

# BIG GAINS ARE MADE BY G-P

## Year-Old Make Increases Output Four Times Over 1928

A new high record for sales volume attained by a new make of automobile in its first year was created by the Graham-Paige Motors corporation in producing cars to a total retail value of more than \$80,000,000 in 1928, according to an announcement from the company received by James Loder, the Graham-Paige representative here. January of this year is nearly four times ahead of January 1928, with 5676 cars turned out last month.

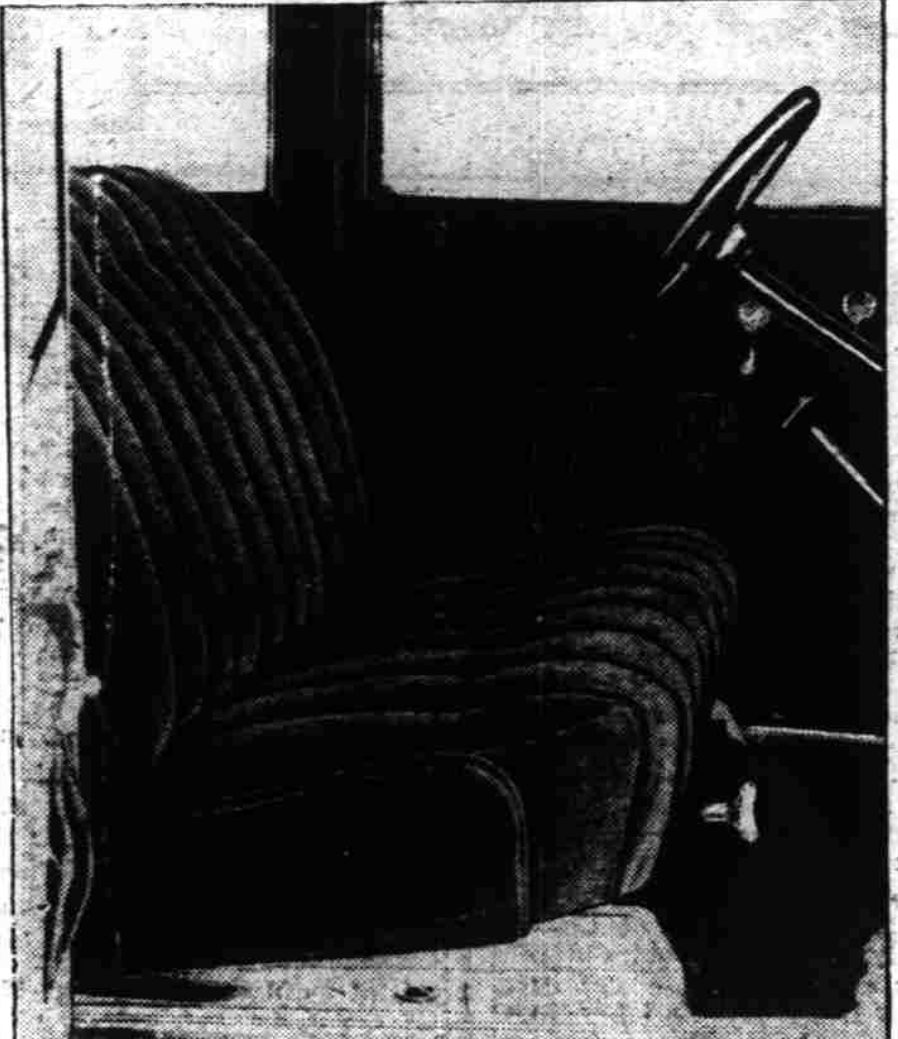
At the beginning of its second year, the Graham-Paige factory employs 7200 workers, as against 2840 one year ago. The main plant at Detroit, in the last year, was increased in floor area by 360,000 square feet and now totals 1,063,000. A new body plant at Evansville, Indiana, 273,000 square feet, was erected during 1928. The year also saw the acquisition of a separate plant in Detroit, 262,000 square feet, for the export and shipping departments, while the body plant at Wayne, Michigan, has been enlarged to 228,000 square feet. In addition, a lumber mill at Perry, Florida, having 50,000 square feet of floor area, was acquired during the year to supply hardwoods to the Graham-Paige body plants.

# DOMESTIC, EXPORT SALES TAKE JUMP

A striking gain in domestic, Canadian and export sales in January is noted in a statement made public today by R. S. Cole, vice-president in charge of sales of the Hupp Motor Car corporation. January's sales, according to the statement, totaled 3,687 cars as compared with 3,618 in the corresponding month of 1928, reflecting an increase in the popularity which has greeted the new model Hupmobiles during the national automobile shows.

Export sales, both in Canada and overseas, reflected domestic popularity in January, according to Mr. Cole. Canadian business increased 56 per cent during the month as compared with January of 1928. The month just closed thus becomes the greatest in the history of the company's Canadian business.

## New Challenger Feature



With a control handle that can be operated while the car is occupied, the front seat can be adjusted to the comfort of driver and passengers in the 1929 Essex the Challenger.

## Heard Along Auto Row

(Continued from Page 11) In Tillamook Friday in connection with the selling of Chevrolets.

Otto Wilson has been handling G. M. C. trucks in what approaches large quantities for cities with less than 50,000 population. Numerous deliveries have been made in the Silver Anniversary Buick, many of them on orders placed early in the year for delivery after the winter passed.

The interest shown in new cars by residents of western Oregon predicts a good year for automobile dealers, according to W. S. Ulrey of the Wentworth and Irwin company of Portland, who has been spending the last week in Salem with the W. F. Pettyjohn people, local dealers in Nashes. Mr. Pettyjohn was here Friday from his headquarters in Eugene. He says things look especially good there.

Charles Breckenridge, formerly with the Western Auto Supply company here and more recently

with the company store in Oregon City, has returned to the local branch as salesman. The accessory business is beginning to get a little of the touring season gain.

## NASH RATES 4TH HIGHEST IN U. S.

KENOSHA, Wis.—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 American industry was with these tokens of personal esteem, they were totally eclipsed by an official business tribute while arrived at about the same time and which brought with it proof of his great industrial success.

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.

# Influx of Kansas Tourists To Coast Sets New Record

A most overworked automobile grooved its "weight" into Los Angeles recently. It carried what is called perhaps the largest party of Kansans ever to migrate from that state. There were but six in the party and they are all members of one family!

J. T. West, Mrs. West and their two sons, Leonard and Bernard, constitute what one might call the bulk of the party. Leonard, 17 years old and still growing, weighs just slightly more than 400 pounds and is a mite over six feet tall. A five-foot tape falls to circle his waist, which measures 62 inches—or still did as he reached Los Angeles. His thigh measures 44 inches.

Bernard, his 15-year-old brother, also is coming along fairly well, thank you. He weighed in at 312 pounds on arrival and is five feet 11 inches tall.

Add Had Good Start. All the children enjoyed the benefit of a good start. Father weighs 285 and mother, 210. Their older daughter, Jessie Jeann, is

visibly well cared for. At 3 1/2 years of age she weighs 75 pounds. That is the weight of a normal 11-year-old girl, physicians point out. The baby, Patsy Ann, a year and a half old has not definitely cast her lot with the family proclivities but is giving evidence of continuing the good work. She weighs 40. That makes a total present family weight of 1322 pounds, 1207 of which is concentrated in its four oldest members.

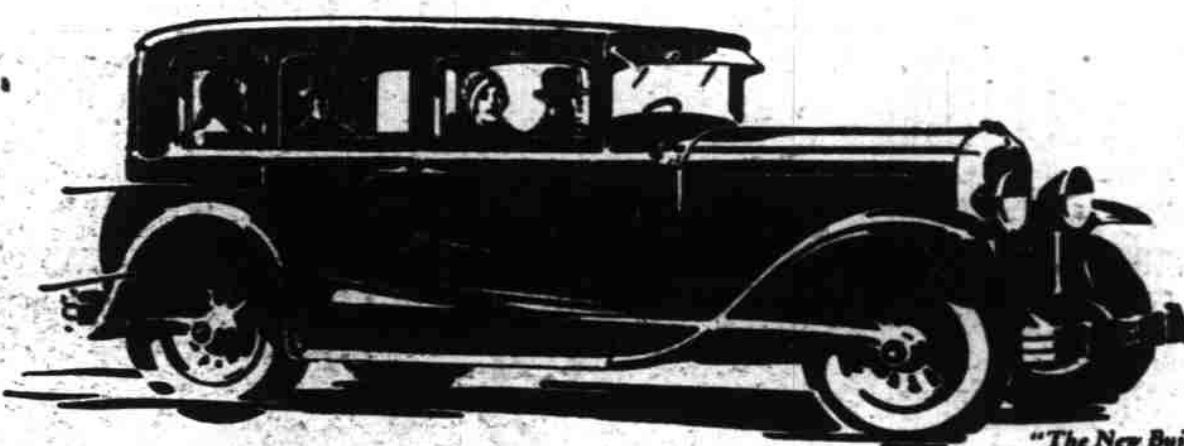
"We all came through in the Chrysler," Mr. West affirmed. "It taxed the car a bit but we got along merrily. We were carrying three well filled suitcases top."

Chrysler representatives who greeted the family estimated that the total weight the car carried from the West's home in Topeka was 1772 pounds. This means the car was carrying within 228 pounds the weight capacity of a one-ton truck. Scarcely had they reached the city when enterprising vaudeville agents were on their trail.

"It is interesting to speculate how they all got into their '70' two door sedan," mused one of the Chrysler representatives. "There's only one way it could be done. Father and mother or the two boys rode in either the front or rear seats and the two youngsters roamed at large in whatever space, if any, was left. Where they put the luggage, except on the running boards, is beyond me."

The car stood the trip remarkably well. Mr. West said it averaged 21 miles per gallon of gasoline and used only four quarts of oil in crossing half the continent. There were no mishaps despite the staggering load. Even the tires came through without puncturing.

### Get behind the wheel and Get the facts!



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—that this dashing car with Masterpiece Bodies by Fisher marks the new peak of performance as well as the new style—the vivid new mode—of car design—

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Coupe, \$1195 to \$1875—Sedans, \$1220 to \$2145—Sport Cars, \$1225 to \$1550. These prices f. o. b. Buick Factory. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.

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# from 9th to 4th 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 car 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          | Houdaille and Lovejoy shock absorbers (exclusive Nash mounting) | Salon Bodies               | Longer wheelbases                            |
| 12 Aircraft-type spark plugs | Aluminum alloy pistons (Linear Stroke)                          | Torsional vibration damper | Nash Special Design front and rear bumpers   |
| High compression             | 7-bearing crankshaft (yellow crank pin)                         | World's easiest steering   | Exterior 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       |  |

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## THE CHALLENGER

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- Power increased 24%—Above 70 miles an hour—Four hydraulic shock absorbers—New type double action four-wheel brakes—Large, fine bodies—Easier steering—Greater economy.

Essex the Challenger sweeps aside the barriers of price class. It challenges the performance, the style, the luxurious roomy comfort of any car at any price, on the basis that no other car gives you back so much for every dollar you put in.

A glance at its 76 advanced features reveals at once why Essex exceeds no car in its challenge. For point after point in fine car construction, performance and detail, brings you directly to costliest cars to find comparison.

With above 70 miles an hour top speed, Essex the Challenger, in thousands of demonstrations, is proving the endurance and ability to do 60 miles an hour all day long.

It is the finest, largest, roomiest, most brilliantly performing Essex ever built, and the price the lowest for which Essex ever sold—but little above the lowest priced cars on the market.

That is why the acceptance of Essex the Challenger is the talk of motordom. Join the van of 1,000,000 Super-Six owners who are demonstrating its right and ability to challenge the best that motordom offers.

Hear the radio program of the "Hudson-Essex Challengers" every Friday evening



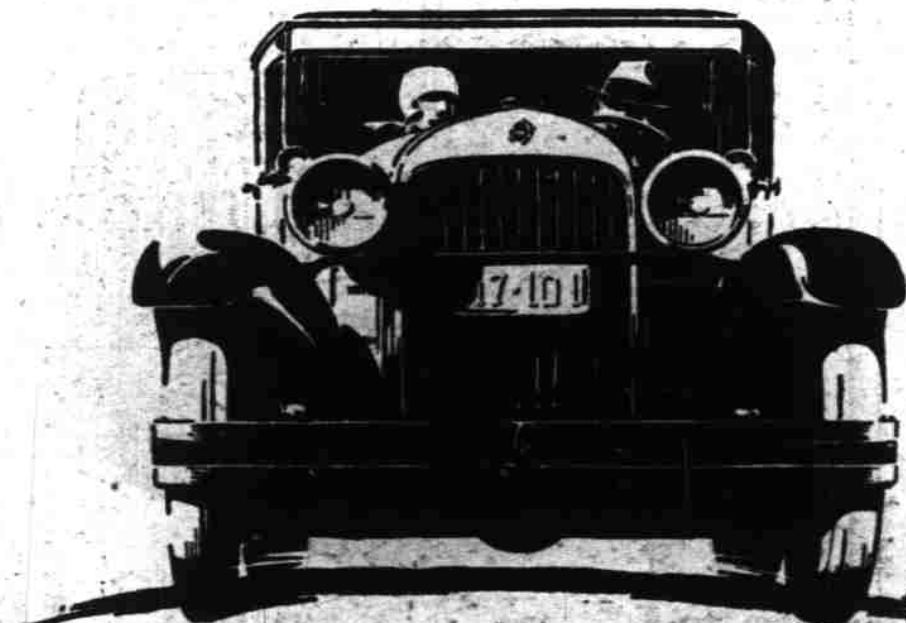
### A BIG, FINE, SUPER-SIX

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|--------------|-----|-------------------|------|
| Coupe        | 695 | Standard Sedan    | 8795 |
| 2-Door Coupe | 695 | Town Sedan        | 850  |
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Standard Equipment includes: 4 hydraulic shock absorbers—Electric gas and oil gauge—radiators shutters—anti-knock—electrically operated steering wheel—master air lock—oil level gauge—chrome-plated.



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