

42,086 Hudson and Essex Cars Shipped During May; New Record

DETROIT, June 15.—The Hudson Motor Car Co. shipped 42,086 Hudson and Essex cars in May, completing the largest May Hudson ever has known. This total compared with 32,450 cars a year ago, an increase of nearly 30 per cent. For the five months to June 1 Hudson has shipped 194,576 cars compared to 161,887 a year ago, which was the largest year up to that time.

Hudson officials describe the sales situation as strong. Orders from the field already have been received to more than cover June production, which will be carried forward to meet the second quarter's schedule of around 120,000 cars which was announced early in the year. This will make the largest quarter's shipping Hudson ever has known.

Hudson, the industry's paradox, more or less because its price range does not place it under the wing of the great god Volume, is producing an automobile every 16 seconds, or at the rate of 1900 a day.

Hudson, Courtney Johnson, general sales manager, points out, makes no provision for warehousing its fabricated products, so every day 1900 Hudson and Essex cars roll on their way to dealers under orders.

In spite of this huge production, the greatest in the history of the factory, each car is "made to order." It may seem impossible and yet that is exactly what is done.

"There are no less than 276 color combinations in the Hudson and Essex color options," explained Johnson. "And cars are built through only on the dealer's specific orders. You would imagine that would cause traffic snarls along the production line, but it doesn't. In spite of the seemingly complicated method that must be followed.

"Now, the production department isn't the only phase of this business which has been shifting its gait. In April, for instance, we shipped 47,000 odd cars. On May

1, our dealers had 29,000 cars on hand—considerably less than a 30-day supply and 3000 cars less than they had in stock on May 1, 1928.

"Not only is the dealer selling these cars faster than he ever did, but he is making a bigger profit. There is no question that it will be better, in every way, than the first quarter of 1929."

"The enviable position of Hudson-Exsco did not 'just happen.' It was carefully planned, according to Johnson.

"We decided that 1929 would be the crucial year in this industry, said Johnson, "so we organized accordingly. We figured that the automobile buyer would select his car on the basis of exceptional value."

"We designed cars that would combine outstanding performance, riding luxury and beauty to sell at very low prices. We achieved individuality by giving such a wide option of color combinations that the course of 'mass production' would be eliminated."

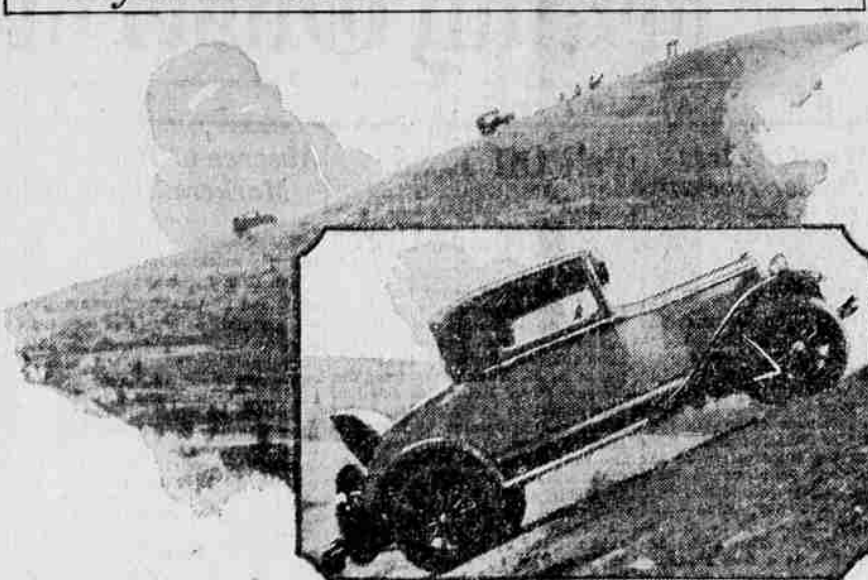
"The response of the public tells the story. Last year we were the world's largest builders of six-cylinder automobiles. Our production for 1929 will far exceed that of 1928."

Hudson has long been noted for its production efficiency. Among other things, it is generally credited with having the largest turnover of material in the industry and the largest production per foot of assembly line and per foot of floor space. It is also the largest automobile manufacturing plant operating as one unit.

"Our capital structure is also a vital factor, along with highly seasoned and skillful administration," Johnson explained. "We have neither bonded indebtedness nor preferred stock."

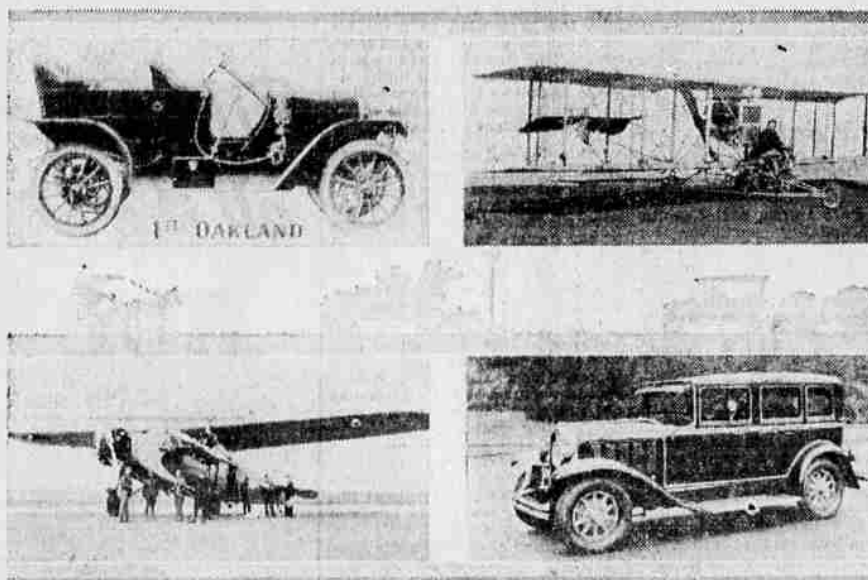
"Another vital factor in Hudson's success is our dealer organization. Just as every major executive of the company has been associated with its growth from the beginning, so has our dealer organization largely been the result of steady growth. Hudson is proud of its record of such a high percentage of veteran dealers."

Plymouth Climbs 76 Per Cent Grade



In a recent hill climbing contest in Bakersfield, California, two Plymouth touring cars, stock models, successfully navigated Tice Hill, which is 850 feet long, with an average grade of 54 per cent, which reaches 76 per cent near its summit. Five thousand persons witnessed the test, and saw the cars unflinchingly make the steep grade in low. Photo shows the cars silhouetted against the sky as they neared the summit. Insert shows a Plymouth coupe which was driven to the grade and halted for the purpose of getting a "close up" picture showing the degree of the climb as compared with the level nearby landscape.

Highways and Skyways



The old and the new in airplane and motor car transportation is shown in the above group of photographs. Upper right is one of the first old pusher type airplanes now located in Los Angeles. This is still in operation, and is used in the movies. Upper left is the first Oakland built in 1907. Lower left is the newest type Western Air Express Tri-Motor Fokker Mono, one which is in daily service between San Francisco, Los Angeles and Salt Lake City. This Company maintains a large fleet of these mammoth new sedans of the air. Lower right is the 1929 model Oakland All-American Four Door Sedan.

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Ed Howe, the famous Atchafalaya (Kas.) editor, says newspapermen have become so powerful and clever that they are the real force and hope of future worthy development. That ought to be worth a raise.

Farm Pointers

Walnut growing in Oregon is usually profitable if planting is well located and the proper stock used, says a new bulletin entitled "English Walnut Production in Oregon," by C. E. Schuster, professor of horticulture at the state college. There is sufficient suitable land in Oregon without using doubtful soils and locations, the bulletin states, and adds that the trade is demanding clean, sound nuts well graded and packed.

Soil surveys have been made of a great many counties of Oregon resulting in the accumulation of much valuable data to present and

prospective farmers of this state. The meaning and use of this information is explained in a new bulletin just issued by the state college experiment station, copies of which may be had free. The bulletin is station circular No. 99, by E. P. Torgerson and W. L. Powell.

A systematic going over of the tree is essential to proper thinning of fruit. There is necessary to remove all undersized, defective, wormy or diseased fruit from each branch first, says the experiment station. The remainder is then thinned down to the proper distance apart. Bakes and poles sometimes employed to remove surplus fruit are not recommended, as no discrimination can be made between the good and the bad fruit by this method, and a great deal of trimming results.

NEW ROMANCE IN FILMLAND



Here are the principals in the newest movie romance, Carmel Myers with her fiance, Ralph Bellman Blum, as they appeared at the Los Angeles marriage license bureau to file their three-day notice of intention to wed.

Elimination Of Breaking In Of Car Is Sought

Precision manufacturing and an unusual degree of importance which the Ford Motor company attaches to the inspection of Model A cars has gone far to eliminate that tedious process known as the "breaking in" of a new automobile.

In the windshield of the new Model A are directions which sug-

gest a driving speed limit for the first 500 miles of 35 miles per hour. This is in marked contrast to the old line of instruction which cautioned against a speed of more than 20 or 25 miles an hour for at least 1000 miles.

Excess heat is the most destructive agency which may affect an automobile, particularly in the several hundred miles it is driven. Friction is mainly responsible for overheating, and a piston that is fitted too tightly may seize and in turn score the cylinder wall. This means an expensive repair job.

Careful machining of engine parts, such as cylinder blocks, pis-

tons, camshafts, etc., the proper fitting of bearings, accuracy in the cutting of gears; multitudinous checks during the process of assembling the Model A, and rigid inspections combine to produce an automobile which is ready for the road when delivered. For this reason, it may at once be operated to the limit of speed prescribed by the motor codes of a great many states, without going through the customary "breaking in" period.

Nugget of Wisdom
Really, like sorrow, dwelleth everywhere.

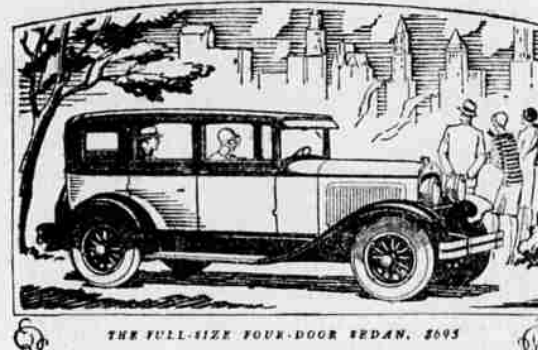
CHRYSLER MOTORS PRODUCT

TODAY—you can pay a Low Price and not Sacrifice your pride..



Motors product—and as such, it is the only low-priced car that can offer the modern style of Chrysler designing or the thrilling performance of Chrysler engineering."

PRIDE says, "Plymouth is a real full-size automobile, not a miniature—the roomiest and most comfortable of all low-priced motor cars—a car you can display to your friends and invite them to ride in, without offering a single excuse."



\$655
and upwards
F. O. B. factory

CAUTION says, "Plymouth is self-evidently a safer car to drive. Its full-size ruggedness in every part is assurance of utmost strength and stability. It is the only low-priced car possessing the famous Chrysler weatherproof internal-expanding four-wheel hydraulic brakes—always self-equalizing, uniform, positive and noiseless."

THRIET says, "Plymouth not only gives you the superior qualities and features that appeal to judgment, pride and caution, but Plymouth at the same time costs so phenomenally little to maintain and operate."

WISDOM, summing it all up, says, "Buy a Plymouth. It is the greatest value in its field."

Coupe, \$655; Roadster (with rumble seat), \$725; 2-Door Sedan, \$675; Touring, \$695; De Luxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$685. All prices F. O. B. factory. Plymouth dealers extend the convenience of time payments.

PLYMOUTH
AMERICA'S LOWEST PRICED FULL-SIZE CAR

L. W. WEEKS
Greenwood & Jefferson

(6-16)—591

NASH "400"

Leads the World in Motor Car Value



3 4-DOOR SEDANS

STANDARD SIX Delivered, Fully Equipped	SPECIAL SIX Delivered, Fully Equipped	ADVANCED SIX Delivered, Fully Equipped
\$1145	\$1570	\$1795

Lower, Delivered, Completely Equipped Prices

THROUGHOUT the automobile industry Nash engineering enjoys a reputation for enviable excellence.

A clear example is the Standard Six "400" 4-Door Sedan—a big, full 5-passenger car—the leader of the \$900 field in quality, and performance, and value.

DRIVE it! Note the exceptional power, speed, and acceleration of its Nash-designed, high-compression, 7-bearing motor, with Bohmalite pistons, and torsional vibration damper.

Chief among the attractions of the Nash also offers three 2-Door Sedans at respectively lower prices.

Delivered, Fully Equipped, Price Range of 25 Nash "400" Models, \$1066 to \$2249 including Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models

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

A Sweeping Success

because it offers Big Car Qualities for only \$745

The New Pontiac Big Six is a sweeping success—an even more pronounced success than its famous predecessors. And it owes its success largely to the fact that it offers big car qualities at low prices. Oakland produced this car to enable progressive people to step up in motor car quality without leaving the low-priced field. And the very people for whom it was created have made it an impressive sales success.

Pontiac Big Six, \$745 to \$895, f. o. b. Pontiac, Michigan, plus delivery charges. Bumpers, spring covers and Lowboy shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list price when comparing automobile values. . . . Oakland-Pontiac delivered prices include only reasonable charges for handling and for financing when the Time Payment Plan is used.

LA GRANDE MOTOR CO.

Hall Motor Co. Adams Avenue Enterprise

THE NEW PONTIAC BIG 6

PRODUCT OF GENERAL MOTORS