Hudson Company Celebrates Its 20th Anniversary

Hudson Motor Car company celebrated recently the 20th anniversary of the shipping of the first Hudson car, which took place July 8, according to information received by the Blue Mountain garage here. The 1,779,246th car which the company has manufactured in its two decades came off the assembly line 32 days ago.

Some striking figures of growth and present expansion of Hudson gathered for the occasion, were reported as follows:

Of the nearly 1,800,000 cars produced more than two-thirds have been manufactured in the five year period just passed. Twenty years ago Hudson began operations in a leased plant with $16,000 paid in capital. It has present assets of $69,000,000 and has paid $46,000,000 in cash dividends.

It took nine months to build the first Hudson; 4,107 were built in the entire first year, this is a little over two days' maximum production today.

Third Largest.

One year after its organization Hudson stood seventeenth in point of volume, by 1916 it was sixth; the next year was fifth, while today officials describe it as the third largest unit in the automobile business.

Hudson has had but four presidents. The first was J. L. Hudson, who served only a short time; next was Roy D. Chapin, who is now chairman of the board of directors; the third was H. B. Jackson, who died recently in Mentone, France; while the fourth is the present executive, William J. McAneeny. All four cars from the ranks of the company's founders.

Nash 400 Sales At 168,268 In Opening Year

KENOSHA, Wis., July 20.—Rounding out one of the most spectacular triumphs in the history of automobile making the famous "400" series Nash cars, which were introduced on June 21, 1928, have completed their first anniversary of public service with a sales record greater by thousands of cars than the sales of any previous twelve months on the books of the Nash Motors company.

C. H. Bliss, general sales manager, in footing up factory sales totals from June 21, 1928, to June 20, 1929—the period in which the popular "400's" have completed their production and sales anniversary—found today that 168,268 of these new type cars were shipped from the Nash factories.

This record does not consider the usual fiscal year, but takes the new series through their first birthday with a total of 22,744 units over and above the totals shipped in the best previous twelve months of Nash manufacturing.

The biggest twelve months experienced by Nash previous to the advent of the "400's" came in 1924, when 135,521 Nash cars were shipped from the factories. In the year 1928, half of which was devoted to the manufacture of the new series, a total of 135,128 units were shipped.

"Using any basis of comparison," said Mr. Bliss, "it is plain that these twin-ignition, high compression and far advanced Nash models have won their way both to the greatest international popularity that Nash has so far attained, and to the highest factory sales records in company history. The demand for them during the twelve months from July 21, 1928, to June 20, 1929, brought about a shipment increase of some 24 per cent over the former banner Nash year of 1926. It won them an increase of 22 per cent over the number of cars shipped during the same twelve months in 1927-'28, and has brought about the company's greatest industrial success."

Roadster Model Is Popular With The Younger Set

The ever increasing number of the new Superior Whippet Four Collegiate Roadster models that are now seen on the streets, the rural highways and at the country clubs throughout the nation is an indication of the popularity of this smart model.

Designed to carry four passengers—two in the front seat and two in the roomy rumble seat in the rear—it has won a wide acceptance, not alone with the younger set but with adults as well who seek a dash of youth and spirit in their motor cars.

The water-proof collapsible top, which attaches firmly to the windshield, may easily be lowered or raised while the detachable side curtains provide utmost protection when driving in inclement weather. Metal steps on the rear bumperette and on the right rear fender provides easy entrance and exit at the rumble seat.

This roadster model also is proving ideal for summer touring purposes for two with the roomy rear section for use in carrying luggage. This section is provided with a lock which insure safety at all times for the contents.

The long, sweeping lines of the Whippet Collegiate Roadster are admirably set off by the attractive color combinations and the wire wheels all around.

Auto Thefts In America Are On The Decrease

That automobile thefts are on the decrease, and that the recovery of stolen cars shows a decided upward trend yearly is the interesting disclosure of a recent survey undertaken in twenty representative cities by the American Automobile association, according to M. J. Goss, Studebaker-Erskine dealer here.

The compiled report, published by the National Automobile Chamber of Commerce, shows that during the past ten years automobile thefts increased steadily to a peak in 1926, then registered a sharp drop.

"While it is undoubtedly true that more efficient policing methods have played a large part in the successful warfare against the automobile thief, much credit must be accorded automobile manufacturers for their share in the preventive campaign," Mr. Goss pointed out.

"One of the most successful devices for the foiling of auto theft is the coincidental lock. As far back as 1924 Studebaker pioneered this device on all its models and largely because of it, Studebaker owners have since been assured the lowest theft insurance rates, effecting a saving to them of as much as $24 per thousand dollars coverage.

"In Chicago for instance where theft insurance rates are considerably higher than in many other cities, Studebaker owners pay anywhere from $1 to $24 less per thousand dollars coverage than owners of other makes in the same class. In New York the saving ranges up to $21, in Minneapolis up to $11.50 and in Atlanta as much as $12.50 per thousand.

"The coincidental lock controls both steering and ignition and is so conveniently located on the steering column that its operation becomes a habit. The same key operates all the locks on the car—door locks, locks on the rumble seat, baggage compartment and spare tire—so that the owner is saved the bother of having to carry around a large bunch of keys in his pocket."

Teacher: Now, can any of you tell me which is the most dangerous part of an automobile?

Tommy (who walks to school): Yes, ma'am; the drives!

DEMANDS FOR OLDS, VIKINGS ON INCREASE

"Increase the speed of the assembly line 10 per cent starting Monday morning."

That and similar orders have been issued numerous times this year at the Oldsmobile-Viking factories to increase production as the demand for these automobiles continued to grow larger. How these orders are carried out, however, is one of the efficiency systems which has made the automotive industry the wonder of the industrial world.

At least four major assembly lines and hundreds of feeder lines must be stepped up to increase the production of either Oldsmobiles or Vikings. These four major lines are those on which are assembled axles, engines, bodies and the complete automobile. The feeder lines consist of those short lines which manufacture the various parts that go into the making of an Oldsmobile Six or a Viking Eight. These parts vary from little valve guide split nuts to the large engine cylinder blocks or body fenders.

In the modern Oldsmobile-Viking factories all of these small lines are machined and manned to conform in manufacturing speed with that of the four major assembly lines. In this way every part is completed and given final inspection at its allotted place on the required assembly line at a rate that insures a steady supply of these parts as the assembly progresses.

When the order to increase production is issued, these smaller lines first are stepped up by increasing the number of mechanics and frequently, the number of machines in use. This quickly increases the number of finished parts delivered at the axle, body, engine and final assembly lines.

Urge Motorists To Be Careful Of Youngsters

"To the ordinary hazards of street and highway traffic, the vacation period has added hundreds of thousands of children released from school and using the streets during the day time during the vacation period" said W. R. McDonald, director of the Oregon State Motor association in a recent safety talk to motor association members.

In urging motorists to be careful of children at play, the public safety department of the Oregon State Motor association is following this customary note of caution with a message to children. Continuing its safety work which carries instruction in traffic into the classroom during the school term, into the vacation period the motorists' organization points out to parents that vacation days can be the most hazardous of the year to the youngsters. The following admonition should be impressed on boys and girls, whether they spend their vacation days in the city, the country, the mountains or the seashore.

Play safely on playgrounds and sidewalks, or in your own yards.

Cross at corners only. Look both ways before leaving the curb.

Hooking or begging rides is dangerous. Proud people never beg or steal anything.

Remove roller skates before crossing streets.

Careful bicycle riders stay close to the curb and signal when turning.

Teach other children how to avoid accidents and be happy during vacation.

Help protect lives and property. In the mountains, at the seashore and at home.

Stay on main trails, put out camp fires and avoid poisonous plants.

Learn to swim. Stay in water that is not over your head.

Give first aid to cuts and scratches, immediately.

When walking on street or highway, always face approaching vehicles.

Careful play, every day, will pay.

Court News.

"What explanation have you for running this man down?" asked the judge.

The prisoner answered: My windshield was almost obscured with "safety first stickers."

for Economical Transportation

CHEVROLET

-a SIX in the price range of the four!

The Chevrolet Six is scoring a sensational nationwide success because it provides everything you want in a fine, sturdy automobile—*yet it actually sells in the price range of the four.*

for $595 f. o. b. factory Flint, Mich.

you can now buy in the CHEVROLET SIX

Six-Cylinder Smoothness

The inherent balance of six-cylinder, valve-in-head design assures the smooth, velvety flow of power that distinguishes the fine automobile.

Six-Cylinder Acceleration

A non-detonating, high-compression cylinder head and automatic acceleration pump give the new Chevrolet Six remarkable qualities of acceleration.

Better than 20 Miles to the Gallon

Chevrolet engineers spent years of research and development to perfect a six-cylinder motor that delivers *better than twenty miles to the gallon.*

Beautiful Fisher Bodies

Rare beauty, smartness and comfort are provided in the Bodies by Fisher. Hardwood and steel construction gives them unusual strength and safety.

Amazing Low Prices—Easy Terms

The Roadster	$525	The Convertible Landau	$725
The Phaeton	$525	The Sedan	$595
The Coach	$595	Delivery	
The Coupe	$595	The Light Delivery Chassis	$400
The Sedan	$675	The 1½ Ton Chassis	$545
The Sport Cabriolet	$695	The 1½ Ton Chassis With Cab	$650

All prices f. o. b. factory, Flint, Michigan

Larison Chevrolet Co.

G. L. Larison, Mgr. Next to Observer.

A SIX IN THE PRICE RANGE OF THE FOUR

Here are the facts

that prove it America's finest medium-priced automobile

Below are typical examples of facts drawn from a comparison of the Oakland All-American Six with 28 leading cars in its field. Study these facts—then come to our showroom for additional information. We can give you dozens of other comparisons as further proof of Oakland's unrivaled value. And these are facts which prove the Oakland All-American to be *America's finest medium-priced automobile.*

What these features mean to you		*How Oakland compares with the field*
Large piston displacement is needed to develop high power at moderate engine speed. Moderate engine speed is an important factor in the life of a car.	PISTON DISPLACEMENT	Only one car as low-priced as Oakland surpasses Oakland's piston displacement of 228 cubic inches. Twelve cars in the field have less displacement, and five of the 12 are higher-priced than Oakland.
No name in automobile coach building means so much as Fisher. Fisher bodies are famous for style, luxury and roominess. In addition, they hold such advantages as sturdy composite hardwood and steel construction, VV windshield, side cowl ventilation and adjustable drivers' seats.	FISHER BODY	Only Oakland and two other cars in the field offer bodies by Fisher. And one of the two is nearly $100 higher in price than Oakland. Of the 18 cars which have less-known bodies, 11 are priced above the All-American Six.
Reasonably long wheelbase gives greater riding ease and road balance. Also permits use of longer, smarter, roomier bodies. At the same time, a small turning circle is essential to handling ease.	WHEELBASE	Only one car as low-priced as Oakland has a wheelbase as long as Oakland's, which is 117 inches. That car requires a turning circle to the left of 42 feet as compared with Oakland's 36 feet. Six higher-priced cars have shorter wheelbases.
For safety, efficiency, convenience, smoothness and silence nothing has been found to compare with internal-expanding mechanical 4-wheel service brakes with non-squeak bands. An entirely separate emergency braking system is needed as an extra safety factor.	BRAKES	Only Oakland and one other car, costing $200 more, use the fine type of brakes described opposite. And no car in the field equals Oakland's 290 square inches of brake hand area. Oakland's separate emergency brake operates on the transmission. Seven cars in the field have no separate emergency brakes, although three of them exceed Oakland in price.

Oakland All-American Six, $1145 to $1175, f. o. b. Pontiac, Michigan, plus delivery charges. Spring covers and Lovejoy Hydraulic Shock Absorbers included in list prices. Bumpers and rear fender guards extra. 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 G. M. A. C. Time Payment Plan is used.

$1145 AND UP

LA GRANDE MOTOR CO.

Adams Avenue

Hall Motor Co. Enterprise

OAKLAND

ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

374

all roads are better roads with De Soto Six

When the Chrysler-built De Soto Six was designed, special emphasis was placed on its easy riding.

Balanced spring suspension, a minimum of unsprung weight, low-hung body, rubber engine mountings and Chrysler-selected hydraulic shock absorbers, front and rear, make the De Soto Six the steadiest riding medium-weight motor car on the road today. DeSotoSix takes the turns safely at high speeds; does not tend to swing when suddenly slowed down; rides remarkably easily over the roughest surfaces; and at all times gives the impression of being a far larger, heavier and more expensive car.

We invite you to make your own comparison. Pick the worst road and step on the gas. For easy-riding qualities alone, apart from other features of remarkable performance, you will find the De Soto Six considerably superior to any other make of car below $1,000.

SEVEN BODY STYLES $845 AND UP AT FACTORY

RIDE WHILE YOU PAY

DE SOTO SIX

CHRYSLER MOTORS PRODUCT

BUCHANAN-MUNHALL MOTOR CO.

Jefferson and Elm Sts.

the Greater HUDSON

The Town Sedan—See This Favorite Hudson at Our Color Show

With all its luxury it lists $1375 at Factory. The wire wheel equipment illustrated is optional at slight extra cost

"There is a very *costly* car" you would say . . If you did not know the price

$1095 *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.*

THE Town Sedan, illustrated above, is a superb car—big, roomy and comfortable—with every appeal to pride, every charm and satisfaction the costliest cars can give. See it at our color show.

From whatever viewpoint you regard it—appearance, appointment or performance—if you did not know the price, you would say, "There is a very costly car."

On this as on all Hudsons, personal choice of color is now available in many options at no extra cost.

Public verdict, expressed in sales, acclaims Hudson the outstanding fine car value in motordom.

14 Body Types—92 Developed Horsepower—Above 75 Miles an Hour—65 for Hour after Hour—Greater Economy—4 Hydraulic two-way shock absorbers—Non-shattering windshield—Easier riding, steering and control.

At Our Color Show

Widest Range of Color Ever Offered—at No Extra Cost

BLUE MOUNTAIN GARAGE

Opposite P. O.
O. B. Barnes Auto Co.
Elgin, Ore.

M. A. Harrison, Mgr.
Work's Garage
North Powder, Ore.