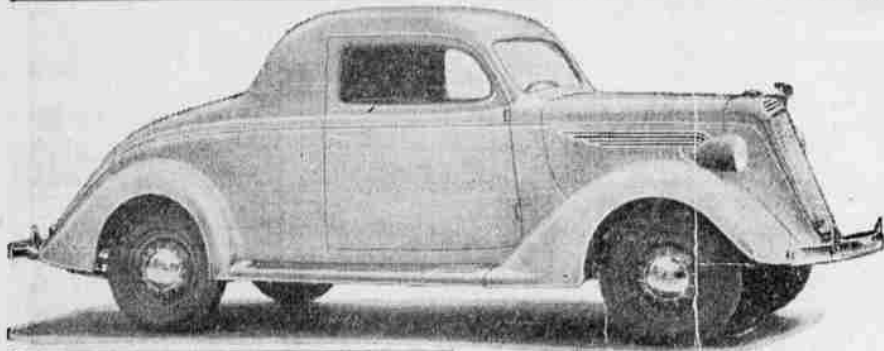


AUTOMOTIVE NEWS

1936 LaFayette Coupe



LaFayette Coupe's Spare Tire Concealed Behind Pivoted Seat

In addition to streamlined, all-steel bodies and hydraulic brakes, Nash engineers have embodied several innovations in car design in the 1936 LaFayette coupe. The spare tire storage space shown above is one of these. Located behind the pivoted seat, the spare tire is out of sight and does not take up storage room in the spacious luggage compartment in the rear. The wide front seat in this new LaFayette makes it a three-passenger car. With a rumble it seats five, comfortably. The rear luggage compartment is one of the largest ever built on any car.

Mounted on the 113-inch LaFayette chassis, this new coupe is one of six body styles offered in this 1936 low priced line. Synchronized springing, an 83-horsepower motor and mid-section seating are other features of the 1936 LaFayette.

TOURIST TRAVEL HIGH THIS YEAR

At least one hundred thousand automobile parties, averaging three persons to a car, will have traversed the splendid highways of Washington, Oregon and California by the close of the present four-months' vacation season. Most of these tourists come from other states. Their expenditure for the season in the coast states is approximately one hundred thirty-five million dollars.

Motor traffic on Pacific coast highways will be at least 30 per cent greater than that of the summer of 1934.

Three striking figures, revealing the cash value of western highway, climatic and scenic advantages—during travelers in increasing thousands from all parts of the world—were recently secured by H. J. Macdonald, manager of the real estate department of the General Petroleum corporation.

Talking with Don Dolg, manager of the tourist bureau of the Automobile club of Southern California, Macdonald discovered that:

Five and a half dollars is the average amount spent per day by each tourist.

One month is the average length of stay on the coast.

These figures are carefully compiled by interviewing thousands of motorists.

Eighteen thousand cars have been routed thus far this season from San Diego and Los Angeles to points as far north as Reno and Lake Louise in British Columbia. But the number traveling into British Columbia from California is but a small proportion of the total motorizing through the three coast states.

"We of the Pacific coast are just awakening to full realization of the cash value of our natural beauty spots, and our marvelous highway system."

Browns White Swimming
PORTLAND, Ore., Aug. 3.—(AP)—Hugh Geraghty, 27, of Portland, drowned while swimming in the Willamette river here today. The body was recovered.

Hotel San Pablo
SAN PABLO, CALIF.
A HOME AWAY FROM HOME
Completely Renovated ---
--- and Redecorated
Rates
With detached bath from \$1.25 daily
With Bath from \$1.75 daily
FREE GARAGE NEW MODERN COFFEE SHOP
DIRECTIONS TO HOTEL
Stay on Main Highway
(San Pablo Avenue)
directly to 20th Street
Management—Harry B. Strang

STOP over night at...
the SAN PABLO en route
to the SAN DIEGO FAIR

Western Auto To Feature Camping And Outing Needs

This is the time of year when the great out of doors beckons the automobile owner to that most healthful of vacations known as camping out.

Camping out appeals to almost everyone. This universal liking is easily understood since it is one of the most creative and restful forms of recreation. Fortunately it also offers a most healthful and economical vacation as well.

But "camping out" no longer means "roughing it." The vacationist can be as comfortable and pleasant as completely surrounded with the conveniences of modern life as he would be in his own home, a survey of the modern camping equipment displayed at the Western Auto Supply company reveals.

"To the motorists of the west is offered the special privilege of being able to find beautiful camping sites near or far," Charlie Pritchett, local manager of Western Auto, asserts. "To the many sites that have been available in the past has been added hundreds of new ones in national forests through the efforts of the CCC boys. Now, more than ever before, the outdoor lover will find camp sites waiting within a few hours drive of every city or town. No longer need the camper wait until he has a week or a month free for travel, because every week-end and holiday offers its golden opportunities for the outdoor freedom."

"But whether the outing is for a week-end or a period of weeks nearly every home comfort can be enjoyed at camp, if a wise selection is made from the multitude of camping needs now on display at the Western Auto store. Everything for the camper can be found there, including tents, stoves, camp beds, cooking utensils and regulation camp axes and shovels."

"Western Auto's slogan 'Save with

Safety' means money saving values for campers on everything for the summer outing," he adds.

PASSENGERS SAFE WHEN TWA PLANE HITS PINE TREES

ALBUQUERQUE, N. M., Aug. 3.—(AP)—The Sky Chief, transcontinental passenger plane, was wrecked as it tore through a clump of pine trees in a forced landing 20 miles east of here at midnight, injuring the pilot and co-pilot. The eight passengers escaped harm.

At Kansas City, officials of TWA said the plane apparently was forced down by water in the gasoline, caused by condensation, as it made its night journey across the desolate New Mexico-Arizona desert.

W. H. Osterander, traffic representative of TWA at Albuquerque, left for the scene of the crash, near Otto, N. M., to take charge of the investigation. Before he left, he said the plane, a Douglas cabin ship, enroute from Los Angeles to Kansas City, struck a clump of pine trees and both motors, the left wing and propellers were torn away.

Pilot Cliff Abbott and Co-pilot Bill Jones were cut and bruised. They crawled with the passengers from the wreckage and all were taken by taxi to Albuquerque where the travelers were placed on another plane for Kansas City.

PORTLAND, Ore., Aug. 2.—(AP)—Police today were searching for a youth who entered an eight-year-old car into his automobile, drove to a suburban section and attacked her late yesterday.

The girl was released two blocks from her home.

Western Auto's slogan 'Save with

It's near



You'll rest more, relax more, enjoy your holidays more if you telephone ahead to confirm arrangements and meet friends, and home to relieve anxiety. The cost is moderate.

Home Telephone & Telegraph Co.,
Of Southern Oregon

OPTIMISM RULES TRADE CIRCLES

(By the Associated Press)
An almost universally optimistic

tone pervaded American business last week with current indications of the upswing anchored on a firm foundation.

Retail trade, in the aggregate, moved swiftly forward. Merchants noted a good response from consumers to special sales of summer supplies, and into the larger wholesale markets came signs of a lively interest in fall lines.

Private reports show the retail vol-

ume has reflected back to the wholesalers who in turn have extended their demands for merchandise to the manufacturers of consumer goods.

Preserved Intact
SALEM, Aug. 3.—(AP)—Contents of the deposit box taken from the cornerstone of the old capitol building this week were found to be in a perfect state of preservation when the

box was opened here today by Earl Snell, secretary of state. All listed articles, a total of 83, were found to be in good condition.

Pine Valley Deluge Victims Given Help

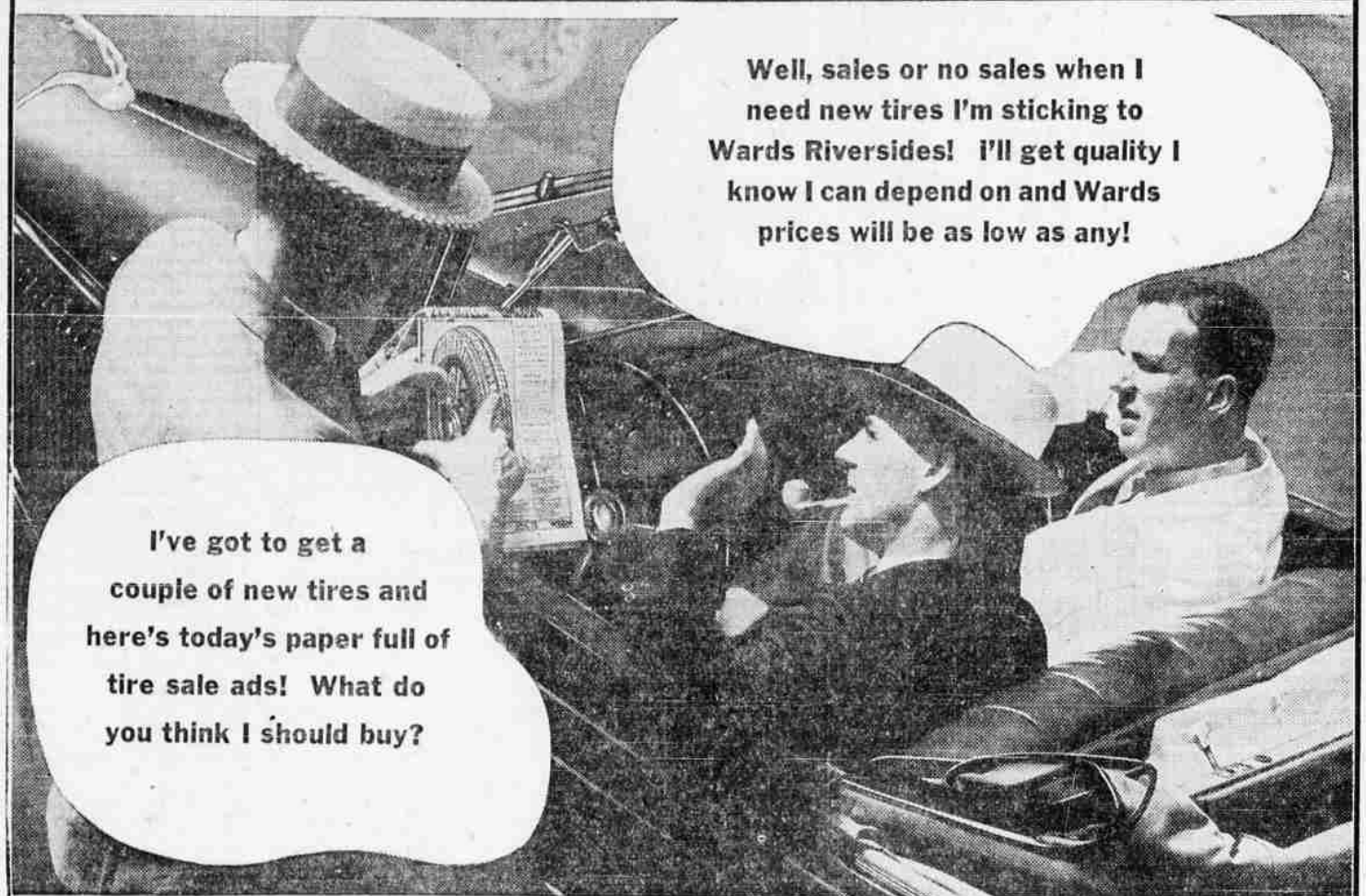
SALEM, Aug. 3.—(AP)—Governor Martin today announced the state relief committee was taking com-

plete care of the victims of the cloudburst and flood at Pine Creek in Wheeler county last week.

The governor was advised today by Elmer R. Goudy, relief administrator, that the 30 victims were being given medical attention, food, clothing and shelter by the state.

KEYS and expert lock repairing. Medford Cylery, 23 N. Fir, Ph. 281. Use Mail Tribune want ads.

WARDS RIVERSIDE TIRE USERS STICK TO RIVERSIDES!



Built to give you more wear - Greater safety!
Priced to give you real savings - Compare!

Montgomery Wards First Quality RIVERSIDE TIRES!

America's Best First Quality Tires!



You cannot buy a longer wearing first-quality tire at any price! Gruelling tests over some of the country's worst roads prove that New Riversides give up to 28% MORE MILEAGE than other leading first quality tires. This extra mileage and better performance means you get as much as one FREE mile in every five throughout Riversides' long life!

You cannot buy a safer first-quality tire at any price! The same extra quality that gives you New Riversides' extra mileage gives you greater safety too! Extra skidding protection built into New Riversides' thicker, flatter, 2-way Center-Traction safety tread! Greater blowout protection in New Riversides' improved, strengthened carcass, with Latex dipped cords and double insulated safety plies!

You get the benefit of Wards savings in EXTRA quality and LOWER prices! It costs just as much to make a New Riverside as it does any of the leading first quality

tires BUT it costs a lot less to sell them to you! First, because Wards way of buying tires eliminates most of the selling and service expenses the manufacturer incurs in selling the average dealer! Second, because Wards cost of selling tires is distributed over thousands of other items while the average dealer must distribute these costs over just a few! New Riversides, America's best first quality tires, are priced no higher than many other makers second-line tires!

Get Wards Low Prices Before You Buy Any Tires.

WRITTEN GUARANTEE AGAINST EVERYTHING...

- Blowouts
- Under Inflation
- Faulty Brakes
- Bruises
- Cuts
- Collision
- Wheels Out of Line

EVERYTHING that can happen to a tire in service WITHOUT LIMIT as to number of months or miles. The strongest written guarantee ever offered!

Wards Convenient Payments May Be Arranged



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