

NEW NASH MODELS BEING PRESENTED

Special and Advanced Six Series Are Climax in Auto Making Field

Country-wide interest focused this week upon the introduction of the new Nash Special Six and Advanced Six series...

Outstanding among the attractions uncovered in this new Special Six series are the unique Nash-Seaman body creations and the engineering refinements...

The new Special and Advanced Six five-passenger sedans have undergone remarkable refinement. The trunk platform at the rear has been eliminated...

All enclosed cars in both series have the new French type roof and visor, exclusive to Nash and described as being "by far the best looking roof construction ever designed..."

The ultimate highway will be paved its entire length. Portions now are paved which are adjacent to important commercial centers along the route of the highway...

the cow somewhat similar to the arrangement in the Advanced Six, while to the board of the latter series has been added a hydrostatic gasoline gauge, accurate and reliable.

Both Special and Advanced Six models are now provided with carburetor air cleaners to prevent road dust, other sediments from entering the motor because of this refinement wear on the motor, it is said, will be reduced to a minimum.

All models in both series are equipped also with new "easy on" oil cap and "easy on" gasoline filler cap, fastened by a simple half turn.

Open and closed cars in both series are equipped with rear-view mirror, automatic windshield wiper and countless other details that make for the safety and comfort of the owner.

In speaking of the introduction of these new models, E. H. McCarthy, Nash general sales manager said, "Along with the development and introduction of the new Special Six series and Advanced Six series, it can be disclosed also that our plans for increasing factory production capacity still further have been completed and we are now entering into a period which will establish the heaviest production records ever achieved by the Nash Motor company."

PACKARD CAR IS DRIVEN TO RECORD IN NEW TEST

Beautiful Scenic Drive Follows Jagged Line of Pacific Ocean

(The Highway Magazine) No road in the United States can ever be farther west than the Roosevelt Memorial Highway, which for its whole distance of 421 miles from the Columbia river, along the Oregon coast to Crescent City, California, jaunts in and out along the jagged Pacific coastline with the roaring surf at its feet.

This highway has for its northern terminus the city and old fur trading post of Astoria, Oregon, which is also the western end of the famous Columbia River Highway. It follows a southerly course through rugged valleys and along miles of undulating seashore contours to its southern terminal, Crescent City, northern terminal for the Redwood Highway.

The ultimate highway will be paved its entire length. Portions now are paved which are adjacent to important commercial centers along the route of the highway. Crushed rock will constitute the major part of the surfacing when the road is formally dedicated next year.

Stretches near and within towns have been paved with black top. The west coast of Oregon and northern California is a region of heavy precipitation. Wet surfaces call for a large amount of hard surfacing, especially on sharp turns and dangerous reaches, and this policy is being carried out by the highway engineers of both states.

NEWS FROM BEACH RESORTS

(Continued from page 2)

were Rockaway visitors this past week.

Mr. and Mrs. F. A. Robinson and family of Portland motored down to Rockaway for a two weeks stay and are domiciled in the Ocean View Court apartments while here.

Miss Elsie Schmidt of the Elsie-Pauline Beauty Shop of Portland, accompanied by her sister, Miss Lois Schmidt and Miss Erma Meyers, also of Portland, are spending the week in one of the Newcomb cottages.

Mr. and Mrs. A. R. Landis of Portland, accompanied by their guests, Mrs. G. W. Morris of Falls City, Neb., and Miss Helene Morris of Kansas City, Mo., motored down to Rockaway this past week and are stopping at one of the Newcomb cottages.

G. F. Morris, Southern Pacific agent of Portland, accompanied by his wife and a party of friends, motored down to the Ocean View Court apartments and spent the week-end.

In the Ennes cottage for a few weeks are Mr. and Mrs. S. J. Ennes of Portland and Mrs. E. E. Ingram of Santa Rosa, Calif.

Mr. and Mrs. William J. Riley of Seattle motored down to Rockaway this past week and are stopping in the Sutherland auto camp.

Mr. and Mrs. S. M. Lyons of Portland are vacationing in one of the Barnard cottages.

Misses Lucile McNeal, Elizabeth McNeal, Elva Goldsmith and Katherine Wirth of Portland, compose a vacation party that is occupying one of the Driftwood cottages for a brief stay.

Miss Ruth McFarland of Portland spent last week with Mrs. John Cleland, who is spending the season in the Troy cottage.

J. O. Johnson of Portland is in the Sea Breeze cottage for a few weeks.

C. S. Rice of Portland is spending his vacation in the Ashland cottage.

Mrs. J. Milton Force is in the Beach View for a week from her home in Portland.

Spending a month in Rockaway are B. E. Madill, Mr. and Mrs. A. W. Lightfoot and Ray Mohler, all of Salem.

Miss Gladys Marshall of Portland is a guest at the Johnson cottage.

R. W. Bett of Imperial, Penn., is among the Rockaway visitors this week.

Mr. and Mrs. J. Bernstein of Vancouver, Wash., are spending a few days in Rockaway.

E. E. Earle of Portland is vacationing in Rockaway this week.

Miss Mae McGee of St. Paul, Minn., and Mrs. James McGee of Sisseton, South Dakota, are domiciled in the Cozy Cottage this season.

In the Wallula Lodge for two weeks are Mr. and Mrs. John C. Drain Jr., of Portland.

Mr. and Mrs. A. Lindholm and children, Eleanor and Max, and their guest John Kleeb, all of Silverton, spent the week-end in one of the Troy cottages. They are visiting a number of the beaches while on their vacation.

Mr. and Mrs. J. W. Schreiner and children and Clarence Kaufman of Portland, are domiciled in one of the Baldwin cottages for a month.

Mrs. F. E. Smart and daughter, Miss Maude of Portland, are spending several weeks in the Davis cottage.

Spending the season in the Ocean View Court apartments are Mrs. R. A. Steinger and Mr. and Mrs. Thomas F. Bradshaw and son Robert of Portland. Mrs. Steinger is the mother of Mrs. Bradshaw.

Mr. and Mrs. W. B. Powell of Portland are domiciled in the Suit Sus cottage for a few weeks.

In the Wee Wee cottages for the season are Mr. and Mrs. J. Schmitt

Dale and John Schmitt and Clyde Barnhart of Portland.

Mrs. Wash, Mary Walsh, Miss O'Toole and Mary Rielly are in the Radio cottage for the season.

Mrs. M. E. Ertel, Miss Virginia Kelly and Mrs. Martha A. Basey of Portland are in the Woods apartment for a few weeks.

Mrs. May Foulk of Salem is a guest at the Beach Court hotel this week.

Miss L. Morris, Mrs. Frank Provan and G. C. Wallen of Albany are also spending the week at the Beach Court.

Miss M. A. London of Portland, accompanied by three nieces, Ardie, Bonnie and Peggy London, and one nephew, Emery London, are domiciled in one of the Baldwin cottages for six weeks.

In the attractive new McKinley cottage of J. J. Krebs for a month are Mrs. John Busch and children of Oregon City.

Mrs. C. A. Knapp and sister, Mrs. Mitchell of Camas, Wash., left this week for their homes after spending a month in one of the Irwin cottages.

Mrs. Frank Roberts, Miss Roberts and Clarence Hogan of Portland are in the Hallock cottage for two weeks.

Miss Hazel Flaherty and Mrs. C. Hofele and daughter, Miss Mary, of Portland, have taken the Ionian cottage for an indefinite stay.

In the Collegiate Inn for a few days are Harley Watrous and Hugh McCall of Portland.

Spending the season in the Frontier Lodge are Mr. and Mrs. J. W. Kelly, Miss Aileen Kelly and Mrs. T. J. Drew all of Portland.

F. J. Palmer and J. Miller of Portland are in the Nestledown for a week.

Miss Mabel Elise of Portland is spending a week at the El-Su-Mar cottage.

Mr. and Mrs. E. G. McFarland of Oswego are spending several days in the camp ground.

M. LaPerre and sons, Jean and Jerry, are in the Moana cottage for two months.

In the Shamrock cottage for ten days are Mrs. A. L. Smoke, Miss Martha Smoke, Mrs. George Rogers and three children, and Miss Alice Rogers, all of Oswego.

Mr. and Mrs. A. A. Stewart and children of Portland are in the Russell cottage for two weeks.

Mrs. Laura M. Guthrie, Mrs. J. M. Brown and daughters, Aileen, Margie and Patricia, of Portland, are at the Rockaway Rooms this week.

Mr. and Mrs. Y. T. Wagenblast of Portland, are vacationing in the Walling cottage.

Mr. and Mrs. H. F. Godfrey are in the Me-Wampcot cottage from their homes in Portland.

Vacationing in Rockaway for the sixth season are Mr. and Mrs. Edward E. Brockman and sons, Paul and George, of Portland.

In the Nebraska cottage from Chicago, Ill., are Mrs. H. C. Bredfield, Mrs. J. J. Oster and Miss Margaret Hirsch.

Mr. and Mrs. Y. N. Bacon of Salem are spending a few weeks in Rockaway.

In the Sunshine cottage for a month are Mr. and Mrs. George J. Kratt and children, Walter and Clara and Mrs. Theo Billeter of Portland.

Mr. and Mrs. James Jones are spending ten days in the Alexandra cottage.

In the Chico cottage for a few weeks are Mrs. W. F. Graham, Mrs. O. E. Sutfield and Mrs. H. C. Bredfield of Portland.

Mr. and Mrs. Albert S. Nelson and Mrs. Ben Taughlin and daughter, Miss Emma of Yamhill, were in the Driftwood cottage for a week.

TWIN ROCKS

Charles Brant and daughter, Miss Marjorie, and Mr. Brant's father, Charles Brant, Sr., of Salem, motored down to Twin Rocks last Wednesday to visit with Mrs. Brant and daughter, Miss Dorothy,

at the Purdy-Arden cottage. Mr. Brant, Jr., and daughter, Miss Dorothy, returned home on Sunday. Mr. Charles Brant, Sr., returned to Oregon last week after visiting for several months with a daughter in Kansas City, Mo.

Mrs. George McLelland and daughter, Miss Bella and James Roberts of Portland, motored down last Saturday to visit with Mr. McLelland at his Renard Cove Silver Fox farm here.

Mrs. Mary Sampson and sons, Blanchard and George, were guests of Mr. and Mrs. Edward Curtis at dinner last Sunday.

Mr. and Mrs. Sam Stortz and daughters, Emma, Edna and Wilma, of Silverton, motored down this last week-end and visited with Mrs. R. L. Sampson and Lenore and Raymond. They all motored home Sunday with the exception of Miss Emma, who will visit here for a couple of weeks.

Mr. and Mrs. L. Van Tassen and Mrs. E. Cameron and children of Portland, motored down to Twin Rocks this week and spent a few days camping on the ridge.

Alexander Gardner of Tacoma, Wash., left for his home today after visiting for a week with Mr. and Mrs. Robert Gardner at their summer home here.

Mr. and Mrs. R. H. Whitteland and children, who have been vacationing in the Keft cottage, have returned to their home in Portland.

Mr. and Mrs. Joe Evans and son, Carl, left Saturday for an extended motor trip to Marshfield, Roseburg and Klamath Falls. They expect to return to Twin Rocks in September.

Miss Alice Allizan Moore, Mrs. Estelle Wilson, Brantigan, Wilmoore E. Brantigan, and Miss Floda Belle Burns, of Portland, are spending two weeks in Mrs. Scott's Hello Hill cottage.

Mrs. M. S. Zeigler and daughter, Dorothy, of Portland, and Mrs. I. B. Riddle of Roseburg, a sister of Mrs. Zeigler, are spending three weeks in the Strange Nook cottage. Mr. Zeigler will spend the week-ends here.

R. L. Sampson accompanied by Miss Katherine Brunner and Robert Jones motored down from Portland last Saturday and spent the week-end with his wife and family, Miss Brunner, who is a niece of Mrs. Sampson will visit here for a couple of weeks.

Mr. and Mrs. Charles Etchel and family and Mr. and Mrs. George W. Flier and son of Portland, are visiting at the Willows for a brief stay.

Visiting for a week with Mrs. R. W. Janney of Portland, who is spending the season in the Kressman cottage, are Mrs. W. E. Savage and children of Portland.

Mrs. E. C. Parmele of Portland is vacationing in Twin Rocks for a few days.

Mrs. J. E. Reynolds and two children of Tillamook, are spending a week with Mrs. Reynolds' mother, Mrs. Pearl Van Scyoc in the Rose City cottage.

Hugh O'Neil of Portland, spent last week-end with his family at Scott Villa, Frances Goodrich of Portland accompanied him home

HARD USAGE IS GIVEN CARS USED BY FLEETS

CHEVROLET TRUCK AND PASSENGER CAR SALES BIG

Salesman and Distributors Use Light Machines to Cover Nation

"Fleet orders" for both passenger cars and trucks are being received with increasing frequency by the Chevrolet Motor company from large organizations whose investigations have established the economy of providing their salesmen and other representatives with reliable motor transportation.

Hundreds of Chevrolet fleets have been delivered since the first of the year.

The group purchasers assign various reasons for their decision to standardize on Chevrolet.

Reliability and economy, one of the factors in Chevrolet's popularity among the farm districts, is the reason most frequently given by the organizations whose men penetrate those districts. Other cite the universal availability of service at Chevrolet's 3,600 dis-

tributors, 2,900 associate dealers and 11,000 parts depots which dot the country. The purchasers of fleets for city use prefer the Chevrolet because of its attractive appearance and easy handling and its 18.5-foot turning radius.

Among the recent group purchasers is the United States Tobacco company which has furnished a fleet of 54 Chevrolet coaches to its salesmen in the eastern states. They find the coach tonneau convenient for bulky samples.

The Consolidated Gas company since January 1 has bought 34 Chevrolet coupes, roadsters and trucks principally for the use of inspectors, "trouble shooters" and foremen in New York City.

A fleet of 24 coupes has been purchased by the Universal Portland Cement company for its salesmen throughout the country. Hundreds of other companies in a wide variety of business have

established Chevrolet fleets ranging in number from six to 20 cars. "Sales cost record are proving daily the economy of automotive transportation for salesmen," said R. H. Grant, general sales manager of the Chevrolet Motor company.

"The average expense per call incurred by the salesman driving an automobile is lower than by rail due to the fact that the salesman using a machine makes three times the number of calls and spends more time with each customer. He will make calls which otherwise he would skip were he limited by rail transportation.

"In addition a salesman who drives an attractive car up to the customer's establishment enjoys a peculiar psychological advantage over the salesman who arrives on foot. Unconsciously the buyer accords more rapid and courteous attention to the man with the car."

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