

# NASH COMPANY PLANS ADDITION

### New Buildings and Equipment Will Amount to Two Million Dollars

KENOSHA, Wis., Sept. 22.—(Special)—Manufacturing facilities in the four great Wisconsin plants of the Nash Motors company will be increased by \$2,000,000 in new buildings and equipment as a result of the overwhelming public demand for the new "400" series cars, it was announced.

This extensive expansion program, which will be pushed as rapidly as possible through the fall and winter, is designed not only to increase quality motor car production in the various Nash plants, but also to more nearly balance output in the four manufacturing divisions, according to company officials. The improvements are equally divided between the Special Six and Seaman Body corporation plants in Milwaukee, the Standard Six plant in Racine, and the Advanced Six plant in Kenosha.

"Since the introduction of the Nash '400' series models in June, C. H. Bliss, sales manager, said today in commenting on company plans, "all four manufacturing divisions have been operating at capacity in an endeavor to meet the flood of new car orders which has far exceeded all expectations. Night shifts have been employed, and the maximum production has been achieved from the famous Nash production lines, which were augmented last spring by an investment of approximately \$2,500,000 in new machinery, jigs and dies. This careful speeding up has increased Nash production by nearly 30 per cent and has set new high records by week for Nash shipments; but it has still fallen far short of meeting the '400' demand in the United States and abroad.

"August was the biggest production month in the annals of the Nash Motors company, and September, although affording less working time, is expected to equal the August daily record.

"With the completion of this extensive program, we will be in a position to more nearly meet our heavy sales demands and at the same time maintain the high standards of precision work which have been factors of vital importance in the success of the new cars.

## Pews Replacing Moslem Carpets

CONSTANTINOPLE, Sept. 22.—(AP)—Two hundred and fifty more Turkish pews are to be added to the crowded ranks of the jobless in the once flourishing queen city of the Byzantines.

They are the mosque attendants charged with checking the shoes of the faithful, and more recently hats as well, since the former became taboo. It is an ancient tradition that worshippers must enter Moslem places of worship bare so as not to track in the unsanctified dust of the streets.

With Kemal's order that shoes henceforth be kept on and that pews replace prayer rugs, there eventually will be no more checking of headgear or footgear at the mosque doors.

## New Tire Presented



Greater power, higher speed, quick acceleration and sudden stops of the modern automobile call for certain tire improvements. To meet these needs, a new, improved Western Giant balloon tire that features a perfectly balanced center traction tread is being introduced this week by the Western Auto Supply Company. George Peperdine, left, president of the Western Auto stores, and Hal Baker, right, general manager, are shown above, giving the new balloon tire a prominent place in their line of tires.

## GRAHAM-PAIGE WINS U. S. LABORATORIES EUROPEAN CONTEST BENEFIT MOTORIST

Switzerland's first international elegance competition, held recently at Lucerne, brought marked honor to the Graham-Paige, which was the only American car to win a prize. Thirty leading makes of European and American automobiles were paraded before the board of judges. First and second prizes went to custom-built European cars, an Isotta-Fraschini (Italian) and a Martigny (Swiss). An eight-cylinder Graham-Paige five-passenger sedan was third, winning the highest award for cars carrying standard production bodies.

### General Motors Shows Big Gain In Car Delivery

During the month of August General Motors dealers delivered to consumers 187,463 cars, according to an announcement by Alfred P. Sloan, Jr., president. This compares with 158,619 for the corresponding month last year, or a gain of 18.2 per cent.

Sales by General Motors divisions to dealers totaled 186,653 cars, an output of almost 7,500 cars per day, as compared with 155,604 for August, 1927, a gain of 31,049 cars or 20 per cent.

Local motorists together with their fellows throughout the entire world are daily beneficiaries of the marvelous automotive laboratories of Uncle Sam's great Bureau of Standards at Washington, according to F. E. Reusswig, engineer of the Oregon State Motor association, who has just received a recent digest of the bureau's activities in behalf of motor-dom through national headquarters of the American automobile association.

"Take fuels, for example," points out Mr. Reusswig. "Here is a field of research of tremendous importance to every user of an automobile. Through years of experimentation, the bureau's scientists have built up a body of knowledge which has proved of inestimable value to the petroleum industry and, consequently, to the motorist. More efficient fuels, and more economical engines, are just single instances of the great constructive work constantly being pushed forward at the bureau."

Examining into the details of the bureau's accomplishments during the last few years, Mr. Reusswig declares that "this governmental agency has made monumental contributions to the cause of safer motoring."

It has done this, he points out, by conducting tests which have proved best methods in braking, of brake materials, and of general construction. These tests, he shows, have been of a most exhaustive character. Nothing, he declares, has been allowed to stand in the way of their successful completion.

"In every direction, and in every conceivable phase of motor

engineering, the bureau has interested itself to bring about improvement. Naturally, in this work the bureau has had the fullest cooperation of the automotive industry itself and of organized motor-dom as represented in the American automobile association, of which we are proud to be a part."

"For that reason, the bureau has meant increasingly much to all those who own or drive motor cars."

## BIG ADVANCE MADE IN WHIPPET SALES

When the Whippet Six was introduced by the Willys-Overland company in the early summer in a price range that made it the lowest priced six-cylinder car in the world, equipped with a 7-

bearing crankshaft and other features usually found only in the higher priced cars—there was an instant response from the buying public. This demand has resulted in a sales volume that exceeded the original estimate of company sales executives, according to Manager Swift of the Alfred-Hingsley Motor company here.

Since its introduction, however, the performance of the Whippet Six has been so important a factor as its notably low price—of the various models in increasing

demand for the car. Thousands of Whippet Six owners at all parts of the nation already have passed high mileage on their Whippet Sixes, and report that they have gained an entirely new conception of riding and driving comfort in addition to outstanding speed and power performance and economical operation.

The Whippet Four, the companion car to the Whippet Six line, also is said to be maintaining

its record breaking sales volume which has set new high marks since John N. Willys, president of the company, early in January reduced the Whippet prices to a level that made them directly competitive with the world's lowest priced cars.

Despite the fact that the Whippet Four is now well into their third year of production, no major changes in chassis or body have been necessary.



FOUR of the six major events of the world's greatest air derby! The greatest competitive air record ever credited to any gasoline!

Winners of the Class "A" Transcontinental, of the Class "C" Transcontinental, and of the Class "A" California events, as well as Art Goebel, the only non-stop entry to reach Los Angeles—used Richfield Aviation Gasoline. A record not only unequalled by any other gasoline, but greater than all of the other gasolines that were used, combined!

Earl Rowland and Robert Cantwell, winners of the Class "A" and Class "C" Transcontinental races, and H. S. Myrnes, winner of the California Class "A" event all made great records.

Art Goebel flying the same Lockheed-Vega Monoplane in which he established his great non-stop transcontinental record of 16 hours and 56 minutes last month with Richfield Aviation Gasoline, battled through terrific electrical storms and head winds throughout the entire trip which he characterized as the most perilous flight of his career and was forced down in Prescott, Arizona, because of lack of fuel. Taking off again immediately after refueling, he finally reached Los Angeles almost five hours behind his previous record.

This greatest air derby the world has ever known has done much to prove the sterling courage and skill of the pilots, the speed and stamina of planes and motors and the dependability of motor fuels.

Richfield is proud of the part it is playing in the development of aviation...it is proud to be able to furnish a fuel that is carrying these daring flyers on to fame...these forward-looking flying companies to commercial success.



# RICHFIELD

## AL'S Super Service Station

### AL. J. ROUSSEAU

Corner of Center and Church Streets  
Car Washing and Greasing. Dunlop Tires

# Richfield Products

GASOLINE OILS GREASES

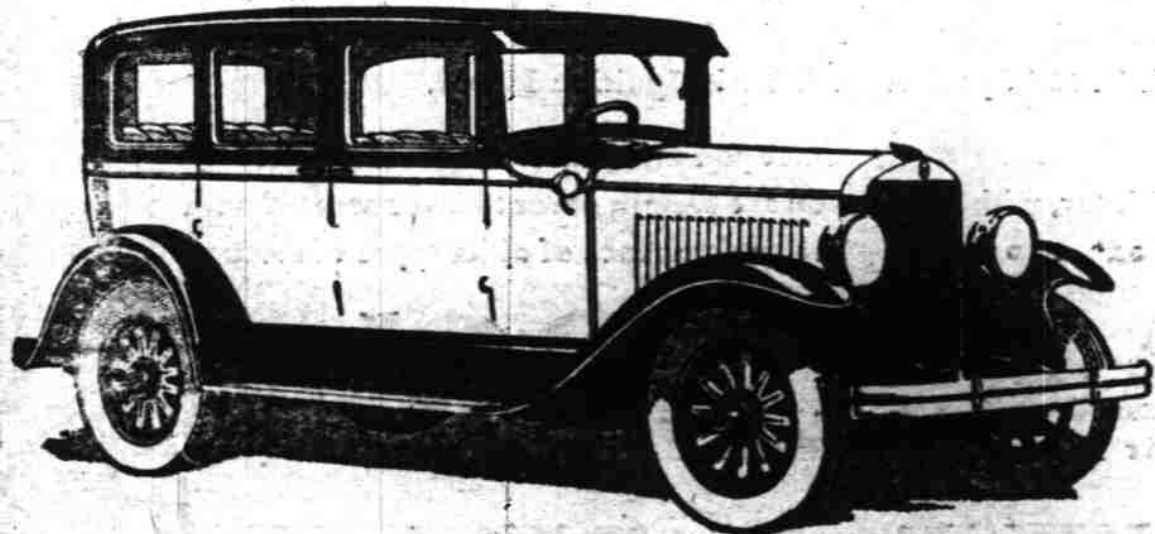
## Easy To Handle...



Owners are emphasizing how easily Graham-Paige motor cars handle in traffic—and the relaxation they enjoy in driving the open road. A car is at your disposal.

Joseph P. Graham  
Robert B. Graham  
Ray A. Graham

Five chassis—sixes and eights—prices ranging from \$860 to \$2485. Car illustrated is Model 610, five-passenger Sedan, \$875. All prices f. o. b. Detroit.



### Trumm Motor Car Co.

447 CENTER STREET

TELEPHONE 959

# GRAHAM-PAIGE