

## NASH HAS FOURTH PLACE IN WORLD'S GREAT INDUSTRY

KENOSHIA, Wis., Feb. 27.—Letters and telegrams of congratulation, birthday cakes and personal remembrances came to Charles W. Nash from all points of the compass, recently, when he rounded out his sixty-fifth year of active service to a busy world. But, delighted as this robust and kindly leader of America's industry was with these tokens of personal esteem, they were totally eclipsed by an official business tribute which arrived at about the same time and which brought with it proof of his great industrial success.

It came in the form of an official report from the highest tribunal of the American automobile industry, revealing that The Nash Motors company has risen from ninth to fourth place among national automobile manufacturers, not including Ford, in the last six months of 1928, and since the bringing out of its new "400" series cars.

These official statistics, covering the automobile year which runs from July to July, are based on the dollars and cents business done by the various companies.

In this instance, they show that for the first six months of the official year (July 1st, 1928 to January 1st, 1929), the universal and enthusiastic demand for the new Nash "400" series cars has given Nash fourth position in the world's greatest industry and has brought about that dramatic climb from a place ninth in the American list a year ago.

The announcement serves to back up officially the great individual sales records which sent Nash to first sales place among all six cylinder cars in Greater New York for the entire year of 1928 and second only to Chevrolet in this highly competitive district, which brought Nash to first place among all the sizes in the New Orleans and Memphis sales figures for the year.

In a number of additional important sales centers, Nash led all the sixes in the December sales and in several reached second position among cars. Nash popularity has gone soaring in all parts of the world.

"I am not interested in creating great manufacturing volume records for the sake of the records themselves," Mr. Nash said today in commenting on the national report, "the gratification lies in the fact that these records come as a result of merit in the Nash product. The Nash Motors company never has and never will push through great volumes of cars and force them on dealers in order to show high figures. But I am interested in success for the entire Nash family—factory workers, distributors, dealers, salesmen and everyone identified with our organization—and in serving the automobile public in the best possible manner.

"This record spells the biggest success so far attained by the Nash organization. It also indicates public recognition of the quality in this '400' series car, which I know to be the nearest one hundred per cent automobile that has ever been built.

"In these new type automobiles, we have given motorists our supreme effort toward motor car perfection at moderate cost. Naturally, it is a great personal gratification to me to have this proof of the American public's appreciation and support."

## HUDSON-ESSEX IS LIKED IN EUROPE

More than one third of all the American automobiles imported into England were Essex Super-Sixes, and Hudson-Exsels cars combined led all other American cars imported into Europe, according to the official figures for 1928, published by the Automotive Trade commission in Paris.

"That we were able to establish such a record is a tribute to the ability of the American manufacturer to meet European standards of excellence and offer price advantages that could only be obtained by large production methods and the purchasing advantages which J. S. Draper, export trade manager for Hudson,

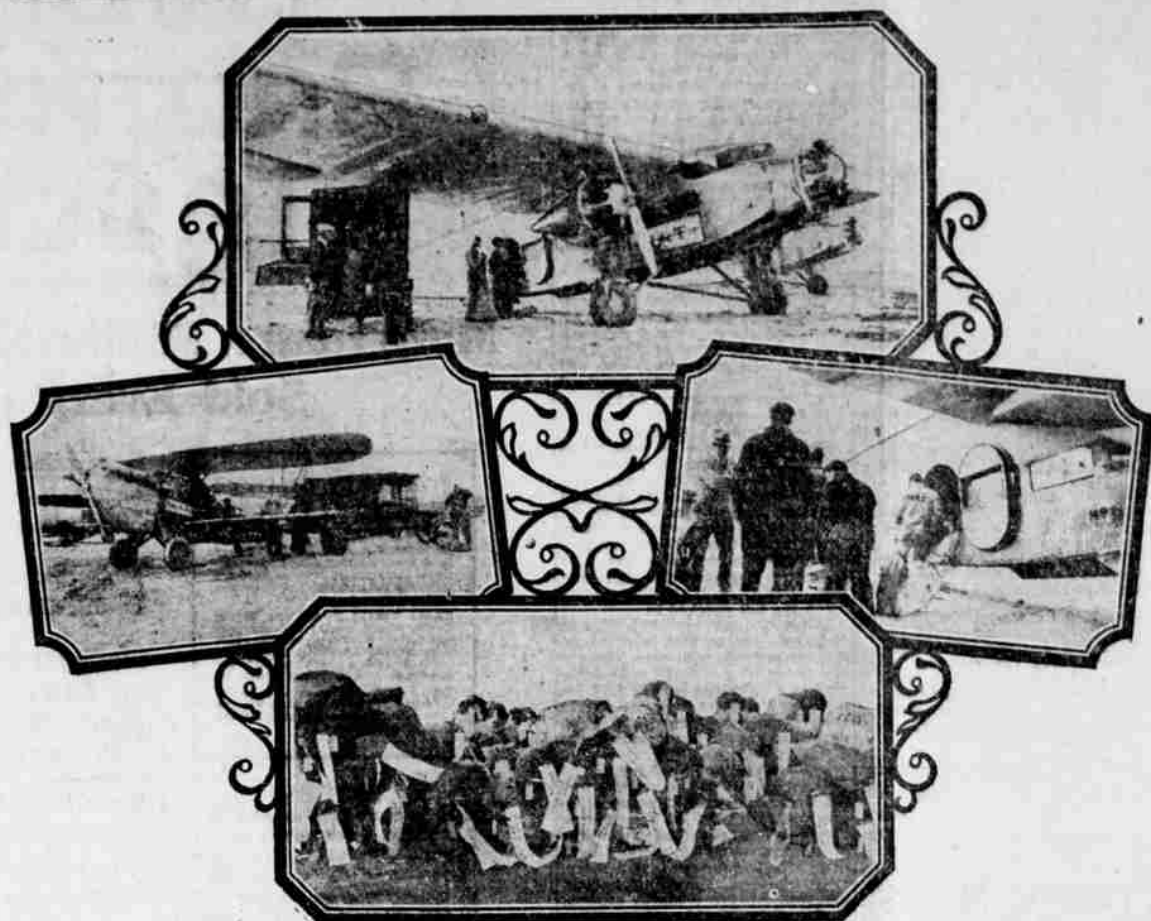
Mr. Draper, who for years advocated that the men sent abroad to represent American industry should be fully equipped to embrace the customs of the countries they were sent to and respect their traditions, feels that a great deal of the credit for America's rise in the export trade should be given to our representatives abroad.

"For years," says Mr. Draper, who is acknowledged to be an authority on export matters, "it was said in practically every foreign country that an Englishman's word was his bond. That fact alone had much to do with Britain's supremacy.

"It provided a tremendous sales insurance for England and a great sales resistance to the American abroad who did not meet the situation as tactfully as he might have. Today, however, because in recent years our salesmen abroad have been as competent, as trustworthy and as well equipped, commercially and socially, to meet all competition, we have reached heights never before approached.

"Today, in foreign countries it is accepted that 'An American's word is as good as his bond,' which, of course, it is. Add to that the advantages of quality and price

## AIRMAIL · SHATTERS · WORLD · RECORD



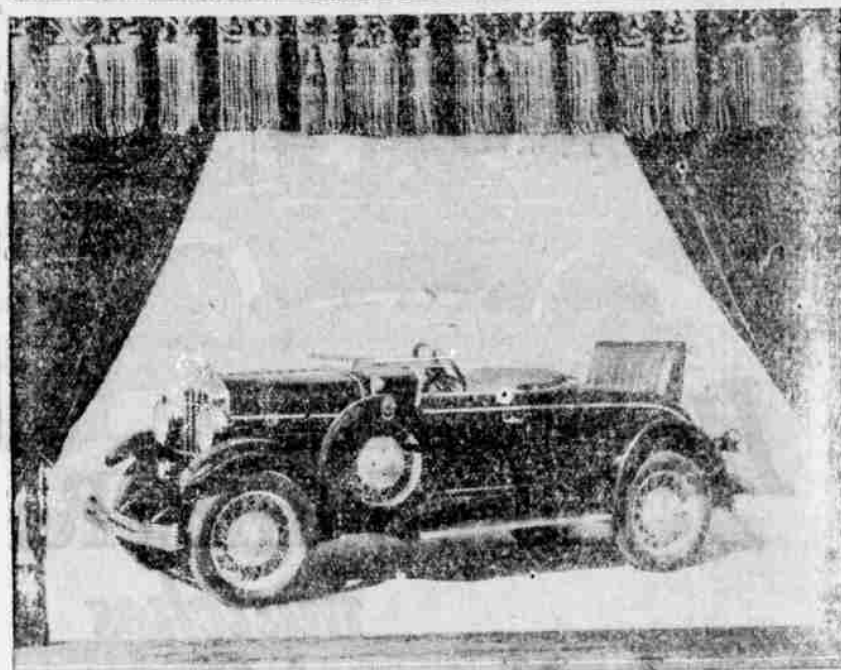
Twenty-eight airplanes, of which nine were the tri-motored giants of the air, were used at Toledo recently to haul the biggest airmail shipment in the world's history when the Willys-Overland Company sent out 700,000 Whippet letters weighing 30,000 pounds to actual prospects in more than 6,000 towns covering every state. The big monoplanes each carried 2,500 pounds of the mail.

A large part of the shipment traveled a distance of 11,000 miles in the air before reaching conveyances for its final delivery. This spectacular delivery

was carried on without interrupting regular airmail schedules elsewhere and testified to the splendid development of commercial aviation in the United States during the last two years.

The upper picture shows one of the big tri-motored planes loading up with the Willys-Overland mail and a close-up view of this plane is shown at the right. The scene on the left shows other types of airplanes used while the lower view reveals a part of the huge stack of airmail with special destination tags attached before being loaded in the planes.

## WILL BE 1929 WINNER



This new Durant Six De Luxe Sport Roadster, exhibited to dealers and western enthusiasts for the first time last week will be one of the most popular cars in the 1929 Durant line of motor cars, it is said. The setting shown above was part of the Durant special display arrangement at the recent San Francisco Auto Show. Reports state the display drew huge throngs.

### MECHANICAL MIND

LONDON—Radio can do many things thought impossible a few short years ago. When the Atlantic fleet goes out for target practice, the H. M. S. Centurion, the target ship, is maneuvered around by radio from a destroyer located a mile away.

## INSTRUMENTS ON WHIPPET MODELS ARE CONVENIENT

In keeping with the high standard of style and smartness characteristic of the new Whippet four and six cylinder models, is the new grouping of the instruments on the dash panel. An entirely new design of the instrument panel, highly attractive, is a distinct quality feature of the new Whippets. And considerably enhances the smart appearance of the front compartment. In addition to the stylish effect the new instrument panel brings, and you readily understand why we can export one million cars to be admired in foreign countries in 1929.

Instrument arrangement is a distinct convenience.

The speedometer, oil gauge, ammeter and the two buttons operating the spark and throttle controls are closely grouped in the attractive panel. To the left of the panel is a button for operation of the choke while to the right is an indicator key which is part of a vehicle lock.

Further improvement is noted in the instrument panel with the adoption of the indirect lighting system. This modern feature is now considered an absolute necessity to read his instruments at night, and they are so conveniently grouped that merely a glance is all that is necessary to get the complete registry of all the instruments.

## Fight Shy of Damages!

Play safe—Look to your brakes—it is impossible to get first class service with

**BRAKE DRUMS OUT OF ROUND OR BRAKES OUT OF ADJUSTMENT**

A nominal fee puts your car in the safety class and gives you a satisfactory job at this shop.

**PERCY CROFT**

At Highway Service Co. Roseburg, Ore.  
THE HOME OF SEIBERLING TIRES

## THE RECORD-BREAKING NEW NASH "400"

from 9<sup>th</sup> to 4<sup>th</sup> place in just 6 months!

IN DOLLARS AND CENTS VOLUME, ACCORDING TO OFFICIAL FIGURES (Ford Excluded)

ON July 1, 1928, Nash stood ninth in dollars and cents volume of sales, exclusive of Ford, according to the official figures for the year ending at that date.

On January 1, 1929, just six months later, according to the same official figures, Nash stood fourth.

In this very brief period the new Nash "400" has completely changed the automobile picture of America.

With unmistakable enthusiasm, motorists everywhere have placed their stamp of approval upon this new Nash

—making it, by a tremendous margin, the outstanding motor success of modern automobile history.

Why? Because Nash gives them the Twin-Ignition motor... gives them cars equipped with the Bijur centralized chassis lubrication system... with hydraulic shock absorbers... with bumpers front and rear... spare tire lock... cars completely, luxuriously equipped... at no extra cost.

Ninth to fourth place in just six months because the new Nash "400" is the only car of all the new cars with every new and progressive feature!

## The New NASH "400"

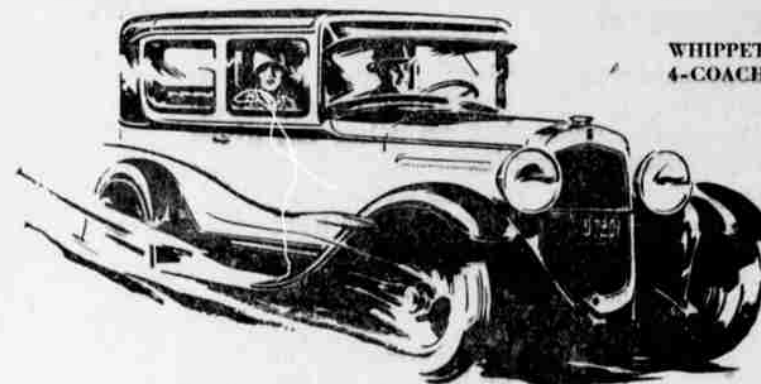
Leads the World in Motor Car Value

### IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

|                                                                 |                                                                         |                                              |                                            |
|-----------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------------------------|--------------------------------------------|
| Twin-Ignition motor                                             | Aluminum alloy pistons (Inter Struts)                                   | Bijur centralized chassis lubrication        | Longer wheelbases                          |
| 12 Aircraft-type spark plugs                                    | New double drop frame                                                   | Electric clocks                              | One-piece Saloon fenders                   |
| High compression                                                | Torsional vibration damper                                              | Exterior metalware chrome plated over nickel | Clear vision front pillar posts            |
| Houdaille and Lovejoy shock absorbers (exclusive Nash mounting) | World's easiest steering 7-bearing crankshaft (ball-bearing crank pins) | Short turning radius                         | Nash Special Design front and rear bumpers |
| Saloon Bodies                                                   |                                                                         |                                              |                                            |

L. R. CHAMBERS MOTOR COMPANY  
NASH SALES AND SERVICE  
Main and Douglas Sts. Phone 649 Roseburg

# The only LOW-PRICED CAR with all these costly car FEATURES



WHIPPET 4-COACH

\$535  
World's Lowest Priced Four-Door Sedan \$595

Coupe \$585, Roadster \$655, Touring \$475, Commercial Chassis \$555.

WHIPPET 6 with 7-Bearing Crankshaft (Coupe \$685, Coupe \$685, Coupe (with rumble seat) \$725, Sedan \$705, Sport Deluxe Roadster \$810 (with rumble seat and a/c). All Willys-Overland prices f.o.b. Toledo, Ohio, and specifications subject to change without notice.

**1 Silent timing chain**—For quiet, smooth operation and long life, an adjustable silent timing chain drives the camshaft and auxiliary shaft of the new Superior Whippet.

**2 Full force-feed lubrication**—The heavy, rugged crankshaft of the new Superior Whippet is drilled for full force-feed lubrication.

**3 Aluminum alloy invar steel strut pistons**—This design prevents piston distortion and assures faster pick-up, greater speed and power, smoother operation and longer life.

**4 Big four-wheel brakes**—Mechanical type brakes, positive and quick-acting, afford maximum driving safety.

**5 Snubbers and oversize balloon tires**—These features, together with increased wheelbase and longer springs both front and rear, give exceptional riding comfort.

**6 Mono-control windshield**—The windshield can be quickly and easily wound open or shut with one hand, even while the car is running.

**7 "Finger-Tip Control"**—A single button, in the center of the steering wheel, starts the motor, operates the lights and sounds the horn. Aside from its great convenience, this fundamental improvement is also an important safety factor, as you can keep your foot always on the brake when starting or re-starting on a hill.

**NEW SUPERIOR Whippet**  
WILLYS-OVERLAND, INC., Toledo, Ohio  
F. W. CHASE  
Phone 399  
Salesroom 317 North Jackson St. Roseburg, Oregon