

AUTOMOBILE NEWS

FRANKLIN MAKES GAINS THIS YEAR

Sales in McClure's Territory Are Heavier Than During 1925

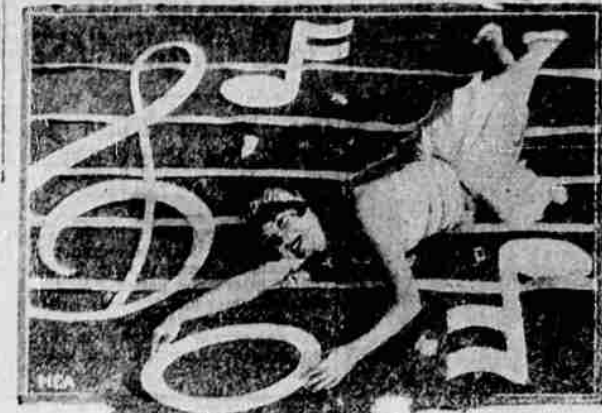
WALLA WALLA, Ore., Jan. 1.—That 1926 has proved to be an exceptionally good Franklin year in this district is shown by McClure's local distributors, who have the Franklin franchise for the territory between Ellensburg, Wash., and Baker, Ore., including the following principal towns: Ellensburg, Yakima, Walla Walla, Pendleton, La Grande and Baker.

According to figures compiled by George W. McClure, the territory in Washington for which he has the Franklin distribution, contains approximately 10 per cent of the population of the state while the sales of Franklin cars in this same territory have been 22.58 per cent of all Franklin cars sold in the state. In this Oregon territory the figures show that while having only 19 per cent of the population of the state, McClure's organization has sold 15 per cent of all the Franklin cars sold in the state and no regular sales organization was maintained by McClure in Oregon until July 1 of this year.

Compared with last year, the figures show more sale in McClure's territory in Washington and Oregon in 1926 than in any of 1925. This showing was complimented by George W. Andrews, western sales manager for Franklin, in a recent trip through the territory, who stated that he considered the Franklin dealer organization in this district one of the best on the entire Pacific coast, as evidenced by results.

Walla Walla was established as the central office of the Franklin sales organization for this district early in 1926 and it is understood that any new territory that may be added to the dealership from time to time will continue to be managed from this city.

MUSICAL DANCER ADVERTISES FETE



Miss Martha Messerole, talented dancer, poses "sliding down the scale" as publicity for the annual Pasadena Tournament of Roses, which this year will have as its theme, "Stones in Flowers."

GARAGE GOSSIP

Bought Nash Sedan—

Harold Hamstreet, editor of the Wallawa Sun, is the owner of a new four-door special sedan, which he purchased from Trachsel and Trekel, local representatives.

Two Studebakers Sold—

Two big six brougham studebakers were sold this week by M. J. Goss, local dealer. Herman White, of North Powder, purchased one of the cars and J. A. Benson, of Union, is the owner of the other.

Bought Custom Sedan—

C. W. Mumford, of Wallawa, bought a Studebaker custom sedan this week from M. J. Goss, local dealer.

In Pendleton On Business—

L. W. Weeks, Chrysler representative here, spent Wednesday of this week in Pendleton on business.

Here From Pendleton—

W. W. Crapston, Chevrolet rep-

resentative for this territory, whose home is at Pendleton, was here on business the first of the week. He returned to Pendleton Wednesday morning.

Unloaded Oldsmobiles—

M. J. Goss, Oldsmobile dealer, unloaded a carload of Oldsmobiles this week. The car consisted of two deluxe sedans and two deluxe coupes.

All At Home—

W. D. Hanks, Overland dealer here, was at home part of this week because of illness.

In Pendleton This Week—

H. I. Stouffer, Franklin dealer here, went to Pendleton the first of the week on business.

Carry New Oil—

The La Grande Nash company's garage service station has added Pennzoil, an oil especially made for high grade cars, to the regular stock of gas and oil sold there.

Sold Landau Sedan—

Tom Kessler, of La Grande, is the owner of a new Chevrolet Landau sedan, which he purchased this week from the Blue Mountain garage here.

Home From Portland—

H. H. Blackman, Lincoln mech-

Paige Company Announces Trio Slogan Winners

DETROIT, Mich., Jan. 1.—Winners in the Paige-Detroit Motor car company's slogan contest, in which there were more than 462,000 entries were announced today as follows:

First prize, \$10,000, to J. Luther McFarland, Carlo, W. Va.
 Second prize, a four-door sedan, to Mrs. Walter F. Hallock, New Bern, N. C.
 Third prize, a four-door sedan, to E. A. Braman, Peoria, Ill.
 The prizes were presented to the winners the day before Christmas.

McFarland's winning slogan is, "I like to win—without, within."
 "Satisfaction mounts with every mile" was the second prize winner, while third prize was for "commands respect on any road."
 These three slogans were selected as the prize winners by the board of judges, consisting of Edgar A. Guest, Detroit's nationally known writer of verse; Charles W. Brooks, president of the Detroit Aderant club and of the better business bureau; and Harry M. Jewett, president of the Paige-Detroit Motor Car company.

GAS!



Just Pull Up—

LOWER—
 Your window
 SAY—
 How many
 GET IT—
 With a smile,
 AND KEEP—
 Right on going.
 —No waiting
 —Prompt Service.

TEXACO
 Heasty's
 Filling
 Station
 Cor. 2nd and Adams

North and South Highway Is Far From Completed

BOISE, Ida., Jan. 1.—Cost of completing the North and South highway and placing it in suitable condition for through and local traffic in four years was estimated at \$2,450,000, in figures given out by William J. Hall, commissioner of public works. This includes nine projects, the Weiser-Hound valley sur facing; Round valley-Whitebird surfacing; Salmon river bridge near Higgins; grading and surfacing the Higgins-Goff section, grading and surfacing north of the Spalding bridge, grading and minor structures, and surfacing between Harvard and Porthill and Eastport, the Cour d'Alene river bridge near Harrison, and the Pend d'Oreille river bridge near

Point.
 Of the 5545.1 miles of the highway 406.71 have been graded, 336.84 miles have been surfaced leaving 54.39 miles to grade and 214.16 to surface, said Hall's statement.

Continuing, the statement declares:
Two Revenue Sources
 "All of the state's revenues are derived from motor vehicle licenses and gasoline taxes, and the money does not become available until about 30 days after the gasoline is sold.

"It has been possible to avoid the issuance of registered warrants only by holding estimates until cash is available for payment, and this has worked a hardship on contractors and others doing business with the state, creating a condition that would not be tolerated in conducting a private business.
 "A working fund of \$250,000 should be made available. This money should not be allotted for any specific purpose, but should be placed in the state highway fund to insure prompt payment of bills and estimates and to avoid the necessity of interest payments. The state would not be out any money by providing this working

fund.
 "Attention is directed to the fact that at no time has the department been provided with any working capital whatever, although construction programs amounting to from three million to five million dollars per year have been carried on, in addition to regular maintenance work.

Had No Working Capital.
 "The state's proportion of motor vehicle license fees for 1925 and the first nine months of 1926 have amounted to \$124,770.19. For the corresponding period in the last biennial, receipts from this source amounted to \$486,600.75.

"The motor fuels tax for the 21 months ending December 31, 1926, amounted to \$94,834.21, and for the 21 months ending September 30, 1926, expenses for the two 21-month periods it was \$1,834,349.19. Administrative expenses for the two 21-month periods were \$12,611.15 and \$14,727.67 respectively. Refunds show a very remarkable increase being only 1,186.50 in the period ending December 31, 1924 and \$77,900.99 in the first 21 months of this biennial. This increase appears to be altogether out of proportion, notwithstanding the increase of 1 per cent a gallon in the tax rate which became effective in April, 1925 and the substantial increase in consumption."



EVERY GALLON of VELTEX MOTOR OIL

Is guaranteed to give satisfaction. If it doesn't you get your money back.
 Try Veltex — You'll Like It.
LA GRANDE FILLING STATION
 KUHN & ZWEIFEL

New Chrysler Coupe Placed On the Market

A new five-passenger coupe on the Imperial '26" chassis is announced in advices received from the general offices of the Chrysler Sales corporation in Detroit, by L. W. Weeks, local dealer.

The new coupe, which embodies all the power, riding ease and luxury typical of the Imperial '26" is equipped with a wealth of refinements. It provides spacious leg room for all passengers more than ample entrance room, and even greater riding comfort and increased quality of appointments.

In the new coupe durable and rich upholstery is used in the seats and seat backs. Both forward seats are of the folding type which permits of free access to the rear compartment.

The interior details include walnut door panels with inlaid designs; velvet carpets in both front and rear compartments; to harmonize with the upholstery and color combinations, vanity case and smoker set in tuiled leather with gold design, specially selected hardware of new and novel design, artistic and completely grouped instrument board and instrument paneling, and many other items of conventional familiar in this type of motor car.

Ancient Morocco has gone in for golf. The Fasha of Marrakech, El Ghinoui, has built a new 18-hole course on the edge of the desert.

White street lines to guide motorists cost London hundreds of pounds monthly. Smoke, fog and rain cause the paint to wear rapidly.



—NEA, London Bureau
ARCHDUKE FELIX, third son of the late Emperor Karl and Ex-Empress Zita of Austria-Hungary, was reported seriously ill recently. He is at his mother's home in southern

TRULY the most beautiful Chevrolet in Chevrolet history! Truly an achievement which must immediately change all existing ideas as to what the buyer of a low priced car has a right to expect for his money!

Here is the irresistible appeal of unbroken, flowing body lines—of modish new Duco colors, fashionably striped—of notable smartness—of that flawless silhouette regularly associated with the costliest of custom-built creations.

Here are score after score of advancements in design, literally too numerous to list completely—but typified by one-piece full-crown fenders, bullet-type lamps, coincidental steering and ignition lock and large 17-inch steering wheel.

Here is definite assurance of longer life, more satisfactory operation and even greater economy—for all models are equipped with a new AC oil filter and an improved AC air cleaner!

Such features as these are usually found only on cars costing up into the thousands. They are marks of distinction on the world's finest automobiles. Yet these are now offered on The Most Beautiful Chevrolet because the spectacular growth

of Chevrolet popularity has sent Chevrolet production to tremendous volume—and only the economies of tremendous volume plus inspired engineering make possible the manufacture of so fine a car to sell at Chevrolet prices.

We urge you to come in for a personal inspection. And we ask you to come, not in the customary casual mood—but actually anticipating the revelation you would expect when the world's largest builder of gearshift automobiles announces a completely new line of cars whose truly great value is based on irresistible beauty

and a host of improvements including:

- | | |
|---------------------------------------|--|
| New AC Air Cleaner | New Tire Carrier |
| New AC Oil Filter | New Bullet-Type Head Lamps |
| New Coincidental Lock | New Windshield On Open Models |
| Combinator Ignition and Steering Lock | New Heavy One-piece Full-crown Fenders |
| New Duco Colors | New Hardware |
| New Gasoline Gauge | New Running Boards |
| New Radiator | New Brake and Clutch Pedal Closure |
| New Bodies by Fisher | |
| New Remote Control Door Handles | |

--- with these Amazing Price Reductions!

The COACH \$595 Former price \$615	The COUPE \$625 Former price \$645	The SEDAN \$695 Former price \$735	The LANDAU \$745 Former price \$785
The Touring \$525 Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.	The Roadster \$525 Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.	The Sport Cabriolet \$715 Entirely new model with rumble seat.	1-Ton Truck (Chassis only) \$495 1/2-Ton Truck (Chassis only) \$395

Ballon tires now standard on all models. All prices F.O.B. Flint, Mich., effective January 1st, 1927.

Blue Mountain Garage

M. A. HARRISON, Mgr.

Opposite Postoffice

QUALITY AT LOW COST