

# SALES RECORD MADE BY NASH

### Total of 20,606 Reported for September by Official From Factory

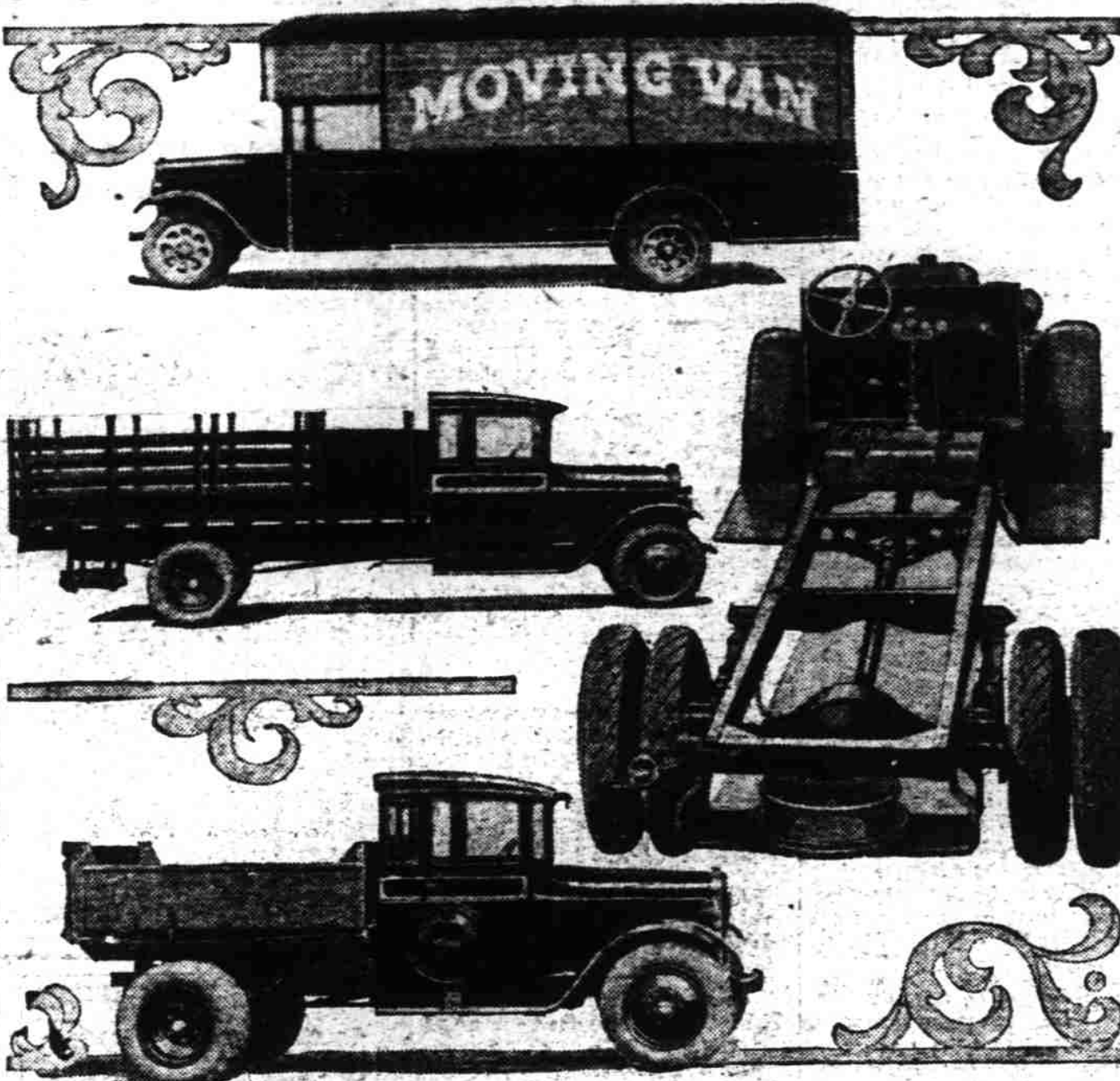
KENOSHA, Wis., Oct. 13.—The month of September marked up another significant production and sales record for the Nash Motors company, with a total of 20,606 of the increasingly popular "400" series cars placed in the hands of new Nash owners.

The record, according to official figures revealed today by the Nash sales department, is 6,176 cars over and above the number manufactured and shipped during the best previous September in Nash history, and an increase of 8,007 cars over September a year ago. Despite the fact that the month was a short one in available working days, the great Nash plants attained their highest daily production during that period to stem the unequalled tide of orders that have swept over them from every part of the country since the new series cars were introduced on June 21. The September achievement brings the total of new "400" series manufactured and shipped to 74,913.

**International Demand Large**  
"Ever since the first showing of the new Nash series in June, international demand has brought a continuous procession of new industrial and sales records for the Nash Motors company," C. H. Hiles, sales manager said in commenting on this period of his company's biggest success. "In July the motoring public absorbed 17,884 of the '400's'—nearly 3,000 cars more than the number produced and marketed in the best previous July in our annals. August saw more than 22,500 of the new cars marketed—an increase of more than 4,000 over last year's peak and exactly 4,498 more cars than the best previous August in Nash history. Not business in September with but 21 1/2 working days to create the record has brought us an increase of 43 per cent over the month last year and of 42 per cent over the peak September on our books."

**Schedule Increased**  
"Orders already received for the current month of October show that it will also be a record breaking month. To meet this greatest demand ever experienced by the Nash interests, manufacturing schedules have been steadily increased, commensurate with the high quality of workmanship which is the foundation of Nash success; until production has reached a new level of more than 1,000 cars daily. The carefully planned and skillfully executed expansion program, which makes this achievement possible, may be expected now to adequately meet our record demand."

## Dodge Brothers Offer New 3-Ton Truck



Dodge Brothers have introduced the new 3-ton Graham Brothers Trucks furnished with three wheelbases—the 135-inch for dump bodies, semi-trailers and other heavy duty work; the 165-inch for 12-foot stake bodies, oil tank service and for the hauling of other commodities of moderately compact nature, and the 185-inch for 15-foot bodies suitable for moving vans. The typical body types on the three wheelbases are shown above. The chassis shown is that furnished on the 185-inch wheelbase.

## Willys-Knight Truck Has Real Stamina and Speed

Speed, stamina and economical operation are the outstanding demands of truck operators today in order to place their hauling business on a profitable basis, declares Manager Swift of the Alfred-Billingsley Motor company of Salem.

"These demands are met fully in the complete line of Willys-Knight trucks which employ the Willys-Knight six cylinder eleven-valve engine," says Mr. Swift. "In the development of this eleven-valve power plant for use in trucks of all types, the Willys-Overland company has set a new trend for fast and economical transportation in this line of business."

"The Willys-Knight trucks include the latest improvements in chassis design combined with the proved power, speed and reliability of the double sleeve-valve engine. "This truck is notable for outstanding performance, high speed,

lively pick-up, ample power on the hills and for long life. The Willys-Knight truck has been designed to give the operator day-in and day-out service without the costly delays because of layups for repairs and adjustments characteristic of trucks employing another type of power plant.

"This marked reliability of the Willys-Knight line of trucks, has been an important factor in turning many progressive truck operators in all points of the nation to this line of vehicles.

"In bringing out this line of Knight engine trucks the Willys-Overland engineers have collaborated with the truck engineers who have been engaged in this phase of automotive work for more than twenty-five years. This long period of experience is built into the Willys-Knight trucks with the result that truck operators now have a new conception of profitable haulage."

## GRAHAM-PAIGE HAS INCREASED OUTPUT

DETROIT, Oct. 13.—(Special)—Graham-Paige ended the third quarter of 1928 with the largest three months' production in its history, totaling 226,742 cars, nearly 5,000 more than the output for the whole of last year. The third quarter more than doubled the output of the first quarter of the current year.

For the first nine months of 1928, Graham-Paige production totaled 65,486 cars, three times the total of 21,881 for the whole of 1927.

Before the three Graham brothers acquired ownership control of Paige, the largest single year's production was 42,556, in 1923. Under the new management, with a completely new line of cars, nine months' production has equaled the combined totals of the previous high record year and of last year.

## HUP SIX WINS RACE IN ALPS

### Milan to Munich Drive Over Highest Mountain Road Great Performance

Detailed accounts of a sensational victory scored late in August by a Hupmobile Century Six stock car in the five day International Alpine Test over the steepest grades of the Alps in Italy, Switzerland and Austria are contained in official advices and European newspapers just received by the Hupp Motor Car corporation at Detroit.

The International Alpine Test is considered in Europe the most difficult automobile durability contest of the present day. It is a post-war revival of the old International Alpine drive started in 1916 as a bicycle and automobile race and for years, until interrupted by the World War, was the outstanding event of Southern Europe's motoring world.

**Course Over 1100 Miles**  
The course, from Milan, Italy, to Munich, Bavaria, is 1180 miles and traverses the highest mountain tract in Europe. It crosses such famous passes as the Simplon, with an altitude of 6,560 feet, the Furka, 7,701 feet, the St. Gotthard, 7,216 feet, and the St. Janser 8,953 feet. Heinz Hinterleitner, who drove the winning Hupp, received the International Alpine Gold Cup as a trophy for his feat.

"The drive took us over the most difficult mountain passes with many highly dangerous curves," said Hinterleitner in his report of the race, "but we were always under the maximum time allowed by the conditions of the test and always made the best elapsed time of our class although many of the competing cars were more powerful.

"The often proved reliability and performance of the Hupmobile was again confirmed in this course with steady and even speed and without ever overheating the motor.

**Proud of Trial**  
"I am proud to find that in this gigantic trial, in which the best cars of the new and old worlds participated and where eleven of the highest Alpine passes had to be taken, my absolutely standard six cylinder Hupmobile was again the victor. I can frankly say that this most outstanding successful American car has again proven to the world that it occupies first position as far as mechanical construction, performance and endurance are concerned.

"The special advantages of the Hupmobile are its very deep cen-

ter of gravity, which makes it possible to go into curves at high speed without skidding, its new style of spring suspension and frame reinforcement, which prevent wobbling of the front wheels, the new steeldraulic brakes with sixfold braking power—making it possible to stop the car even while at top speeds—and its excep-

tionally flexible steering ability. The combination of such features as these affords the greatest possible driving safety.

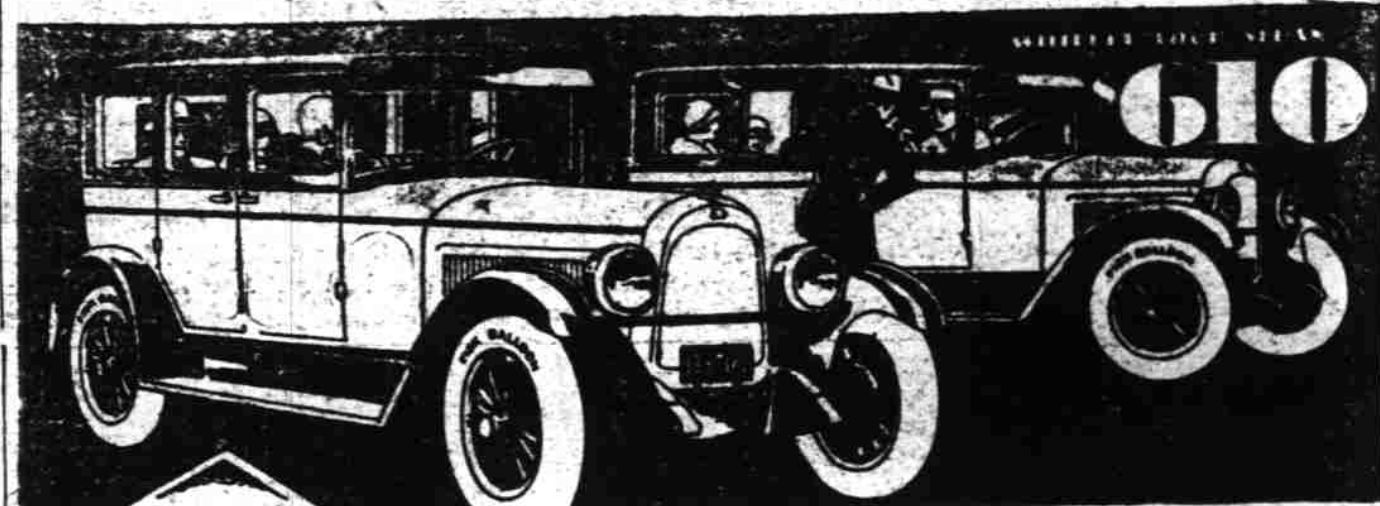
"Hupmobile is today undoubtedly the leading and most advanced of the American cars."

American policemen are dumb, according to the national crime

commission. Just go ahead and tell that to the next traffic cop who stops you.—Yakima Herald

Outside of Multnomah county, which includes Portland, Clackamas county led the state in communicable diseases during September with 13 persons stricken with tuberculosis and one with pneumonia.

# Quality and Value that make you wonder at such LOW PRICES!



WHIPPET SIX SEDAN \$770

THE world's lowest priced four-door enclosed car is the Whippet Four Sedan—and the lowest priced six-cylinder four-door top-covered car is the Whippet Six Sedan.

But price will not be your first consideration when you see and drive these excellent cars. You will admire the high quality of the materials entering into their construction, and the evidences of expert craftsmanship throughout.

You will be gratified with the comfort of Whippet's roomy interiors. You will take a restful position at the wheel—and a drive will reveal the quick pick-up, the sustained speed, the safety of BIG four-wheel brakes, the ease of handling and remarkable economy which have won for the Whippet Four and the Whippet Six their high position in public favor.

# FOURS Whippet SIXES

WILLYS-OVERLAND, INC., TOLEDO, OHIO

## Alfred-Billingsley Motor Company

333 Center Street

Telephone 1460

## MEXICAN HIGHWAY CONVENTION HELD

MEXICO CITY, Oct. 13.—(Special)—President Elias Calles recently officially opened the second national highway congress and exposition of Mexico, which is attended by delegates from twelve Latin American countries and several hundred from the United States. The congress is held under the auspices of the Pan American Division of the American Road Builders' association—the primary purpose of it being to foster the construction of a Pan American highway between Mexico and the United States.

Prior to the opening of the congress the American delegation was entertained at a reception by Ambassador and Mrs. Dwight W. Morrow.

## Union Air Lines, Inc. Owners and Operators of WEST COAST AIR TRANSPORT CO.

Operating under certificate approved by U. S. Dept. of Commerce



From Portland To Seattle and Tacoma, 8 a.m., 2:30 p.m., \$12. To Medford, \$20. To San Francisco, 8:30 a.m., Monday, Wednesday and Friday, \$45. Los Angeles, \$90. "Have You Been Up?" A delightful Henry Thiele lunch with hot coffee is served en route to San Francisco.

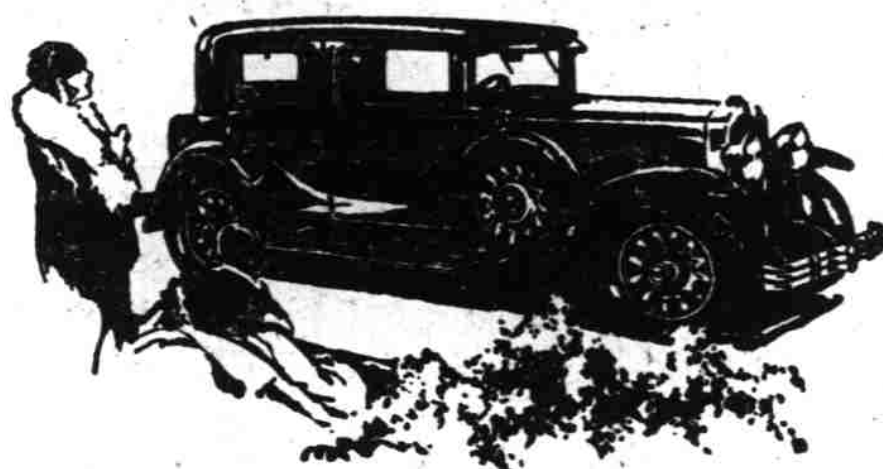
Service: 8 passenger enclosed planes, smoking room, lavatory and drinking water.

Safety: We are practical transportation operators of years of experience.—Our engines are new.—Mechanical experts check up equipment after every flight. We operate on regular schedule only. Before setting off our Pilots are furnished with weather conditions for the entire trip.

The safety of the Passenger is the paramount consideration of the Company.—Our service proves it—approximately 5000 passengers carried.

Tickets and Information Hotel Reno, Phone 600

## The new Buick is the new Style



### If you want beauty—if you want luxury—if you want up-to-the-minute smartness—there's only one choice... the choice of America... the new BUICK with Masterpiece Bodies by Fisher.....

From one end of the country to another—in New York, in Miami, in Chicago, in Los Angeles and all towns between—overwhelming praise for the distinctive beauty of the Silver Anniversary Buick with new Masterpiece Bodies by Fisher!

All agree that here is a new style—a new mode—an entirely different and original interpretation of motor car beauty, forecasting the trend of smart body-design for months to come.

And all are voicing their approval in steadily mounting demand—a demand several times greater than the demand for any other automobile that makes even the slightest bid for comparison with this new Buick!

Thrilling new lines—graceful contours—gently rounded steel panels at sides and hood, the most expensive steel panel work employed on any automobile in the world—lend matchless charm and beauty to the Buick silhouette.

Vivid new colors—smartly-contrasting chrome-plated headlamps and cowl-lamps—striking new radiator, fender and bumper design—impart added dash and distinction.

And wonderful new interiors—with new adjustable front seats and full-width rear seats—new velvet mohair upholstery—and the most attractive hardware and fittings—all combine to form ensembles of rare and distinguished artistry. It's the new style—the new mode—in motor cars!

## The Silver Anniversary BUICK

### OTTO J. WILSON

288 Commercial Street.

Telephone 220

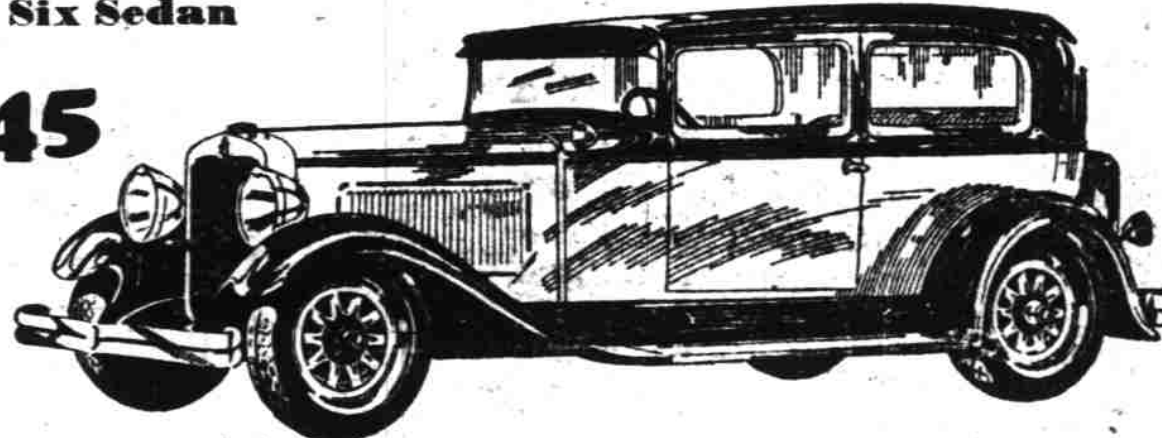
WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

## THE WORLD HAS A NEW AND FINER MOTOR CAR

### Advanced Six Sedan

# \$1745

Delivered in Salem



# Only NASH Offers

## Twin Ignition and Bijur and Houdaille

High Compression Motor Centralized Chassis Lubrication Hydraulic Shock Absorbers

PEOPLE everywhere are recognizing, in the new Nash "400," the only car at moderate price, with all the luxury and refinement heretofore furnished by very expensive motor cars.

There is nothing to compare with the performance of the new "400" Twin Ignition motor—the year's outstanding development in power, speed, smoothness and economy. The Twin Ignition-motored "400" goes like you've always wanted your car to go—silently, powerfully, instantly! And uses less gasoline doing it!

All "400" Advanced Six models, moreover, are

equipped with the world's finest system of centralized chassis lubrication—Bijur—also a luxury of Rolls Royce and others of the very highest-priced motor cars.

And their longer wheelbases, double drop frames, rubber insulated bodies and costly Houdaille hydraulic shock absorbers, provide travel smoothness and relaxation heretofore afforded only by very big, very expensive cars.

Read the other important features of this new and finer motor car, listed below. It's the only car, at any price, with all of them!

9 Sedans from \$1,085 to \$2,265.—Salem 8 Coupes, Cabriolets, Victorias from \$1,080 to \$2,040, Salem

# NASH "400"

Leads the World in Motor Car Value

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

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

## F. W. PETTYJOHN CO.

365 North Commercial Street

Telephone 1260