

Sweeping Change in Hudson, Essex

Price Cuts Announced;
Both Lines Given Add-
ed Speed and Power

Hudson more than 100 models in four car, roomier and beautiful body design, much added equipment and price reduction of \$10 to \$200 a car, are the features of the Hudson-Essex program for 1929 as announced today. The company's statement, marking the 25th anniversary, declares it will build more cars than ever in the year, and will be the largest in its history, according to E. J. Ledbetter, Essex dealer. For the first time the Hudson factories in Detroit have been operating on day and night shifts, to provide thousands and thousands of new cars to meet the demand.

24 Body Types.
Twenty-four body types are included in the new 1929 line, more than in 1928, comprising the greatest variety Hudson has ever offered. Essex prices start at \$255, Hudson prices at \$195. The line is now presented on two increased wheel bases of 122 inches and 135 inches, while the Essex wheel base remains unchanged. Improved Essex improvements include four hydraulic shock absorbers as standard equipment, a chain plate, larger, roomier bodies, and a larger more powerful motor.

New Body Types.
The six bodies which have been added in the 1929 Hudson line are the town sedan, convertible coupe, the four-door standard sedan, four-door sport sedan, and the four-door touring. The first three cars wheel base of 122 inches, while the last three are on 135 inch wheel bases.

Two new body types added to Essex, the "challenger" are the town sedan and the convertible coupe.

Power Increased.
Hudson power has been increased 25 per cent and the Essex power 15 per cent. There is increased torque, or pull, at low speeds which results directly on acceleration and gives greater power in hill climbing in both lines. The 1929 Hudson develops 37 horsepower and Essex, the Challenger, 44 horsepower. The former has a speed range up to 55 miles an hour and the latter's top pace is in excess of 55 miles an hour.

In both cars, a "torque-birth" manifold equalizes the distribution of vaporized gasoline in the cylinders, resulting in balanced energy and more efficiency from every cylinder. Spark plugs are located over the exhaust valves, a new feature. Complete combustion is assured by raising the combustion chamber to the point of combustion by pushing it over the bottom up in the motor before firing. An automatic timing device assures accurate operation in any temperature. On the vacuum tank is an exclusive "vacuum" attachment which assures an adequate and even supply of fuel to the motor.

"Cushioned" Power.
Vibration in both cars is greatly minimized through elaboration of the patented Super-Six principle. A "cushioned" flow of power in Hudson line is obtained through a Lamont-type damper and a clutch which uses a series of small springs. An anti-vibration oil film over the entire surface of crankshaft and connecting rod bearings is obtained through a newly adopted bearing design for both.

In addition to vital engine changes, 140 improvements in both lines include a multitude of refinements, one of which being an electrically controlled oil and gasoline indicator gauge on the instrument panel. The body developments are thorough-going from sound-cushioning insulation to distinctive hardware finished in chrome alloy.

TEST NEW ELECTRO-STEAM DRIVEN BUS



Experiments are being conducted in Indianapolis with an electro-steam driven motor bus. Its designer, Dr. Albert White, Detroit, believes it will be one of the most important factors in the nation's transportation system.

Ford Steering Easy And Safe In the Model A

A new degree of ease and safety in steering has been introduced into the field of low-priced, light automobiles by the new Model A Ford. Easily this is due to the soft distributed weight of the car, and the coordination of specially designed springs and shock absorbers, but the most important contribution to ease and comfort in steering is the remarkably well designed steering mechanism.

The Model A Ford steering gear is of the worm and sector type, heretofore used only in cars of a much higher price class. It is known as the "three-quarter free-wheeling" type, which means that a very light hand on the steering wheel will hold the front wheels straight and true even over road bumps and ruts, but that the driver always retains that much desired "feel of the road" which is lost with the full free-wheeling type of steering mechanism.

The steering shaft, gear and worm are all made of very hard, forged steel, especially heat-treated and machined with the most exact precision. The design is so simplified that it requires very infrequent adjustments but such infrequent adjustments as may be necessary can be made easily and quickly.

Housewife Gets Radio Program From Her Lamp

SAN FRANCISCO, Dec. 28 (AP)—A radio program came right out of the lamp.

Mrs. Wilma Williams, San Francisco housewife, reported yesterday that she received a radio program from the porchlight shade of her bed side bedside lamp when she turned the switch.

An authenticated text of radio music received from the element of an electric glow was reported in Santa Barbara this morning when a housewife there heard a program through a pen of similar device.

So far radio experts have explained neither of the phenomena satisfactorily.

Induction and vibration of electricity waves may strike in both other than radio programs.

An automatic printing machine installed by the Associated Press in the office of the Mexico Sun-Star.

Auto Outlook For Year Good, Sloan Believes

DETROIT, Dec. 28.—Regarding the auto outlook for 1929, Alfred P. Sloan Jr., president of General Motors Corporation, says:

"My viewpoint on the 1929 is colored by the fact that I believe that there is nothing except soundness in the general economic and industrial situation, therefore, I am no reason why we should not continue to progress and enjoy successful business and a prosperous year. It is quite generally understood, I believe, that the automotive industry is an important factor in contributing to our industrial activity, and I am certain we can rest assured that this particular industry will do its share in that direction in the forthcoming year. This means, expressed otherwise, that I believe the production of motor cars will reach a satisfactory total. As a matter of fact I look forward to a new record being established."

"I reach this conclusion because I believe that the statistical position of the automotive industry indicates that sales during 1928 were limited by lack of production in the low priced field, which means that it will carry forward a certain amount of business into 1929, which will at once be in addition to the normal level. The normal trend will call for increased replacement demand over previous years, plus increased demand from overseas markets which are expanding very rapidly, plus a reasonable amount of natural growth, all of which should about the total 1000 point mark. I believe when record for production will be established."

"I appreciate that when any auto manufacturer expresses an opinion of still new records in production the question arises in many minds as to how much farther the industry can expand. We must remember that the life of any motor car is necessarily limited, from the standpoint of both depreciation and obsolescence. The number of cars in daily use has increased tremendously for many years past and each year so therefore with an increased replacement demand."

The increase in the number of cars per family is also a contributing factor and, as I have before stated, I do not think any of us have any real appreciation of what can be accomplished in the development of our modern machines."

Clicks off messages in the Morse code although the machine is there, is an automatic type writer and the Morse code has no place in the conversation. The messages can be heard only on Sundays when the current is shut down.

GENERAL MOTORS SALES RUN HIGH

Total of 91,410 Cars Delivered to Consumers During November

DETROIT, Dec. 28.—During the month of November General Motors dealers delivered to consumers 91,410 cars according to an announcement by Alfred P. Sloan Jr., president. This compares with 86,885 for the corresponding month of last year, or an increase this year of 5.5 per cent. Sales by General Motors divisions to dealers totaled 47,567 cars as compared with 44,421 for November, 1927, or a decrease of 7.3 per cent.

Although dealers sales to consumers show an increase over the corresponding month of last year, that increase has been limited by the fact that the Chevrolet division had a very small stock of cars due to the introduction of the new six cylinder model. Furthermore, sales of General Motors divisions to dealers have been affected by the fact that both the Chevrolet and Pontiac divisions have been out of production during the month under review, participating for the introduction of new models.

The following information shows monthly sales of General Motors cars to dealers in comparison with the 32 month average. This demonstrates the increase in General Motors cars to dealers:

Month	1928	1927
Jan.	147,278	151,016
Feb.	112,079	102,022

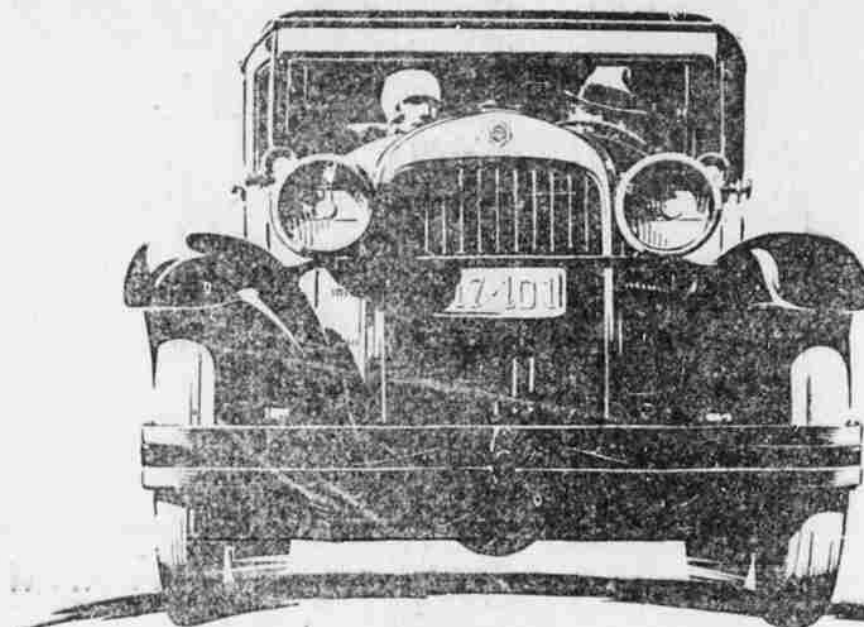
Mar.	182,706	186,270
Apr.	209,387	189,104
May	224,094	171,384
Jun.	206,239	159,701
July	177,126	134,789
Aug.	187,465	158,648
Sept.	185,754	132,556
Oct.	149,525	125,833
Nov.	91,410	86,885

Month	1928	1927
Jan.	25,181	29,507
Feb.	16,232	12,424
Mar.	18,521	18,110
Apr.	18,537	18,067
May	20,325	17,182
Jun.	18,100	15,325
July	16,473	12,905
Aug.	18,652	15,094
Sept.	18,740	14,907
Oct.	12,378	12,458
Nov.	47,547	57,621

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

Pontiac Sixes Now Being Made For 1929 Exhibit

PONTIAC, Mich., Dec. 28.—Preparations for the building of the first Pontiac Sixes for 1929 were under way here this week at the plant of the Oakland Motor Car Company with the completion of inventory-taking and the scoring of employment figures to the highest December level in history, according to W. H. Tracy, vice-president.



ESSEX

THE CHALLENGER

NOW READY and bids 1,000,000
Super-Six Owners to pit it against all
that motordom has to offer.....

24% Greater power—Over 70 miles an hour—Hydraulic shock absorbers all around—Effective double action four-wheel brakes, the efficiency of which is not affected by water or mud and which permit positive car control by the slightest foot pressure—Larger, roomier bodies—Seats easily adjustable to comfortable driving position—Electric gas and oil gauge—Instant starting regardless of weather—New radiator, with shutters, of course—All bright parts chromium-plated—New easier steering—Greater economy in fuel and oil.

IN FAST GET-AWAY—no car is expected IN SPEED—anything the road offers up to 70 miles an hour IN HILL CLIMBING—against any car you choose IN APPEARANCE—match it for smartness with cooler cars IN EASE OF DRIVING—note smoothness of motor—ease of steering—roadability and effectiveness of brakes IN ENDURANCE—60 miles an hour all day long is well within its range.

One million owners know the special advantages of the Super-Six. They are best qualified to compare the Essex the Challenger. To them we offer first opportunity to test the most powerful, the largest, roomiest, smoothest, easiest riding—most complete Essex ever built. But all motordom must be acquainted that even with seventy-six notable improvements, the price is the lowest in Essex history—a price but little above the lowest-priced car on the market.

\$695

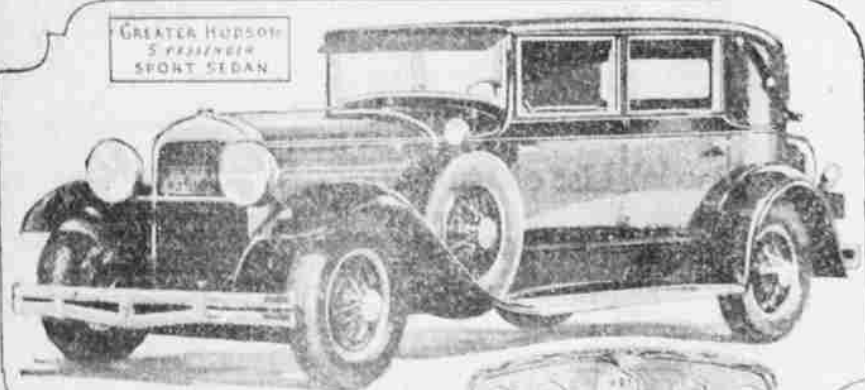
Couche	595	Standard Sedan	595
2-Door Coupe	695	Town Sedan	595
Phaeton	695	Roadster	595
Couche with rumble seat	725	Convertible Coupe	595

A BIG FINE SUPER-SIX

Ledbetter Garage

Alhambra Ave.

Leaders in Hudson-Essex 1929 Line



Sweeping body changes, 140 improvements, plus ten new models and sensational price reductions mark announcement of greater Hudson and Essex Challenger lines.