

NEW NASH CARS ARE INTRODUCED

Twin-Ignition Straight Eight is Ready For the Motoring Public.

KKENOSHA, Wis., Oct. 5 (Special)—A Twin-Ignition Eight—the first fine car of its kind in the world—led the imposing presentation of three new "400" series models for 1929, introduced to the motoring public today by the Nash Motors company.

Built with the sound experience and the broad understanding of modern needs that has made Nash engineering a sterling standard of the American industry, these three control new lines of cars, on five wheelbase lengths, and in three Nash price fields mark a startling advancement in perfection of design and performance beyond any previous accomplishment, and serve to lift modern priced motoring to its highest level of satisfaction. They appear as another fulfillment of C. W. Nash's undeviating ambition to supply at moderate cost automobiles which possess everything in appearance, performance, comfort and quality offered by the country's most costly cars and to develop finer cars as his thirty-seven years of successful manufacturing roll forward the record of industrial achievement.

"These new series of motor cars," our opinion, are most worthy to carry forward the name Nash and the name "400," he said in commenting on the master work of his famous engineering department. "They are in every way worthy to succeed the First '400' of which we think and speak with as much pride—worthy successors to a great success. In every advanced feature, I believe that they add something vitally finer to the efficiency and enjoyment of motoring."

Three complete groups—the Twin-Ignition Eight, the Twin-Ignition Six and the Single Six—are included in this valuable Nash offering. All of the new models are equipped with motors so far advanced as to be considered a forecast of future fine car design, but based on engineering principles proved and enriched by practical service and nationwide public approval. Highest standards in coach building are set by the new and finer Balaun bodies, so carefully engineered to each type of car, and a score of important but perfectly co-ordinated advancements in design and equipment await the critical appraisal of experienced motorists.

Introduction of the Nash Twin-Ignition Eight presents the product of more than three years intensive study and experiment by

Nash engineers and one which embraces advancements in eight-cylinder design and performance not obtainable in any motor car built today. It is powered by an eight-in-line, twin-ignition, valve-in-head, nine-bearing motor, with an integrally counter-balanced hollow-pin crankshaft; with aluminum alloy Inva-strut pistons and aluminum alloy connecting rods capped at their crankshaft and with case-hardened steel a motor that develops 100 horsepower in its 293.5 cubic inches of displacement and matches with surprising quietness, smoothness, ease of control and fuel economy.

Nash Eight construction has been brought to peak efficiency through dual magnifying and a new "high-high" speed jet that cuts in at 50 miles an hour to maintain its 31.5 m.p.h. fuel economy in the higher ranges.

New features of the Eight chassis include steel jacketed and flexible-lubricated springs individually tailored to the weight of each year cabrioletated, internal expanding 4-wheel brakes which are self-energizing both forward and backward; the world's finest, worm and roller steering system; automatic, thermostatically controlled radiator shutters, etc.

Oakland Zone Manager Named For Northwest

Of special interest to Northwest industry in general and to dealers who represent Oakland and Pontiac automobiles in particular, is the announcement made this week by L. M. Dreyfus, regional manager of the Oakland Motor Car company to the effect that O. E. Jones, former zone sales promotion manager in Los Angeles, has been appointed to the position of zone manager in the Seattle territory, comprising the states of Washington and Oregon.

Mr. Jones succeeds H. G. Lehr, former zone manager who is transferred to other and important duties in this area. Mr. Jones comes to this territory admirably equipped to properly carry out his new duties and has established an enviable reputation as a business leader and managerial expert in Los Angeles.

He has been associated with Oakland Motor Car company for the past five years and has been identified with the automobile industry for 13 years, during which time he has learned at first hand the needs and desires of automobile dealers. In his new position he not only has all the requirements of an executive of the Oakland Motor Car company, but in addition, fully aware of the dealer's viewpoint. This double knowledge of automobile merchandising will

prove invaluable not only to the Oakland division of General Motors corporation but to Oakland-Pontiac dealers throughout this zone, according to Mr. Dreyfus, who confirmed Mr. Jones' appointment which is now effective.

"We are immediately instituting a very aggressive and comprehensive retail policy throughout this zone," said Mr. Jones shortly after taking over his new duties. "We are organized with a retail setup that is second to none in the automobile industry and there is no reason why Oakland-Pontiac dealers in this area should not capitalize on it. We have now in effect a merchandising program that assures dealers the greatest possible revenue from capital invested and that program will become operative in this zone without delay."

Public Demands Riding Comfort In Autos Today

Comfort producing features of lower priced cars have led the way in crystallizing public opinion of automobile riding qualities. All cars have shown an enormous improvement from a riding standpoint in response to this public demand. Motorists are no longer content to ride around behind so many horsepower.

Cars are lower and springs are softer, but these improvements would not be possible but for improved road conditions over the country. It cannot be denied that on certain types of roads, cars have to be taken over the rough spots or the springs will bottom more than they should. But, according to the chassis engineers, why design a car for rough roads when more than 90 per cent of the travel is on smooth roads.

This is very true. It is the direct reverse of the spring suspension situation compared to what it was a few years ago. At that time so much of the travel was over roads that were bad, that if the car were not primarily designed for rough roads it would be generally unsatisfactory. The result was that the fine riding qualities that we have today over the average road did not exist.

Today there are practically no towns in the United States of over 2,000 population that are not located on the hard road systems. It is easy to see why the car should be designed for smooth roads. In other words, a greater amount of spring flexibility can be allowed under minor road shocks. When the springs are backed up with good shock absorbing devices that prevent excess jar or recoil under bad conditions, an almost perfect combination exists.

For instance, features not ordinarily found in medium priced cars

are standard practice in Essex the Challenger. Starting with the power plant, we find the famous super-six principle employed. This involves the balancing, within strict limits, of each working part, thus eliminating at the source, vibrations inherent in any internal combustion engine.

Body construction of a new type usually found only in the higher priced cars is used. Seats and floor cushions are extra wide and deep. The springs used in these seats and cushions embody the latest engineering design and assure riding comfort. An exhaustive research was conducted by Hudson engineers to determine comfortable seat posture and this research resulted in the adoption of adjustable seats that provide an careful ride for the passenger though he be tall or short.

In the chassis, sprung springs of extra length and strength make for easy riding over even the roughest roads, and this riding ease is further controlled and enhanced by the use of hydraulic shock absorbers of an efficient type.

DeSoto Sedan Is Starting World Tour This Week

"Around the world in a De Soto sedan telling the true story of Hollywood." That is the explanation given for the tour that started this week from the H. K. O. studios at Hollywood, California.

The "Embassy of Hollywood," as the driver of this De Soto is called, will tour the United States with New York as his first destination in this country. From that point he will put his car on a boat and continue on to Europe.

The tour will then be continued across Europe, Asia, and the return to this country will be made from Japan. The choice of a car to be used was left to the driver and he picked a De Soto six for the reason that he had made several long tours in this country and Canada in a De Soto and found it entirely suitable for his purpose.

The object of the tour is to tell the real story of Hollywood in especially the smaller towns. According to H. K. O. officials, one of the big problems in the industry is the influx of young girls into Hollywood looking for positions in the "movies." For the most part, the girls are good-looking and probably have taken the lead in their class plays at high school or college. This, they believe, fits them to be made stars overnight. They do not realize that the average person they see on the screen has spent years learning the technique of the camera and while a good appearance is essential and acting ability are of equal importance.

"Borrowing" Car Is No Crime, So The British Are Perturbed

By WADE WERNER (AP Feature Service Writer). LONDON, (AP)—British motorists and jurists are becoming not a little concerned over the question of how to distinguish between the theft of an automobile and the unauthorized borrowing of one.

Under English law it is impossible to convict a person of larceny without proving not only that the property in question was fraudulently taken, but that it was the taker's intention to deprive the owner permanently thereof.

The culprit in whose possession the missing car is found need only declare, "I didn't steal it; I only went for a ride," and it is up to the prosecution to prove him a liar.

Police court cases show the "bor-

rowing" habit is on the increase, and magistrates have frankly admitted that a strict interpretation of the law does not permit bench or jury to assume that "theft was in the mind" of the person who ran off with the car.

Unless there is evidence to show he liked it well enough to keep it indefinitely, or definitely planned to sell it as loot, there is small chance of convicting him of anything worse than the petty theft of a little gasoline and oil—if it can be proved he did not furnish gas and oil at his own expense.

It is highly irritating to the motorist who had been without his car for 48 hours to have to listen to an argument over whether the man who took it was acting "innocent

furtive" or merely "guilty as asportant" the automobile from its alleged resting place beside the curb. So there is a growing demand for amendment of the existing law.

Meanwhile it is possible for the victimized owner, if he wants to go to the trouble, to bring civil action against the joyrider—to sue him for the inconvenience and mental distress he has caused. So far, however, no such case has come into court.

ADS ARE CLUE

NEW YORK (AP)—Stock market cracks in their search for some sign of the future watch brokerage house advertisements carefully. The issues chosen by various houses to push at any one time show surprising similarity. This provides a clue to the most active stocks.



Battery-wise Motorists buy at the SAFETY POINT

For twenty-eight years Willards have been at the safety point, where dependable quality is never sacrificed for low price.

Batteries can be made for less than Willard spends in making them, and sold for less than Willard prices. But they may be short lived, and expensive to keep in repair.

The Willard of the correct electrical size for your car is the greatest battery value you can find.

Would you put a motorcycle tire on your car?

They don't put a small, undersize battery in your car.

It's the same thing. Buy at the safety point.

We Have The Correct Electrical Size Battery for Your Car

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Willard BATTERIES as low as \$10.50

A NON-STOP RECORD OF SUCCESS

De Soto Six—in its first year—set a record-breaking pace in sales. No other car of any make, of any price, ever climbed so high in so short a time. Today, De Soto Six easily sustains this pace. Because no other car in the field of low-priced Sixes has ever compared with all De Soto Six offers, and all it does. Power with pliant smoothness; speed without strain; restful riding and easy handling; Chrysler Motors engineering throughout—and refreshing style. If you want to find the answer to De Soto's spectacular sales record, its continued sweep to greater success—see—get in—and drive the De Soto Six. There'll be no longer any questions.

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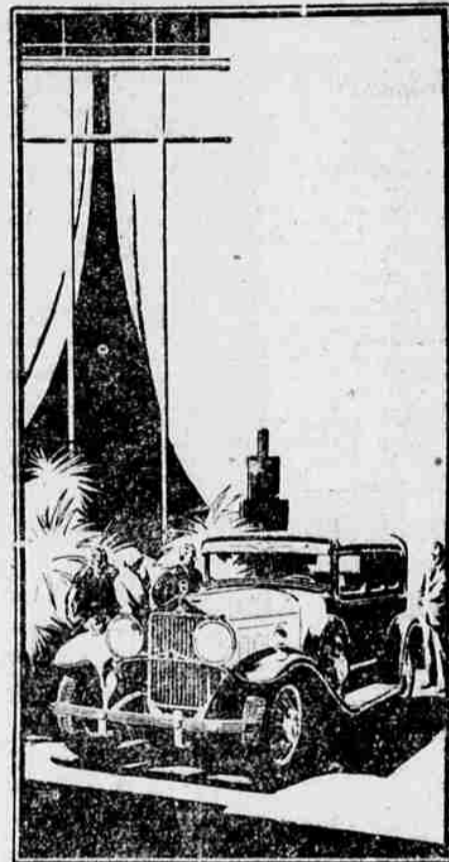
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ENTIRE WEEK OF OCTOBER 5TH OCTOBER 12TH

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Never before has there been so large, beautiful and powerful a Knight-engined car—at such a low price—as the new style "70-B." And the luxurious Great Six marks the achievement of higher ideals in modern motor car design and performance.

GREAT SIX SEDAN \$1895

Coupe, 5-pass. Coupe, Roadster, at same price. Spare wheels, trunk rack included. All Willys-Knight prices f.o.b. Toledo, Ohio, and specifications subject to change without notice.

"70-B" COACH \$1045

Coupe De Luxe \$1145; Sedan De Luxe \$1265; Roadster \$1045; Touring \$1025. Wire wheels included. Equipment, other than standard, extra.

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