

HUDSON OUTLOOK
ROSY IS REPORTPresident of Company
Says Demand for Cars
Unprecedented Now

DETROIT, Feb. 9.—Hudson's outlook for business the first half of 1929 is by far the best it has ever known, R. B. Jackson, president of the company, said in his annual report to stockholders. In addition to reports on earnings and cash position the message gave a complete picture of company operations.

Net earnings for 1928 after all charges and taxes were \$13,457,364 or \$5.45 a share on the 1,596,840 shares outstanding. While this was a moderate decline from 1927 when \$9.04 a share was earned, the company's cash position gained \$6,728,679 showing \$20,014,640 in cash and U. S. treasury notes Dec. 31, 1928.

On 1929 prospects Mr. Jackson said: "Since showing the Hudson and Essex 1929 models we have experienced an unprecedented demand for both cars. In the first quarter we will ship over 110,000 cars and for the first 6 months our schedule is 240,000 cars. Gross for the first quarter of 1929 will be over \$70,000,000. In spite of this large volume there is every indication we will be short of demand."

The report continued, in part: "In the United States and Canada more than 5,000 distributors and dealers sell Hudson and Essex cars; throughout the rest of the world are 2,000 other distributors and dealers. Export trade is handled both by direct shipments to dealers and through our export assembling plants located in England, Germany and Holland. Export distributors have their own assembling facilities in Australia, New Zealand, Poland, South America and in many far East points. Export trade is increasing rapidly."

Bedridden, But a Motorist



D. W. WALLACE, during a stop in Detroit, chats with his son, Van, who, although unable to walk, makes comparatively long tours on a bed in this Fargo Clipper Sedan.

fully and this year will total 50,000 units. Hudson's export proportion to its 1928 shipments was 13 per cent; the proportion of all other American manufacturers was 15 per cent. In 1928 Hudson-Exsco cars exceeded one-half of all American passenger cars imported into Great Britain.

"Since the company's incorporation 20 years ago the same group of active owners have been in control, with one policy uppermost—the production and sale of cars of unusual value and appeal. While among the largest factories in the country Hudson is today the most compact manufacturing unit in the industry. Capacity is 1300 to 2000 cars a day. Our plan is one of extreme concentration; we

manufacture more cars to the square foot of floor space than any other motor car company. Thus material handling cost and 'stock-in-process' two of the greatest enemies to low cost manufacture are reduced to a minimum."

WHEN THE LOCK STICKS

"A little oil" is the panacea, to listen to the average motorist, for locks that refuse to function smoothly. Not in all cases. There comes a time when the process of taking the car to the service station and having the locks oiled with graphite is really the only cure for a lock that sticks.

Willys-Overland
Factory Opened

LOS ANGELES, Feb. 9.—Attended by several hundred business men, civic leaders and prominent citizens, the new \$1,500,000 Pacific Coast factory of Willys-Overland, Inc., was formally opened at a luncheon held at the plant Thursday, noon.

John N. Willys, president of Willys-Overland, Inc., who headed a group of factory officials from Toledo, Ohio, was the central figure at the luncheon which was arranged by chamber of commerce officials, under the direction of AR.

GENERAL MOTORS
1927 SALES HIGHDecember Figure, However, Below Average
Due to Changes

NEW YORK, Feb. 8.—During the month of December General Motors dealers delivered to consumers 33,442 cars according to an announcement by Alfred P. Sloan Jr., president. This compares with 33,750 for the corresponding month last year. Sales by General Motors manufacturing divisions to dealers totaled 35,441 cars as compared with 60,971 for December, 1927.

The decrease in dealers sales to consumers was due entirely to the fact that the field was practically barren of cars. As a matter of fact as will be noted below, sales to consumers exceeded sales to dealers for the fourth quarter of 1928 by 61,631 cars, resulting in a reduction of field stocks by this amount. This condition was made necessary by the change in models of several of the corporation's quantity producers including the Chevrolet, Pontiac, and Olds divisions. Sales by General Motors car divisions to dealers were likewise influenced by the beginning of production on the new models. It is expected that January will establish a more normal trend.

Exceed 1927. In view of the fact that the report for December closed the year 1928, it is interesting to point out that for that year sales to consumers exceeded the previous year 1927 by 237,856 cars, or 18.5%. General Motors divisions sales to dealers in 1928 exceeded 1927 by 248,055 cars or 15.9%.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Dealers Sales to Users.	1928	1927	1926
Jan.	107,278	81,010	55,698
Feb.	132,029	102,025	64,971
Mar.	138,706	140,272	106,951
Apr.	209,357	180,106	136,643
May	224,024	171,364	141,451
Jun.	306,259	159,701	117,176
Jul.	177,728	134,749	101,576
Aug.	187,463	158,619	122,305
Sept.	148,784	132,596	118,224
Oct.	140,883	153,833	99,073
Nov.	91,410	80,539	101,729
Dec.	33,442	53,760	52,729

Total 1,842,443 1,554,577 1,215,826
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.

DIRECT STAGE
LINE TO SALT
LAKE PLANNED

PORTLAND, Ore., Feb. 9 (AP)—W. T. Crawford, president of the Columbia Gorge system of stage lines, announced here Friday that options have been taken by the Columbia system on two stage lines, and that a direct line between Portland and Salt Lake City is expected to result. Approximately \$150,000 is involved.

The Blue Mountain transportation system, operating between Pendleton and Twin Falls, Idaho, and Beehive stages, between Twin Falls and Salt Lake City are the two lines concerned. The new line will be known as the Columbia Gorge system.

Capitalization of the company will be increased from \$20,000 to \$500,000, and \$100,000 worth of equipment will be added, Crawford said.

Organized two years ago, the Columbia Gorge system operates several routes east of Portland, including an auxiliary service up the North Fork highway and branch lines to Eastern Oregon towns. The main line is on the Columbia highway.

CHECK SPRING SHACKLES

Some motorists will put up with looseness in spring shackles for a long time. Then the noise becomes too excessive all of a sudden and they go to the other extreme—shackles that are too tight. One is as bad as the other.

—G. Arnold, secretary and general manager.

The program included an address of welcome by Shannon Crandell, president of the chamber of commerce and Mayor George E. Coyer and a response by Mr. Willys.

Mr. Willys outlined the extensive manufacturing plans now under way. He declared the Pacific Coast region is one of the most important territories in the United States for automobile manufacturers and stated that with the new factory his company is now better able to supply this great section with dispatch, render the highest grade of service and cooperate fully with dealers and the general public. He also spoke of the speed with which the increasing trans-Pacific and South American trade can be supplied by the proximity of ocean shipping.

Following the luncheon an inspection trip was made through the factory which is already in operation. The general public has been invited to visit the big plant where open house was held the remainder of the week and see how Whippet and Willys-Knight cars are built.

MORE SEDAN VALUE
THAN EVER BEFORE?

NEW SUPERIOR

Whippet
FOURS SIXES

WHIPPET 4-SEDAN

\$595
Coach \$535; Coupe \$535; Roadster \$485; Touring \$475; Commercial Chassis \$465.

WHIPPET 6-SEDAN

\$760
Coach \$695; Coupe \$695; Coupe with running gear \$725; Sport De Luxe Roadster \$850 (including running gear and extras). All Willys-Overland prices f.o.b. Toledo, Ohio, and specifications subject to change without notice.NEW
"FINGER-TIP
CONTROL"

A single button, in the center of the steering wheel, starts the motor, operates the lights and sounds the horn. It also lessens greater safety, as you can keep your foot always on the brake when starting or restarting on a hill.

SWEEPING SUCCESS WON BY GREATER BEAUTY,
LARGER BODIES, STARTLING LOW PRICES

Motorists everywhere are enthusiastic in their praise of the new Superior Whippet. You hear them expressing their admiration of Whippet's ultra-modern style and the outstanding beauty effected by longer bodies, graceful lines, rich colors, higher radiator and hood, sweeping one-piece full crown fenders.

More spacious interiors afford extra leg room and elbow room. Seats are wider and have form-fitting contours. Other important factors in riding comfort are the increased wheelbase, oversize balloon tires, snubbers and longer springs both front and rear.

Yet with all its many improvements, the new Superior Whippet Four Sedan is still the world's lowest-priced four-door enclosed car. And the Whippet Six Sedan is the world's lowest-priced six-cylinder four-door enclosed car, with the impressive advantages of seven-bearing crankshaft, silent timing chain, full force-feed lubrication, Nelson type aluminum alloy invar-strut pistons and "Finger-Tip Control."

WILLYS-OVERLAND, INC., Toledo, Ohio

Gettings & Hanks

Jefferson Ave.

Comparison at the Motor Shows is
Showing the Country

that the new Nash "400" is the only car of all the new cars that offers all these important features as standard equipment... at no extra cost

THE new Nash "400" not only gives you all the important 1929 refinements listed above, but gives them to you without one single cent of extra cost. All motor cars have two prices—the factory (f. o. b.) price, and the delivered price. If the delivered price includes the extras, charged for at retail prices, you'll find your car costing a lot more than you anticipate.

Some dealers (not Nash dealers)

charge as much as \$50 or \$60 for bumpers alone. On the new Nash "400" you'll find every necessary accessory... hydraulic shock absorbers... bumpers, front and rear... even tire locks... installed at the factory... included in the factory price... at no extra cost. That means a very much lower price, delivered, fully equipped. The Nash "400" leads the world in motor car value!

The New NASH "400"

Leads the World in Motor Car Value

McKennon Nash Motor Co.
806 Adams Avenue, Main 650.

(971)



After the most critical comparisons at the Automobile Shows, Oldsmobile now stands more than ever...

IN THE SPOTLIGHT
OF PUBLIC FAVOR

With New Lower Prices

Again the spotlight of public favor singled out Oldsmobile at the great national automobile shows—

—not because of any radical changes in the 1929 Oldsmobile, but for a more vital and fundamental reason—

—because critical comparison with other cars in its field reveals an overwhelming margin of value in favor of Oldsmobile.

Not only have desirable improvements been added, but its price has been reduced!

Already representative of the most progressive engineering, Oldsmobile's big high-compression engine now develops 62 horsepower. Piston-pins are now pressure-

NEW LOWER PRICE

TWO DOOR SEDAN

\$875

f. o. b. factory, Lansing, Michigan
SPARE TIRE AND
BUMPERS EXTRA

lubricated—an engineering feature heretofore characteristic of high-priced cars.

Already distinctive in appearance, its smartness has been enhanced by new headlamps on chromium-plated mountings—by a new cadet-type visor—and by new, sparkling color combinations.

And even greater luxury is revealed inside the car—by deeper, softer seat-cushions—by new, more costly upholstery—and by the wonderful new Fisher adjustable front seat that may be instantly regulated to suit the driver's convenience.

See and drive this finer Oldsmobile—and you'll immediately recognize why it is more than ever in the spotlight of public favor.

OLDSMOBILE

Oldsmobile Sales Co.

1428 Adams Ave.

Hamilton Service Station

Enterprise, Ore.