Chevrolet Zone Sales Chief Named

Announcement has been made here today by S. W. Kent, district manager of the Chevrolet Motor company, of the appointment of William H. Walker as zone sales manager for the Southern California territory, effective immediately.

Walker succeeds George R. Wallace, who became of the announcement recently made by himself in the Los Angeles district, has been appointed assistant general manager of the Buick Motor company at Flint, Mich. Walker is a native

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YOSEMITE'S LAST SNOW

The men, two weeks will see the end of the snow in Yosemite. A Hudson-Oakland-Pontiac dealer, was the first to come out of the valley so to the Big Oak Flat Road this year. Thermometer show Half Dome, Bridal Veil Falls, and the road through the valley of the Pine.

Hudson Motor Car Company Breaks Production and Earning Records

Announced production schedules for 1929 Hudson and Essex cars during the second quarter are positive that earnings for that period would be extend any previous quarter in the company's history, President W. J. McAneny told stockholders of the Hudson Motor Car company, at the annual general meeting that this was by far the best year in the company's history.

"The optimistic statements we made to the action of a October present to the stockholders, for this is the 'coming of age' year for Hudson," Roy D. Chapin, who presided as chairman of the board, the late H. H. Jackson, Howard E. Coffin and McAneny, elected by J. L. Hudson started the company 21 years ago. It is now the second largest independent in the U.S.A.

Mr. McAneny said "Since the introduction of our present Hudson and Essex models we have enjoyed a steadily and rapid increasing demand. Shipments for the first six months of the year were 110,000 cars, a strong favorable factor in the prosperity of those selling forces and the small supply of cars now in their hands. The number of our active distributors and dealers in the United States exceeds 1,000—is a strong, skilled and aggressive organization, accustomed to dealing with all problems of automobile merchandising.

"As to our engineering and production status the popularity of our 1929 line in this year's cars is perhaps a sufficient comment.

"In export activities our business continues in the strong position. The increase of business in Canada over last year is 35 per cent. For the first four months of this year we shipped 27,871 cars as against 21,214 a year ago. Counting both Canada and overseas operations, we may expect an export business for the year of from 70,000 to 75,000 Hudson and Essex cars.

"Our export activities are world-wide. We operate both with our own or subsidiary plants and through distributors. Our plant at London is now producing a seasonal peak of 1000 cars a month, and is maintaining Essex's position as the largest selling American car in the United Kingdom. The Berlin assembly plant serving only Germany has completed its seventh year in less than one year. All Europe except England and Germany will very soon be served from a new plant in Brussels, Belgium, with a capacity of 15,000 cars a year.

"In Poland, Hungary, Palestine, Syria, India, China, Japan, Australia, New Zealand, Argentine, Brazil and Chile, our distributors operate their own assembly plants. These connections are substantial, long-established and admirably prepared to understand and serve these varied markets.

"Both domestic and export markets are under constant and aggressive development."

TOURIST SEASON IS NEARLY HERE

KENOSHA, Wis., June 1 — The approach of touring time, three long anticipated months that send millions of Americans motorwise into the open to travel in new scenery and sensations, has brought with it a steady national increase in the demand for the Nash "400" cars that fit as perfectly into every motoring requirement, according to officials of The Nash Motors company sales department.

Following an April which registered a gain of 35.57 percent in domestic shipments of "400" Nashes over the month a year ago, they received reports today from 500 of the most important American motor sales centers showing that deliveries of new Nash cars in those points during the week ending May 18 were 12014 percent above deliveries in the same week for the corresponding week in 1928. All indications point to another record breaking month for Nash, they declare.

Consistent Gains

Consistent Nash gains are being reported from the great automobile marketing centers as the season advances. "C. H. Bliss, sales manager said today, following receipt of sales reports from these cities. "During the week ending May 18, New York reports an increase in Nash deliveries amounting to 50 per cent over the same week last year. In Metropolitan New York, during the first four months in 1929, official new car registration figures show the Nash "400" first among all cars except Ford and Chevrolet. Chrysler rolled up a 47 per cent gain, while the other leading Nash markets for the week—Boston, Philadelphia, Cleveland, Minneapolis, Milwaukee, Portland, San Francisco, and Los Angeles—brought the average gain to 42.94 per cent.

"In Detroit—a territory called the world's most competitive automobile market—reports received for the week ending May 11 show an increase in Nash retail registrations of 22.2 per cent over the corresponding week a year ago, and an 11.31 per cent increase for the period from January 1 to May 11 over the same period last year. Nash registrations in Cook county as recorded by official state department figures show an increase of 12 per cent for the first fifteen days in May."

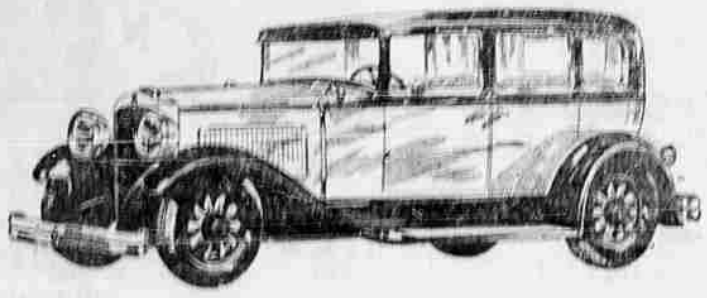
"DEATH'S HEAD" SIGNS DISCARDED BY DETROIT

DETROIT (AP) — Detroit's "death's head" safety signs have been discarded by police.

Psychologists felt that, although the skull and cross-bones left a strong impression on the mind of the motorist, the warning of safety was obscured. After several weeks of trial the "death's head" signs have been replaced by rectangular and more usual signs for several hours.

NASH "400"

Leads the World in Motor Car Value



Before You Buy in the $900 Field COMPARE!

COMPARE FEATURES! See the high-priced motor car features which the Nash "400" offers.

Compare PERFORMANCE! Drive it and test the action of its powerful, 7-bearing, high-compression motor, the unusual acceleration, speed and power.

Compare STEERING! Here's the greatest ease in turning, parking, handling you've ever known—due to Nash engineering.

Compare RIDING! Specially designed alloy springs tailored individually to the weight and size of each model and Lovejoy hydraulic shock absorbers, outboard mounted by Nash, to increase their efficiency.

Compare BODY DESIGN! Contrast the low, smart beauty of the "400" with any other car and see how it captures your preference.

Compare EQUIPMENT! Nash provides at no extra charge front and rear bumpers, hydraulic shock absorbers, spare tire lock, and tire cover.

Compare VALUE! Sum up all Nash offers—in quality, and performance and beauty and features—then compare delivered, fully equipped prices asked for other cars in this field with the LOW Nash delivered, fully equipped prices.

Price Range (f. o. b. factory) of 24 Nash "400" Models, $885 to $2190 including Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models

McKennon Nash Motor Co.

506 Adams Avenue, Main 650.

Notice who own CHRYSLERS – *that alone means a lot*

WHEN you see the number of Chryslers in the hands of bankers, lawyers, doctors, manufacturers, engineers, chemists, judges and other leaders of American life everywhere, you realize more than ever that you travel in the best of company when you own and drive a Chrysler.

It means something definite when thousands of people who formerly owned and drove far more expensive cars are now driving Chryslers by preference.

Today there is a general recognition of the fact that Chrysler has obsoleted long-established standards.

By scientific distribution of car weight, by new utilization of fuel, by advanced carburetion and correctly applied thermo-dynamics, Chrysler engineering has created a new performance.

A perfectly-balanced chassis, with buoyant vanadium springs anchored in moulded blocks of live rubber instead of ordinary metal shackles, supplemented by hydraulic shock absorbers, means an entirely new and delightful comfort in riding.

Take a demonstration. Learn for yourself the difference between Chrysler performance and the others.

CHRYSLER "75"—$1535 to $1795
Eight Body Styles
CHRYSLER "65"—$1040 to $1145
Six Body Styles
All prices f. o. b. factory. Chrysler dealers extend convenient time payments.
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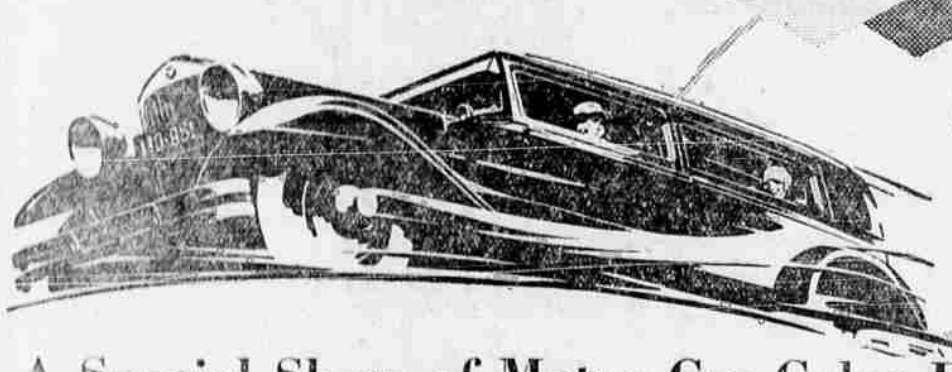

A Special Show of Motor Car Color Designs

The smartness and distinction of your chosen color design—at no extra cost. Come to our Special Color Show and see the great variety of color combinations from which you may choose.

An exclusive manufacturing achievement makes this wide selection, at no extra cost, absolutely exclusive to the Super-Sixes. And it caps the great array of values with which Essex the Challenger has swept the six-cylinder field.

Last month, for instance, more that 225 different color combinations on various models were supplied to Essex buyers. In this territory any Hudson-Essex dealer is prepared to show and to give you a wide choice. Your individual selection, from among the options, will be shipped from the factory within 48 hours of the receipt of your order, at no extra cost.

And color is but one point of Essex advantage. The conviction of greatest value which Essex gives on sight is borne out in performance of brilliant range and smoothness, and a wealth of fine car detail, never before associated with this price class.

Its smooth and dashing power; its large, roomy, fine bodies; its 70 outstanding new features; its Speed challenging up to 70 miles an hour; with Reliability that permits 60 miles an hour for hour after hour; and Economy of 18 to 20 miles per gallon and upward—all these make Essex a formidable challenger of any car the market offers.

$695 AND UP—AT FACTORY

Your present car will probably cover the entire first payment. *The H. M. C. Purchase Plan offers the lowest terms available on the balance.*

ESSEX THE CHALLENGER

BLUE MOUNTAIN GARAGE

M. A. HARRISON, Mgr. Opposite P. O.