

TOURISTS LIKE PACIFIC COAST

Region Along Ocean from Canada to Mexico Is a Prolific Playground for All.

SAN FRANCISCO, Aug. 21. (AP)—The playgrounds of the Pacific coast region from the Canadian line to the Mexican border, are accessible to the tourist by both railroads and paved roads, which link the western termini of transcontinental railroads and highways.

Each of the coast states has its multitude of beaches and beach hotels, its scores of inland lakes, its mountain hostels, and in the south are the latest entries in the lists of resorts catering to visitors—landscaped desert oases.

National Parks Three principal national parks are situated in Washington, Crater Lake in Oregon and Yosemite in California.

One of the newest national parks is that about Lassen Peak, in northern California, the only active volcano in continental United States.

The summer playgrounds in the mountain resorts have a great scenic appeal. The equable temperatures of the coast afford relief from the heat which descends upon the inland valleys.

Mountain Retreats The visitor to Washington is enabled to go from his hotel in Tacoma or Seattle to the big hostelry at the top of Mount Rainier in his own car or in an automobile stage over a road which curves along the top of tree-clad precipices. North and south from Rainier stretch the Cascades, connecting in an almost unbroken mountain range with the Sierra Nevada of northern and central California and the Sierra Madre in the south.

Rivalling the attractions of the mountains are the beaches and islands of the long coast line.

Coast Of Beaches Puget Sound's wooded isles and inlets cut off from the mainland the Olympic peninsula, whose for-

est covered mountains constitute the largest expanse of virgin timber left in the country. Oregon's beaches meet those of California which march away to the south, past Catalina island off Los Angeles and on to San Diego, just north of the Mexican boundary.

In California the visitor of a literary turn of mind can make pilgrimages to the former haunts of Mark Twain, Bret Harte, Stevenson or Jack London, or he can visit Carmel-by-the-sea, a hundred miles south of San Francisco, which is the home of a score of present day writers. In the south also is Movieland; home of most of the great motion picture companies.

Historic interest abound. The Old Oregon Trail brought missionaries to the north Pacific territory; the gold rush took the forty-niners to a vast area which had been peopled with Mexican overlords of Indian tribes; and the Apache trail in Arizona is rich in pre-historic relics and Indian and Spanish history.

Franklin Sales During July at New High Mark

The greatest number of July deliveries in the twenty-five years of the company's existence was the record rolled up by Franklin sales forces last month in celebration of the twenty-fifth anniversary of the Franklin car.

In honor of the occasion President J. H. Franklin, founder of the company and still its active head, gave to each man making a delivery during the Anniversary month a sterling silver pocket-piece known as the president's medal. This medal carries on one side a reproduction of the first Franklin, and on the reverse, the present Series 11 Sedan.

As a fitting start for July activities, Franklin dealers throughout the United States staged a 100 mile continuous low gear run, 185 Franklins at 155 different points accomplishing this strenuous and unusual test with a perfect record.

During July President J. H. Franklin has been the recipient of thousands of congratulatory letters from Franklin owners, some of whom have owned nothing but Franklin cars over a period of twenty years. In some instances this record has been made with three or four Franklins, and in other cases a great number, rang-

Who Wants Frills, Anyway?



There aren't any frills on this family caravan, but it covers the ground and everybody's happy—and what more can you ask? The picture shows how Fred Moore and his family are motoring from Lawrence, Mo., Tenn., to Toledo, O.

General Motors Car Sales on Increase

ing up to as high as twenty-three different Franklins. A most unusual record, however, was that of Mr. Ewan J. Roberts, Plushing, L. I., who has owned and driven the same Franklin, a 1904 model, since 1905.

PENDLETON WHEAT SOLD

PENDLETON, Aug. 21. (AP).—More than 50 per cent of the Umatilla county wheat crop is in the hands of the dealers, according to Henry W. Collins, local mill and grain man. Mr. Collins also indicated that the 1926 crop was below previous estimates of from five million to five and a quarter million bushels. He says estimates of the crop now are lower than five million bushels, due somewhat to the failure of heavier lands to yield as expected. This is due to the frost of the April period.

TWO HELD TO GRAND JURY

KLAMATH FALLS, Ore., Aug. 21. (AP)—A. T. Lacey, of San Francisco, and J. W. Dennis, of Portland, charged with attempted attack upon a young woman on a highway near here, were Friday ordered held for grand jury investigation, following a justice court trial that occupied all of Thursday. Bail was set at \$2,500, which neither could raise.

AUTO OUTPUT GAIN COMING

Nearly Five Million Motor Vehicles Is Record for 1926—New Models Appear.

DETROIT, Mich., Aug. 21.—With all signs pointing to continued prosperity, the automobile industry promises to establish a new high production record this year. According to present prospects nearly 5,000,000 motor vehicles will be turned by the industry in 1926. This will exceed by more than 650,000 units the best performance ever recorded.

History of the automobile business shows that approximately 48 per cent of the sales are made in the second half of the year. With production for the first half of the year at approximately 2,450,000 vehicles, the second half should show a figure equally as large this year.

Forecast for equal or increased business in the second half of the year are predicted on the fact that more companies are bringing out new lines of cars in the second half of this year than during the corresponding periods of previous years. These cars are the most attractive ever offered by the industry.

Color runs riot on the new cars. New lighting features are offered as are lower, faster, ruder and better looking cars, with greatly improved riding qualities that should give these newest cars an irresistible appeal.

How production in semi-yearly periods in the last four years compares may be noted from the following table:

Table with 2 columns: Year, First 6 mon. Output. Rows for 1926, 1925, 1924, 1923.

These increasing production figures refute with no uncertain clat any claims that the saturation point is near at hand. This even in light of the fact that with one car to every six persons, the entire population of the United States might now be moved by motor car.

Many New Models Hudson motor car announces a super-six line of three models, an all-steel coach, a brougham and a sedan. Prices are \$100 higher than on preceding models. The increase is the first made by the company in several seasons and covers additional equipment and built-in refinements.

Other companies are planning new models, including Chrysler and others.

"Hallo! Where are you walking in such a hurry?" "Fellow just stole my car, and went down this way." "But surely you don't expect to overtake him on foot?" "Rather. He forgot to take the repair kit along with him. I know that car."

A first thing the new school for drivers should undertake is to teach the motorists how to read the speedometer.

Use your brakes with discrimination. Bear in mind that control of a moving vehicle is three-fourths in being in a position to stop it promptly at any rate of speed and under all sorts of road conditions. Motorists more often than not make the great mistake of relying solely on this control, thereby wasting the great natural power momentum.

The generator, starting motor and distributor bearings should be oiled monthly, or every 1000 miles. They should not be flooded with oil, however. Five to ten drops of light oil should be sufficient.

In Alabama



This is Judge Hugo Black, nominated by the Democrats in Alabama for Senator Underwood's place in the U. S. Senate. Underwood, who is retiring voluntarily, fought the Klan Black is reported to have run with Klan endorsement.

"WHIPPET" NAME CATCHES FANCY OF THE PUBLIC

"The importance of a trade in the automobile industry as well as in any other is shown to the public acceptance of the name 'Whippet' as used in connection with the new European type light car produced by Willys-Overland," says Gettings and Hanks local representatives for Willys-Knight and Overland motor cars.

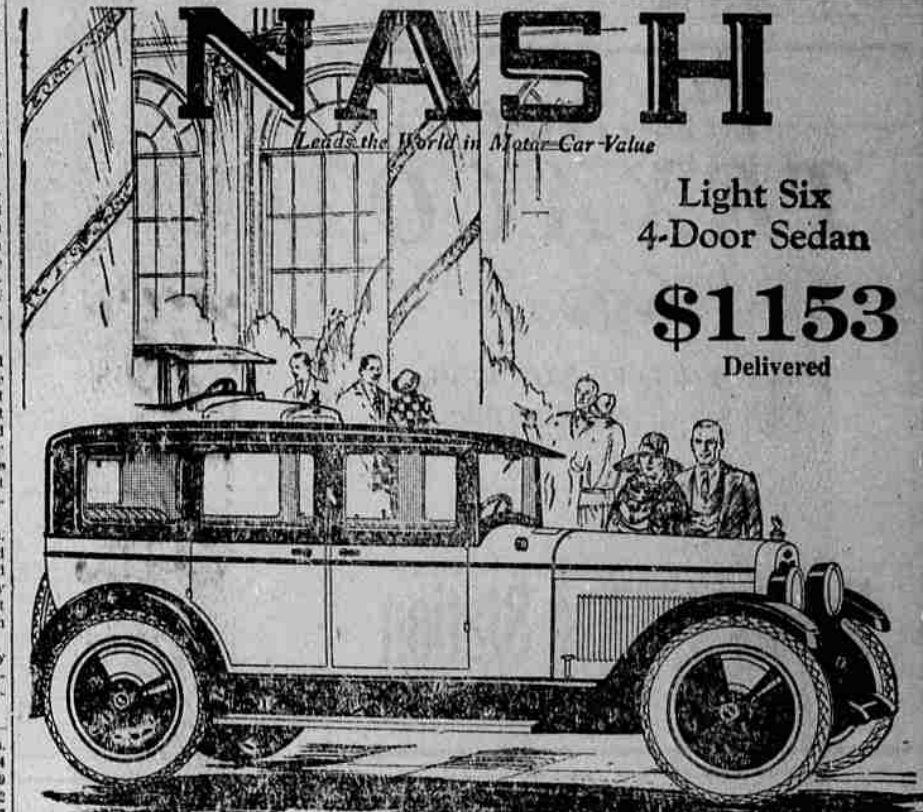
duced a few weeks ago the name was on the tongue of everyone familiar with the motor car. There goes the Whippet, was a country-wide expression.

"Traffic officers on the street corners hailed the car by name. Urchins on the street knew the word and drilled it as the car drove by. Interested motor car buyers asked for it by its trade name and were familiar with what the name signified when they came in to see the new car. "Automobile men were unanimous in stating that it ushered in an entirely new type of car and

subsequent word from motor car factories indicates that this is entirely true."

"Since the appearance of the car, public interest in the light automobile has overshadowed all other subjects in the industry."

When a leak is found dripping beneath the car, it can be of five different fluids, namely, the grease or heavy oil from the transmission, universal or differential; oil from the engine; water from the cooling system; gasoline, or mixture in the cylinders.

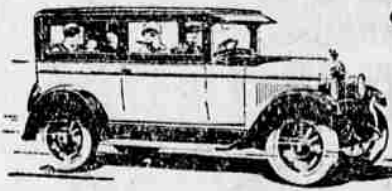


Introducing The New Light Six —with refined 7-bearing crankshaft motor and an array of outstanding new attractions. Now on display. Come view it. La Grande Nash Co. 806 Adams Ave. A. R. TRACHSEL, Manager

Presenting The New CHRYSLER '50' Highest Quality and Value Sensational Chrysler Performance Built as only Chrysler Builds. \$750

For the first time all the fine car qualities that purchasers of low-priced cars have had to do without are now offered at amazing low prices in the new four-cylinder Chrysler "50". Come in for a ride. Once you do that you will never again want to consider any other car near this price—because no other gives you such value as the new Chrysler "50".

FINEST OF FOURS



CHRYSLER '50' COACH \$780 F. O. B. Detroit, subject to current Federal excise tax

Quality Standardization Built as only Chrysler builds—under the great Chrysler plan of Quality Standardization—group manufacture in Chrysler's vast plants by one manufacturing organization where all the gigantic Chrysler facilities and resources are utilized.

Value Never before, at this price, have you been able to get so many features, such great operating economy, such astonishing value.

5 to 25 Miles in Eight Seconds Chrysler "50" gives you brilliant, flashing Chrysler pick-up—far finer than any car of equal price.

Now ready for your inspection and giving such a demonstration of Speed, Power, Comfort, Beauty and Economy as was never shown before in any car near this price.

50 Miles per Hour Speed with comfort. No rattle or shake or shimmy. 50 miles per hour—and the easiest, smoothest miles you ever had in a four.

CHRYSLER "50"—Coupe, \$750—Coach, \$780—Sedan, \$830 All prices f. o. b. Detroit, subject to current Federal excise tax.

Economy 25 miles to the gallon—thanks to engine improvements and scientifically accurate gas distribution. Full-Sized All-Steel Bodies Chrysler "50" is a full-sized car. Nothing cramped or skimpy in its strong all-steel bodies. Seats wide and easy. Every detail planned to give finest riding and greatest comfort.

Beauty Each Chrysler "50" is a beauty. Each extra generous in quality details, in fineness of finish and fittings. Striking in color and line. Each is a Chrysler—and that means the finest, the most alluring style.

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