

The Average Annual Travel per car is About 7,000 Miles

NASH PRESENTS NEW MOTOR CAR

Twin Ignition Carried on 3 Series of New Models Now Displayed

Now it can be told! Today, throughout the week and during the month to come, the Nash Motors company is formally presenting to American motorists the three entirely new and different series of 1934 motor cars which for weeks past have been the consuming interest of automobile experts the country over.

In Salem special announcement displays and receptions are open to the public in the showrooms of the James H. Maden Company, Inc., 350 North High Street, and in other Nash showrooms throughout the territory.

Never in the history of Nash motors has public interest in its new car development been so intense and widespread. The news leaked out months ago that Nash engineers and designers were developing a 1934 product so striking in style and in advanced performance qualities that it would literally change American automobile standards and make motoring a sport again.

As this development work advanced, interest and anticipation grew. First it swept the engineering and technical world, where Nash engineering genius and the company's many contributions to motoring improvement are matters of permanent record. Then distributors and dealers were given an opportunity to see the first new models produced, and their enthusiasm stirred merchandising circles to a point above any new model event in Nash history. Many new distributorships and dealerships were added to the big Nash organization long before any of the new cars were available.

Now the new 1934 models are available for the biggest national presentation experienced in years and can be viewed by all motorists.

All models of the 1934 Nash line, which includes a new twin-ignition Big Six series on 116-inch wheelbase; a new advanced twin-ignition Eight series on 121-inch wheelbase, and a new Ambassador twin-ignition Eight series on wheelbases of 133 and 142 inches, introduces a distinctive "Speedstream" styling making them the most noticeable cars on the road. All are endowed with a reserve of power and a sparkling performance quality which lifts them high above even the lofty automobile standards of the past few years, and adds immeasurably to the pleasure of driving.

The three new Nash series for 1934 add prestige to a great name and carry on the Nash tradition of care and precision in all details. All three have twin-ignition valve-in-head motors. Developed first only for very costly cars, Nash, several years ago, stepped out ahead and engineered twin-ignition into the motors of Nash cars priced above \$1200. This year Nash has done the unexpected by building twin-ignition valve-in-head motors into its complete line.

Twin ignition, a costly feature to manufacture, provides many advantages to the owner not found in conventional single ignition motors. Two spark plugs simultaneously ignite the gasoline in

the cylinders. This not only provides greater smoothness of operation, but also 22 per cent more power, 5 miles per hour more top speed, and 2 extra miles per gallon of gasoline, than a motor of equal size with only single ignition. It is one of the important reasons why Nash cars accelerate so responsively.

The body lines of the 1934 Nash flow with a natural "Speedstream" grace from front to rear, every line blending with every curve in perfect harmony, and expressing the quick, youthful tang of modern life.

In developing this most radically advanced line in company history, Nash has answered the great public demand for quality standardization by producing three series of cars fundamentally the same in appearance, quality and mechanical precision — different only in wheelbase, weight, horsepower, extent of luxury, and list price.

33,833 DRIVERS IN RACE FOR AWARDS

First of the safety awards to truck, bus and taxicab drivers who have operated their vehicles for six months without accident to be made early in November, according to word received by W. H. Zosel, manager of Goodrich Silvertown, Inc., here, from the B. F. Goodrich company, sponsors of a nationwide safety campaign inaugurated early this year.

A total of 33,833 drivers had entered the race for these awards up to November 1. They represent 2520 operators of trucks, buses or taxicabs in all sections of the country.

Each individual driver receives a silver medal upon the completion of six months' operation of his vehicle without accident. The award for a year's safe operation is a gold medal. In addition, each fleet having a perfect no-accident record for a year is awarded a certificate attesting this fact.

SPIKE FAILS TO STOP POLICE CAR

A five-inch spike threatened—but in vain—to defeat the ends of justice recently when it became imbedded in one of the tires on a squad car in which two police detectives were racing in pursuit of a fleeing bandit in Cedar Rapids, Ia.

Soon after a filling station attendant had been kidnapped and robbed in Independence, Ia., the police squad car took up the trail of the alleged hold-up man fleeing in a light roadster.

For two miles, the two cars raced, until, in passing over a viaduct, the detectives noticed that one of the tires must be going flat, judging from the action of the rear end of their car.

"Let's keep going until we have to quit!" yelled Detective Stanley to Bailey, his companion. One-two-three-four miles farther on they sped, with the five-inch spike still firmly imbedded in the rear General Jumbo tire on the police squad car. The fugitive was the first to slacken his pace and, as the police squad car drew alongside, it was swung directly into the side of the bandit's car, which was forced into the ditch.

After taking into custody the captive, who confessed his guilt, according to newspaper dispatches, the officers had a chance to look at their streamline Jumbo tires and found that the tire in which the spike was sticking still had some air in it, due to the large volume of air which it contained at unusually low pressure.

The Diamond Chemical company now has a display window at 147 South Commercial street in with Harry W. Scott's Cycle shop. C. A. Hawk, manager of this Salem industry, has been in Salem for the past three years but

the manufacturing company is a recent venture. Mr. Hawk has had considerable experience in the automobile polish business and his company manufactures besides polish, wax, top dressing, cleaner, etc.

"I am going to make this a real Salem industry," stated Mr. Hawk. "I will have agents selling my products all over the state."

NEW MATERIAL WILL LAST MUCH LONGER

The Hain's Top & Body shop, 267 South Commercial street, have just received some new material to be used for sport tops for automobiles. The new material is much stronger than that which they have been using and should last two or three times as long, according to their claim.

Chas. Jackson, expert body man, is again connected with the company after an absence of some

COLD WEATHER IS HARD ON BATTERIES

Joe Williams, local Willard battery expert, says that there are a lot of people in Salem who will wake up some of these cold mornings and find that their batteries will not start their cars. Cold weather will put a battery to the test and Mr. Williams advises motorists to prepare for it and have their batteries up in good shape.

"Your present battery may work perfectly today, still refuse to do the work for you one of these cold mornings," said Mr. Williams. "I would suggest that motorists have their batteries tested and if the charge is low or the battery needs some repairs now is the time to have it done."

little time. Mr. Jackson has had considerable experience in body and fender work and claims that he can do wonders to any wreck-

TRADE FOR APARTMENT LARWOOD, Nov. 4. — Wayne Davenport and family have traded their farm for an apartment house at Bay City. The new owner, Eric Borgstrom has completed moving.

| | |
|---------------------------------|-------|
| 1930 Chev. Club Sedan | \$285 |
| 1928 Oakland All American Sedan | \$165 |
| 1928 Pontiac Coach | \$165 |
| 1928 Chrysler 72 Sedan, as is | \$185 |
| 1927 Chrysler Sedan | \$165 |

FORDS
1929 Sport Rdster \$150
1929 Bus. Coupe \$160

Trucks
1929 Ford Dump, Woods, Hoist and Dual Wheels \$140
1931 Chev. Long Wheel Base, as is \$365

See Larry
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1934 NASH

All TWIN IGNITION VALVE-IN-HEAD MOTORS!



88-100-125 HORSEPOWER

BUILT-IN QUIET VENTILATION

COINCIDENTAL STARTER

ADVANCED STYLE - LUXURY

88...100...125 HORSEPOWER
Twin-ignition valve-in-head motors in all models. Two spark plugs ignite the gasoline from opposite sides of each cylinder—which adds 22% more power, 5 miles an hour more top speed, and 2 more miles from a gallon of gasoline!

COINCIDENTAL STARTER
Saves time and effort. Conserves battery life. When the clutch pedal is depressed the motor starts! One of many advancements in ease of operation. A touch of a finger shifts gears at any speed. The new Nash synchro-shift transmission has smooth-meshing, helical gears—quiet in all speeds. Brakes are wider and fully equalized.

BUILT-IN QUIET VENTILATION
Not only draftless, but always quiet, and provides unobstructed vision. In cold and stormy weather, a patented "Air Vent" in the front windows provides complete ventilation with absolute comfort.

ADVANCED STYLE... LUXURY
Streamlined parking lamps and tail lights built into the heavy roll-edge skirted fenders. New Marquee hood with embossed speed-lines. "Speedstream" style with "go" in every line. Race luxury. Extra-large package compartment in the dash. Ultra-smart instrument panel—all instruments in two great, easily-read clock-face dials.

IN NASH SHOWROOMS from coast to coast the 1934 Nash is on display—all models with Twin-Ignition valve-in-head motors! ¶ 1934 cars styled with a new "Speedstream" grace that makes them unforgettably smart—the most "easily recognized" cars on the street. And they're powered to make motoring a sport again. Powered to take the lead in traffic... to soar easily and swiftly up hard-pull grades... to have power left when you've had all you want! ¶ Add to your knowledge of motor car progress by visiting a Nash showroom today!

BIG SIX SERIES, 116" wheelbase, 88 horsepower \$745 to \$795
ADVANCED EIGHT SERIES, 121" wheelbase, 100 horsepower \$1035 to \$1085
AMBASSADOR EIGHT SERIES, 133" wheelbase, 125 horsepower \$1575 to \$1625
AMBASSADOR EIGHT SERIES, 142" wheelbase, 125 horsepower \$1820 to \$2055

(All prices J. & K. Kenosha, Wis.—Special Equipment Extra)



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