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VOL XXIX NO. 293 OF THE EVENING NEWS

NASH TWIN 6 AND 8
WIN CONFIDENCEDealers Cooperate With
Factory in Successful
Policies.

KENOSHA, Wis., March 19.—National success of the famous Nash twin-ignition eight, twin-ignition six and single six "400" cars for 1930, coupled with a dealer co-operation policy which is conceded to be the most constructive and profitable, anywhere in the industry has brought more than 300 new dealer organizations into the Nash Motors company's merchandising corps since the new series cars were announced in October.

C. H. Bliss, sales manager and head of the gigantic establishment which supplies Nash products to the public, in announcing this remarkable expansion of the retail organization, declared today that 204 of these new Nash establishments are organizations which formerly handled competitive makes of cars and became interested in the Nash because of the instant popularity won by the new quality cars and the fairness of Nash dealer policies.

"It is gratifying to know of the interest in Nash merchandising and the appreciation of the benefits of fair dealing by dealers throughout the automobile industry," he said. "This unusual march of competitive dealers to work under the Nash standard indicates plainly that our endeavor to build extra quality cars, outstanding in their price class, and cars that can be handled profitably under fair and friendly conditions, has been successful to a marked degree."

"Through the employment of sound business principles, the members of the Nash selling organization have been and are now more than ever in a position to secure the share of business they are entitled to on a more profitable basis than is possible under any franchise in the industry. We consider this a most healthy business condition and one which is well worth the company's years of organization effort."

"Beginning with the first few days of generally fair weather which was recently enjoyed by most sections of the country, the sale of both new and used cars seems to have improved to a considerable extent in many parts of the United States. It looks now as though we are on the threshold of a period that will result in a good volume of business for the entire Nash organization as well as retailers in practically all lines of business. The results obtained by the great army of merchandisers who deal direct with the American public is going to depend largely upon the aggressiveness and actual service rendered by individual organizations and the amount of intelligent, hard work put forth by every member of the selling force."

AIR TRAVEL SEEN
AS BUSINESS AID

The airplane has become an indispensable adjunct to modern business success.

This is the assertion of William J. Rucker, of the firm of Rucker Bros., pulp and paper manufacturers of Everett, Washington, on his arrival here from the north on a business trip. Mr. Rucker flew to Guaymas, Sonora, Mexico, on the Pickwick Latin American plane that left Grand Central Air terminal Wednesday, March 12th. The 769-mile trip is made in about eight hours.

"Business men whose interests are scattered over wide territories," said Mr. Rucker, "must conserve their time by air travel if they would be successful. No business man would substitute his automobile for a horse and buggy and expect to keep abreast of his competitors; yet many who have always thought of themselves as progressive are finding their business lagging far behind that of their air minded competitors."

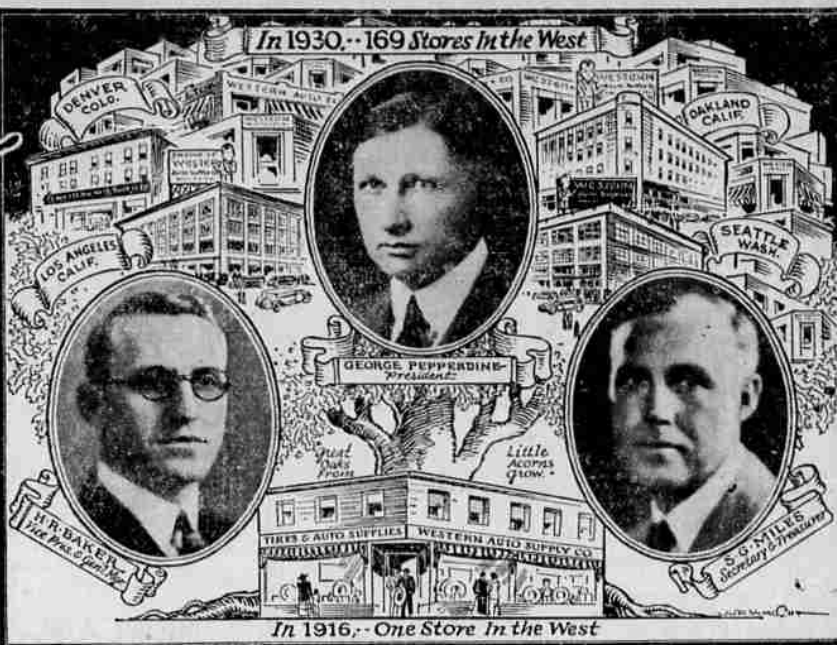
Because of the time saved, Mr. Rucker says he has made most of his long distance traveling by air for several years.

ACCIDENT HAZARD
STIRS THE NATION

Public officials throughout the country are becoming alive to the menacing increase of motor vehicle accidents in the United States. With more than 27,000 taxicabs in operation on the streets of New York City, for example, Police Commissioner Grover Whalen instituted an investigation which resulted in a regulation compelling all New York City taxicabs seeking a license after February 15th to be equipped with scatter-proof glass. This is merely the forerunner of a series of legislative enactments, according to State Senator Duncan O'Brien, of New York, who is preparing a bill for introduction in the state legislature all Albany requiring all motor vehicles used for public transportation to be equipped with non-scatter glass.

Total accidents last year from motor vehicles ran considerably over a million, 37,000 of which were fatal, an increase of 11.65 per cent over 1928, according to the latest available insurance statistics. With over 26,

Western Auto Celebrates 14th Anniversary



The one hundred and sixty-nine stores operated by the Western Auto Supply Company are celebrating the fourteenth anniversary of the firm this month. Leaders of the company, together with an artist conception of the first building and the present huge group of sales and service stores covering the West, are shown here. An anniversary sale is being featured this month in all Western Auto stores.

600,000 vehicles on the road, it is quite evident that even with proper observance of traffic laws most accidents are bound to occur, but public officials and safety engineers are busy obtaining informative records and analyzing accident facts in order to take precautionary measures for minimizing the number of motor accidents and the heavy percentage of fatalities.

PUBLIC 15 BILLIONS IN DEBT,
SAYS RETAIL CREDIT GROUP

NEW YORK, March 18.—The American public is always \$15,000,000,000 in debt for purchases of retail goods, The National Retail Credit association estimates that retail merchants are about 70 days behind sales in their collections. The association has undertaken a campaign to reduce this period to 40 or 50 days and thereby release a good fraction of the

BUTLER HOTEL CO.
OF SEATTLE LOSES
LIQUOR CASE PLEA

WASHINGTON, March 19.—The supreme court yesterday refused to review the decision of lower federal courts which held that a hotel was guilty of maintaining a nuisance and could be forced to close its dining room after 9 o'clock at night because it had been found guilty of furnishing mineral waters and ice on the order of patrons to be used, the government alleged, in drinking illicit liquor.

The Butler Hotel company of Seattle, Wash., contended that it had faithfully attempted to abide by the federal prohibition laws. The government charged that hotel employees were furnishing liquor to

patrons without the knowledge of the hotel proprietors and that the hotel was materially contributing to the violation of the federal prohibition laws by furnishing patrons in its dining room with mineral water and ice to be used by them in drinking illicit liquor.

BEARS 6 CHILDREN
IN ELEVEN MONTHS;
15 GRAND TOTAL

WHITESBURG, Ky., March 19.—Yesterday, tired from a busy Sunday delivery, Mr. Stork lowered the fifteenth bundle of babe, husky humanity down the chimney at the home of Chris Back here, and also the fourteenth and the thirteenth.

Triplets, all boys. Cause for excitement in any family, but not at the Chris Back home for the same thing happened last April. Triplets are well and hearty.

Mrs. Back, 37, claims the record with six children in eleven months.

PLAN TO RID ROADS
OF 36,000 OLD CARSSafety Program Is to Cost
Over Million on This
Coast.

Thirty six thousand unfit automobiles will be removed from Pacific coast highways during the coming year in an effort which is part of a national highway safety plan which is being undertaken by various companies in the automobile industry, as announced by the National Automobile Chamber of Commerce. The program will involve the expenditure of approximately \$1,262,000, on the Pacific Coast. Nationally, the motor companies plan to scrap 406,000 old automobiles in 1930, involving an expenditure of \$15,000,000.

The number of cars which it is estimated will be scrapped in each of the states on the Coast is as follows:

California, 26,450; Washington, 5,560; Oregon, 3,520.

The program is characterized as "perhaps the greatest single safety move in industrial history," by Alvan Macauley, president of the Automobile Chamber, and former chairman of its Street Traffic Committee.

This widespread experiment will strike right at the heart of the unsafe vehicle problem by eliminating a huge block of those cars which are in the poorest condition," says Mr. Macauley.

One of the hazards of the highway situation has been the rattle-trap car which keeps reappearing on the road after it has presum-

ably been sent to the discard. The aim of this program is to guarantee the actual scrapping of the vehicles. The plan will be worked out by each company participating, in line with its general sales policies and the volume of its production.

R. H. Grant, is chairman of the committee which worked out the details of the program. Other members include: C. H. Bliss, J. E. Peters, Courtney Johnson, Edward Fields, Paul G. Hoffman, H. W. S. Jordan.

FACTIONAL RIFT
IN CHINA WIDENS

PEIPING, China, March 18.—All Nanking government offices and administrative bureaus in Peiping, former capital of China, were taken over today by the local authorities who said they were acting under orders of Yen Hsi-Shan, so-called "model governor" of Shansi province.

The action implied a definite widening of the breach between the administration of President Chiang Kai-Shek at Nanking, in central and south China, and the Shansi Kuomintang generals, headed by Yen.

The northern group is now in complete control of the situation here.

PET DOG'S DEATH
FATAL TO OWNER

LAKE GENEVA, Wis., March 19.—Excitement induced by seeing her pet dog killed by an automobile was blamed for a heart attack that proved fatal to Louise Boyd Dickinson, 69, widow of Nathan Dickinson, founder of the Dickinson Seed company, Chicago. She was stricken Sunday night, a few minutes after witnessing her pet's death.

SENATE PROBES
DELVE IN AFFAIRS
OF G. O. P. LEADER

(Associated Press Special Wire)

WASHINGTON, March 19.—After a heated exchange with Chairman Claudius Huston of the republican national committee and a row among its members, the senate lobby committee Tuesday issued a subpoena to obtain from the New York brokerage firm of Blyth and Bonner records of a \$36,100 deposit made last year by Huston.

Huston, a former president of the

Tennessee River Improvement association, objected strenuously to the committee action and characterized it as unwarranted interference with his personal affairs. He also asserted that his "character had been attacked."

NEW YORK, March 18.—Charles A. Kriek of the brokerage firm of Blyth and Bonner, who has been subpoenaed by the senate lobby committee to produce the records of his firm, said today that the subpoena "releases us from our confidential pledge to our customer."

Kriek said he had refused to reveal any information concerning his customers' accounts to the committee's investigators because "our records are absolutely confidential." Chairman Huston of the National Republican committee has no account with the firm, Kriek said, "and if he ever did it was two or three years ago."

DODGE SPECIAL 1925 SEDAN

Run 17,500 miles, has 5 disc wheels, excellent mohair removable upholstery, bumpers, and other extras. Price \$450.

NEWLAND MOTOR CO.

for Economical Transportation



Chevrolet announces

A NEW

SERVICE POLICY

The Chevrolet Motor Company and its nation-wide dealer organization are pleased to announce a new and broader service policy—one of the most liberal ever offered on a low-priced automobile.

Put into force as a written and signed agreement given to the purchaser by the Chevrolet dealer when the car is delivered—it offers the following provisions:

1 Every Chevrolet owner receives his car from the dealer in perfect condition—thoroughly lubricated, properly adjusted, and ready to operate with maximum efficiency from the very first mile of ownership.

2 Every Chevrolet owner is entitled to free inspection and adjustment of his car at the end of the first 500 miles of usage.

3 Every Chevrolet owner is entitled to free inspection of his car every 1000 miles thereafter, so long as the car is in operation.

4 Every Chevrolet owner is entitled to free replacement of any part which may prove defective in workmanship or material, within the terms of Chevrolet's standard warranty. This includes both parts and labor.

5 Provision number 4 will be carried out by any Chevrolet dealer in the United States. As a



result, the Chevrolet owner may travel to any part of the country, with assurance that the guarantee on materials and workmanship will remain in force.

This new policy constitutes definite proof of Chevrolet's high quality—for such liberal provisions could only be made in connection with a car built of fine materials to exacting standards of workmanship.

Back of this policy, and assuring its successful operation, is one of the most complete and efficient service organizations in the world.

There are more than 10,000 Authorized Chevrolet Dealer Service Stations in the United States alone. Each employs skilled mechanics thoroughly trained at Chevrolet Service Schools. Each has specially designed tools and machinery developed exclusively for Chevrolet service work. And each has on hand, at all times, an adequate stock of genuine Chevrolet replacement parts.

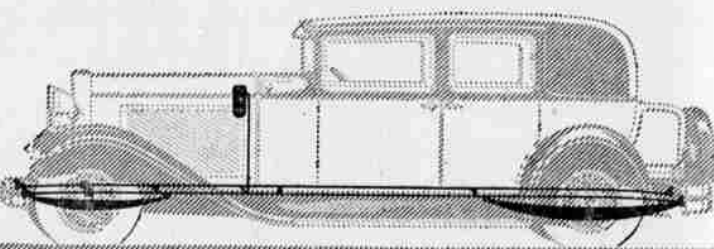
As a result, Chevrolet's flat-rate charges, including both parts and labor, are the lowest in the industry on many service operations!

In considering the purchase of a low-priced automobile, think what this service means—in terms of lasting satisfaction, as well as in increased economy.

The Roadster, \$495; The Phaeton, \$495; The Sport Roadster, \$555; The Coach, \$565; The Coupe, \$565; The Sport Coupe, \$635; The Club Sedan, \$625; The Sedan, \$675; The Sedan Delivery, \$595; The Light Delivery Chassis, \$365; The 1½ Ton Chassis, \$520; The 1½ Ton Chassis with Cab, \$625; The Roadster Delivery (Pickup Box Extra), \$440. All prices f.o.b. factory, Flint, Michigan.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

A SIX IN THE PRICE RANGE OF THE FOUR

THE
OIL CUSHIONED
CHASSISCHASSIS PROTECTION, CHASSIS PERFORMANCE,
that Nash alone Provides

NASH engineering has built an amazing amount of extra value and extra satisfaction into the 1930 Nash "400's." You will not find the oil cushioned chassis in any other car at the Nash price. Eventually, perhaps, but not now. And Nash offers you this superior chassis protection in both the Twin-Ignition Eight and Six. All Nash models, even the lowest priced, are equipped with an efficient, modern system of centralized chassis lubrica-

tion which eliminates the bother and uncertainty of hand greasing. In addition the Twin-Ignition Eight and Six have permanently lubricated springs, enclosed in steel spring covers. This means chassis bearings, including spring shackle bolts and springs, constantly bathed in oil. No squeaks, creaks or rust—longer life! And you will find the "400" price no higher than that of other cars without this valuable safeguard.

30 EIGHT AND SIX CYLINDER MODELS
IN A PRICE RANGE FROM \$935 TO \$2385, F. O. B. FACTORY

1930 NASH "400"

L. R. CHAMBERS MOTOR COMPANY

NASH SALES AND SERVICE

Main and Douglas Sts. Phone 649 Roseburg