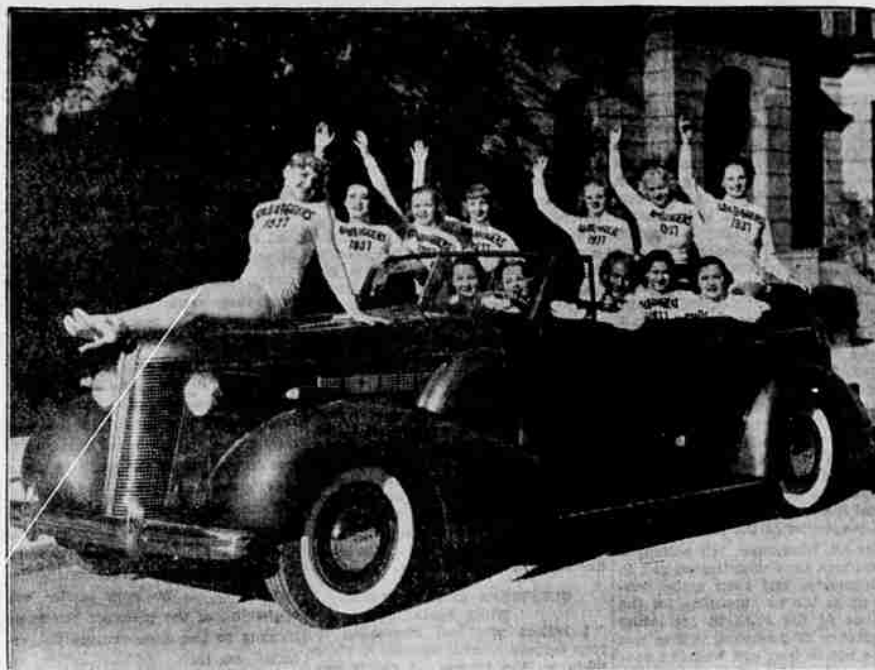
WASHINGTON, D. C., May 8.—The average American on vacation prefers to travel by auto and to stop at a hotel; his trip lasts about three weeks and he selects his travel

objectives as he goes; he chooses good roads rather than great scenery; he has a distinct predilection for visiting old haunts and, by and large, he prefers comfort and safety to speed.

These are outstanding findings in a nation-wide survey of tourists' preferences and prejudices just completed by the national touring bureau of the American Automobile association on the basis of questionnaires sent to several thousand A. A. members selected at random from all sections of the U. S.

Nearly 85 per cent of the returns were from persons who traveled to their vacation objectives by automobile.

WILL APPEAR IN THE MOVIES



These beautiful screen starlets, and the Buick car too, will appear in many of the year's leading motion pictures. The car, a convertible phaeton, is one of a fleet of 12 Buicks recently purchased by Warner Brothers, motion picture producers, for service in their big Hollywood studio.

Approximately 85 per cent used rail facilities; approximately 5 per cent went by boat; 12 per cent by plane, and 1 per cent by bus. Overnight accommodations finished as follows: Hotels, about 61 per cent; tourist homes, 20 per cent; tourist camps, 12½ per cent; and summer camps and cottages, 6 per cent.

More than half the tourists reported they had chosen vacation objectives because of a previous visit or because of recommendations of friends, while approximately 10 per cent were influenced by advertisements.

"In the tourist industry," the A. A. points out, "as in any other business, the backbone of patronage is made up of satisfied customers plus advertising to bring a constant stream of new visitors."

The extremely high rate of touring mobility is shown by the fact that approximately 54 per cent prefer to tour over a wide area rather than go to a fixed point and spend the greater part of the vacation there.

The northeastern states, comprising New England and New York, ranked first in popularity, largely because of their accessibility; good roads was the principal reason given

for choosing this territory; historic points of interest was the second most important consideration; climate third; and good accommodations, fourth. The western states were rated very high on scenery, low on roads, favorably on climate and on the friendliness and hospitality of the people; the lack of traffic congestion added greatly to the popularity of the western territory. Of the southern states, Florida predominated in popularity, because of its climate and although it rated low on scenery and roads.

Washington, D. C., and New York City had practically a "photo finish" in the race of cities for tourist preference, with the nation's capital coming in ahead by a whisker. Other, in order of popularity, were: Boston, Chicago, San Francisco, Los Angeles, New Orleans and Denver.

The motorists surveyed were vocal in their complaints against the highway numbering system, particularly in urban zones. The majority of the criticisms were against the fact that in a great many cities numbered routes are hard to follow because the highway numbers are placed at too infrequent intervals or are not well placed so that they can be easily seen in the confusing welter of signs and lights along city streets. Many also complained about route markings at intersections, pointing out that rarely is the motorist given advance warning of the turn of a numbered route.

Regarding speed, most of the motorists said they considered 50 miles an hour a few days when touring on the open highway. Other opinions ranged between 70 and 35 miles, while less than 1 per cent of the replies voted for such extremes as 80 or 30 miles per hour.

The length of vacations reported ranged from a few days to a year, with the average being approximately three weeks. About 54 per cent re-



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You'll go for the way it goes for you—serene, steady, gallant as the figurehead on a buoyant ship—you're in for a thrill every time you put it into action.

You handle a wheel that turns as easy as the pages of a book. You press the treadle—and sink inches deep back in the soft cushions with the swoop of its take-off.

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The answer is you've got a car that was born to go places the way you want to go—smoother, safer, steadier than any car you've known.

Power in this flashing Buick is the power of eight straight valve-in-head cylinders. Its

gait is the level gait of a car built close to earth with enough bulk to hold it there. Its maneuverability is the quick mobility of a charger.

Yet the crowning touch of its creators was none of these but the figures they succeeded in writing on its price tag. The hard-to-realize fact is that this great straight eight can be bought for less than some of today's sixes!

There's just one way to get the true picture of Buick's standout value, and that's to drive it yourself. See us soon and get your order in, and you'll enjoy a summer like you've dreamed of!

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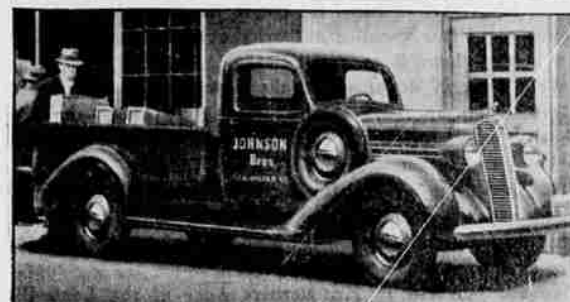
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New Dodge Pick-Up



Shown here is the new 1937 Dodge half-ton pick-up. This car is equipped with a body that is 72 inches long, 47½ inches wide and 17 inches high, which permits plenty of space for the hauling of bulky loads. This model is popular in such fields as plumbing, farming, general contracting, hardware, produce, electrical and general contracting.

ported vacations in "normal range," the remainder spent vacations ranging in time all the way from a few

days to a year or more. Approximately 38 per cent of the travel parties comprised two persons; about 30 per cent had four persons, while the average vacation party was three persons. Average expenditures per day were reported at \$8.43 per person. It should be pointed out, however, that this includes travel by rail, boat, train, plane and bus, which, of course, includes transportation costs, and this average expenditure is probably a little too high for the 84 per cent traveling by automobile.

It is necessary to have males in a poultry flock for a week or more before saving eggs for hatching, says D. C. Warren, poultry husbandry expert at Kansas State college.

Mrs. Barbara Phillips of Williamsport, Pa., has a 30-year-old turtle dove which plays with a tiny doll. At night the dove sleeps on a small white pillow and is covered with a small sheet.

Three turkey marketing associations, operating four plants in Kansas during 1936, marketed 750,000 pounds of dressed turkeys received from 802 members in 56 counties.

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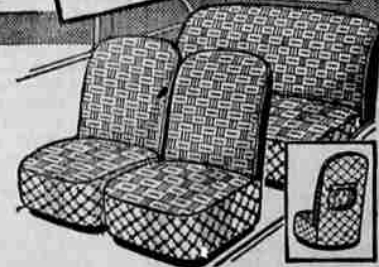
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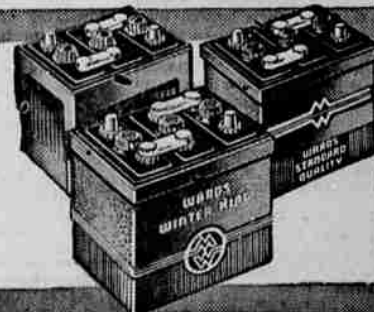
An entirely NEW idea in seat covers! Combine the tailored smartness of snug-fitting cloth, with the waterproof, easy-cleaning qualities of fiber! Elastic inserts make these covers fit "like a glove"! Full coverage (see illustration), usually found only in higher-priced sets. For sedans \$4.87



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