

# NASH SEEKS TO GIVE SERVICE

Program of Helping Owner Key to 1929 Program of Firm's Head

Better service to automobile owners will be the most important national contribution made by the Nash Motors company in the year 1929, C. W. Nash, president, predicted this week following more than a month's personal participation in automobile shows throughout the country.

Since the first national exhibition opened in New York early in January, this industrial leader responsible for so many major advances in American motor car construction and quality, has traveled almost constantly to the various show centers. With C. H. Bliss, sales manager, and other company officials, he has visited most of the principal distribution centers. He has inspected Nash sales and service facilities in each point, has addressed thousands of dealers and salesmen on the Nash sales firing line and has made a special study of Nash service departments and improvements in service organizations.

**Dissatisfied Owner Poor Ad**  
"One dissatisfied owner can do more damage to a great automobile merchandising structure than dozens of satisfied owners can mend," has been his chief-automobile show theme, "and in 1929 the Nash car owner should be satisfied in every respect."

In summing up his impressions of the Automobile show season today, he declared that service is, after all, at the root of success in any public undertaking. "In all my years of automobile work," he added, "I have tried to base my every activity on the simple rule that everyone is entitled to the kind of treatment I would want in any given situation. That has been the policy of the Nash Motors company since its inception and, I am happy to say, most men in our organization are big enough to be able to step over into the other fellow's position whenever such a question arises and see his point of view as well as their own."

**Service Broadly Used**  
"In our case, service does not lie alone in making adjustments in an owner's car cheerfully and efficiently. It lies in giving the public the last ounce of value in our power for its money; in supplying our cars with all of the advanced features that are exclusive with Nash; in placing the lowest price on our cars compatible

## GIRL CHAMPION JOINS "400" RANKS



When Miss Bubba Trout, eighteen-year-old Los Angeles artist, brought her trim little "Golden Eagle" monoplane back to earth at Mines Field, Calif., recently after regaining the woman's world endurance record by remaining in the air 17 hours, 8 minutes and 37 seconds, her new Nash "400" Standard Six coupe was waiting to whisk her home to a well earned rest. Like Col. Arthur C. Gosbel, Dole Flight hero and transcontinental flyer, Miss Trout is enthusiastic in her praise of Nash's advanced motor and engineering features.

with good business, and is guaranteeing strict honesty and fair dealing to the public throughout our great merchandising organization in every part of the world.

## STUDEBAKER PUTS OUT NEW ROADSTER

A number of improvements and refinements in chassis and body design which add materially to the performance, appearance and comfort of the Studebaker President Eight Sport roadster have been announced by Wallace Bonesteel, Studebaker-Erskine dealer here.

"The notably brilliant performance of the President roadster has been markedly improved by motor refinements which give this straight eight engine an output of 115 horsepower. This has been accomplished by the development of a new duplex carburetor and duplex down draft manifold, which have not only increased the power of the motor, but have given it an added degree of operating smoothness as well.

"The new carburetor and manifold in effect provides two carburetors and manifolds, each feeding four cylinders. To the natural increase in engine efficiency resulting from this improvement must be added the additional value of twin coil ignition, which insures the same hot, fast spark for ignition at high speed as at low speed.

## NEW MODES QUICKLY ACCEPTED BY PUBLIC

Graham Page Line Popular is Report Made Locally by Loder Bros.

Immediate acceptance has been the reward earned by the line of five new chassis models introduced by Graham-Paige at the beginning of the year, according to reports from the company received by Loder Bros., who recently took over the representation of the Graham-Paige here.

Both production and registration figures indicate that the new cars are surpassing the preceding models, which gained for Graham-Paige a new high record for sales volume for the first year of any make of car.

Detroit and Wayne county, Michigan, a district that counts itself as the wisest and best informed on automobile subjects in all the world, has greeted the new Graham-Paige models with enthusiasm, and sales in the first two months of 1929 more than doubled the figure for the corresponding period of last year.

Analysis of complete reports for 1928 reveals an extraordinary record achieved by the Graham-Paige in Indianapolis. Total registrations for the 12 months showed Graham-Paige standing in fourth place, all makes included. By its phenomenal sales, Graham-

Paige obtained 6 1/2 per cent of all new car business in Marion county, which includes Indianapolis, or 10 1/2 per cent of all business other than Ford and Chevrolet.

## STUDEBAKER MAKES MARK FOR ECONOMY

170-Mile Run With 37 Entrans Proves Worth of President Car

That power and brilliant motor performance can be attained without the sacrifice of fuel economy was demonstrated by a recent economy run held in California under the sanction and supervision of the American Automobile association.

Thirty-seven cars piloted by as many women completed a 170-mile run from Los Angeles to Wrightwood Mountain, climbing from almost sea level to an altitude of 6000 feet. Each car observed the same rules, covered the same course, and ran under the same weather conditions. At the conclusion of the run, the official A. A. A. representatives awarded first place in its class to a Studebaker.

## STATS' HOME DESTROYED

Bend's oldest landmark, the 43-year-old Stats' home, has been destroyed by fire. It was the first lumber house built where Bend now stands.

## ESSEX WINNER IN HARD TEST

With Hood Sealed, Car Runs 3493 Miles Without Any Change

SAN FRANCISCO, March 21.—Sealed in high gear, and with hood and radiator so locked that it was impossible to touch the engine or to add oil or water, a stock Essex the Challenger coach just completed one of the most sensational reliability and high-gear power tests ever attempted.

It was driven from San Francisco to the Canadian border, south to the Mexican line and back to San Francisco, a distance of 3493 miles over 11 mountain ranges, by Paul J. Feely and B. M. Sharpe, of Stanley W. Smith, Inc., Hudson-Exess distributors here.

**Conquers All Grades**  
Not only did the Essex conquer all of the notorious grades of the Pacific highway in high gear, but it crossed the Siakiyou and Cascade mountain ranges twice and traversed the Coast road north from Los Angeles to include the Santa Susana, Casitas, Caviota, Majoqui and Cuesta passes and the San Juan grade. Of course, the famous Tejon pass on the Ridge Route between Bakersfield and Los Angeles was part of the high-gear hazard.

After all this phenomenal high-gear pulling without an adjustment of any sort after the car was launched on its epoch-making

journey, hitting slick mud in the north where the highway is being revamped, slippery snow and treacherous icy pavement atop the Siakiyou and the Cascades, the car was unsealed and refilled with oil and water in the presence of San Francisco automobile editors.

Amazing as it may sound, it took only five quarts of water to fill the radiator to the top and three quarts of oil to place the gauge at the "full" level.

## Hard Test Made In Alps to Prove Quality of Ford

An official test of the Model A Ford motor in Switzerland, with the Alps as the proving ground, has demonstrated that the new Ford could be operated for a long,

continuous period over abrupt, steep hills, without lifting the hood. Reports of the test have just been received by the Ford Motor company.

The Ford motor was kept running for a period of six days and during virtually all of that time the car was enroute over the Alpine passes, a relief taking over the operation while the driver being to determine the reliability and power of the automobile.

**When You Have a Flat**  
**CALL 471**  
Free Road Service

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Protected for one year against all Road Hazards

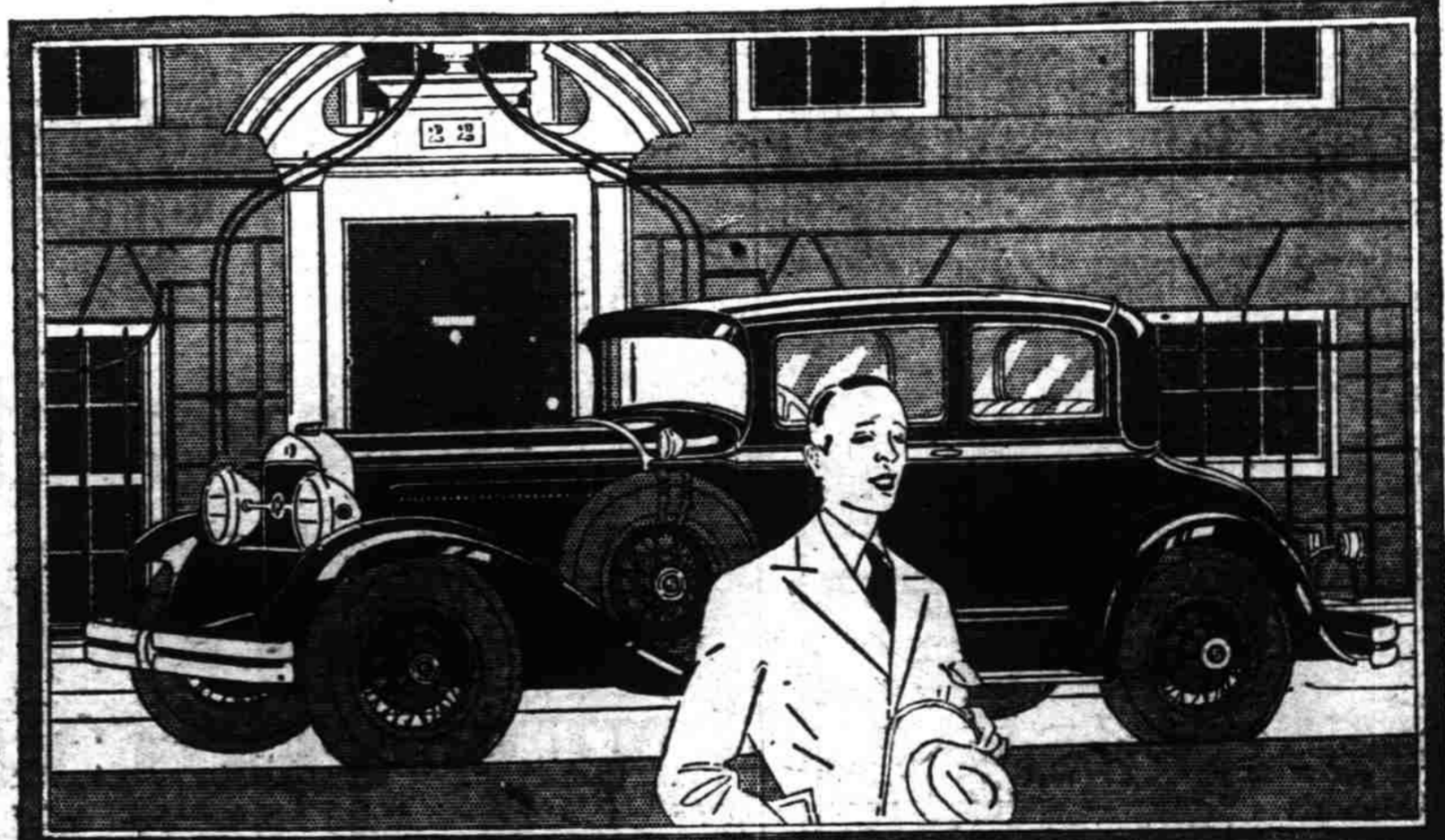
**ZOSEL'S TIRE SHOP**  
198 S. Commercial Telephone 471

# World Champion

... it looks and acts the part!

## STUDEBAKER'S PRESIDENT EIGHT

\$1785 at the factory



THE PRESIDENT EIGHT STATE VICTORIA FOR FOUR—six wire wheels and trunk rack standard equipment—\$1785. PRESIDENT EIGHT FOUR-DOOR SEDAN, \$1785. Prices at the factory. Bumpers and spare tires extra.

**WORLD CHAMPION!** One senses it at a glance, so well do these low-slung, graceful bodies express the fleetness and indomitable spirit of Studebaker's great President Straight Eight. Keen lines, alert, vigorous, modern, are eloquent of the qualities which made The President undisputed stock car champion of the world.

No motor car ever had more style. Certainly none ever deserved it more! The President's unapproached record of 30,000 miles in 26,326 minutes was made to prove its right to your trust. Picked by sheer chance, any one of the four stock President Eights which traveled 30,000 miles, might well have been your car.

Expect of The President Eight you choose as much of the same swiftness and stamina as you will ever dare demand. Expect something yet more valuable—a day-in-and-day-out performance you have never known in any car you ever owned. Expect comfort unique in motordom—pioneered by Studebaker.

Expect, in short, world champion behavior from this champion that looks—and acts—the part!

**STUDEBAKER MODELS AND PRICES**  
The President Eight . . . \$1785 to \$2575  
The Commander Six or Eight . . . 1350 to 1675  
The Dictator . . . 1265 to 1395  
The Erskine Six . . . 860 to 1045

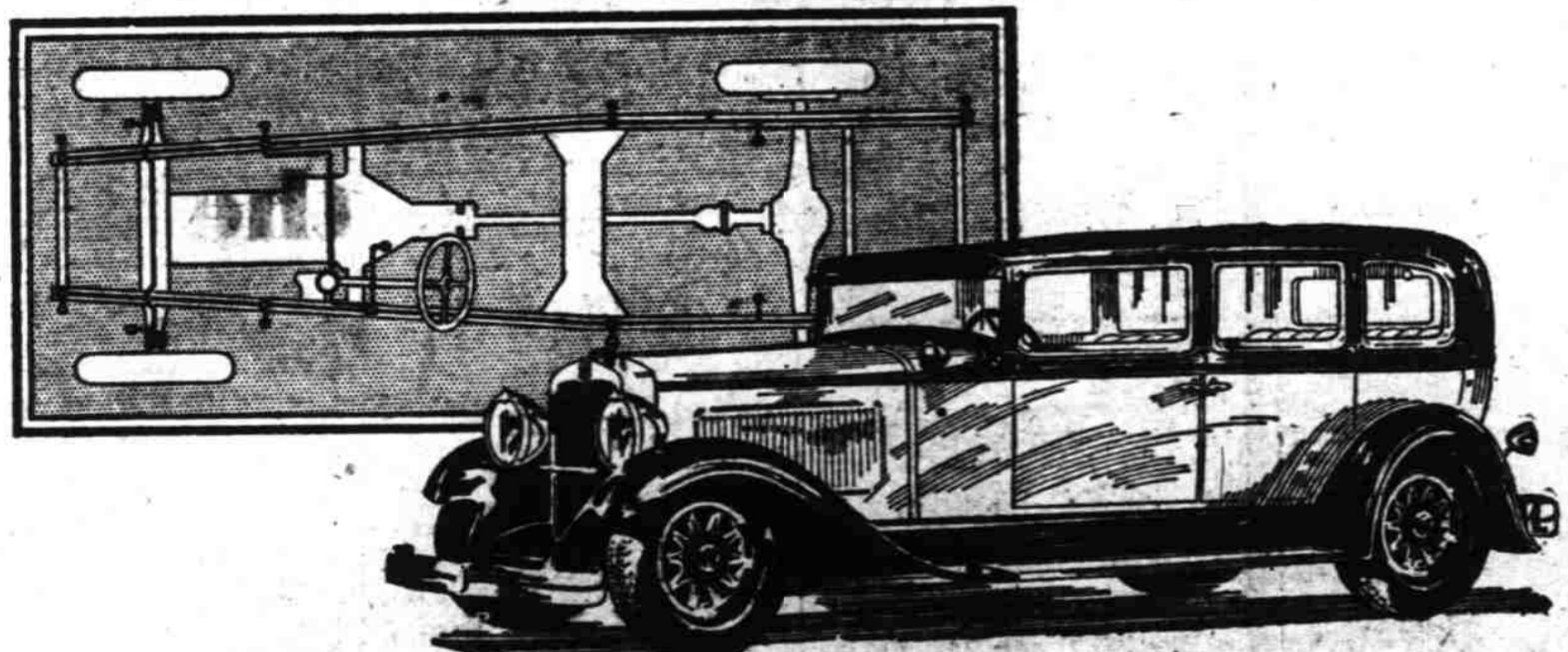
PRICES AT THE FACTORY

Tune in "Studebaker Champions" every Sunday evening 7:15 to 7:45 Pacific Time Stations KOMO—KHQ—KGW and Coast-to-coast network

## MARION GARAGE CO.

Wallace H. Bonesteel  
235 S. Commercial Opposite Marion Hotel Telephone 362

## FROM NINTH TO FOURTH PLACE IN SIX MONTHS!



## World's Finest Lubricating System Nash-Bijur Centralized Chassis Lubrication

**FINALLY**, a system of centralized chassis lubrication has been perfected which operates easily . . . immediately . . . and with flawless certainty.

Nash now offers it on every Advanced and Special model of the new "400" series . . . Nash-Bijur . . . the finest device ever produced to supply chassis bearing points with necessary lubrication.

You simply press the convenient pedal (a child can do it), and twenty-nine chassis points . . . spring shackles, steering knuckles, clutch bearing and the like . . . are bathed in fresh, clean, wear-resisting oil.

Nash-Bijur centralized lubrication ends all the bother and expense of old-fashioned chassis greasing. Just press the pedal once a day. Chassis squeaks are avoided, chassis wear is prevented . . . when you drive the new and finer Nash "400".

## The New NASH '400'

Leads the World in Motor Car Value

- IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM, ALL**
- Twin-ignition motor
  - 12 Aircraft-type spark plugs
  - High-compression
  - New double drop frame
  - One-piece Salon fenders
  - Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)
  - Aluminum alloy pistons (Javelin Street)
  - 7-bearing crankshaft (Javelin crank pin)
  - Bijur centralized chassis lubrication
  - Salon Bodies
  - Torsional vibration damper
  - World's easiest steering
  - Electric clocks
  - Short turning radius
  - Longer wheelbases
  - Nash Special Design front and rear bumpers
  - Exterior metalware chrome plated over nickel
  - Clearvision front pillar posts

## F. W. PETTYJOHN CO.

365 North Commercial Street Telephone 1260

"AFTER WE SELL—WE SERVE"