

CLEAR THINKING BRINGS BUSINESS

Peerless Vice-president Says Attitude of Business Men Unbeatable

"All my life I have been struck by three outstanding factors that seem to be characteristic of successful executives," says Leon German, vice president of the Peerless Motor car corporation. "These characteristics are clear thinking, hard work, and an unbeatable attitude towards business and life."

"To me," says Mr. German, "these are the prime essentials for success as an individual or as a business."

"Every fall, certain men begin to look ahead with dread and to wonder about business for the next year. It's a remarkable thing that almost every year, as we get into the early months, these gloom clouds evaporate and the spirit of optimism prevails. It is this enviable belief in good business that has made America outstanding as a nation of commerce and industry."

No matter what business a man may be in, he is going to find some rough going. Everything can't be one long round of cheer. The automobile business is no exception. Yet, here, too, these companies that have carried on, and those executives that have won success, have done so because they have worked hard, and because they have coupled with this hard work, a real belief in themselves and in their company, and in their product.

"1928 will be a good year, I believe. It will be a good year because American business men are fighters. They are workers. They are thinkers. The newspapers already are flooded with reams of statistics proving that business will be good. It is this belief that inpires confidence and begets business volume."

In spite of the fact that this is a presidential election year, I don't look for a downward curve in automobile sales. On the other hand, I am convinced that we will see new records made in automobile production and an even greater prosperity for men engaged in the business of selling cars."

"Further than that, I see a buying power in this country of ours that will closely parallel the output of our factories in 1928. There will be more men working and wages generally, I believe, will rise at their present point, and may go even higher."

"Europe, too, has awakened to the value of American-built cars. Demand for cars for export has increased materially in the last year. Peerless export business has grown 300 per cent since January, 1927."

"I am confident, now, that the little downward swing business experienced last fall is over, that we have started on an upward swing that means the greatest prosperity America has ever experienced."

HUPMOBILE COVERS FIELD OF QUALITY

Expects Greatest Year in History and Building Many Cars At Present

Hupmobile, today, is now covering the entire quality field of motordom. Its line of cars comprises 23 body styles on two straight eight and one six cylinder chassis. Its body styles include both custom built bodies, and its remarkably successful custom equipped models which actually greatly increase the total number of body types.

The company's decision to produce cars for this entire market is expected to enlarge considerably the scope of its operations, and make it even more successful. Prospective purchasers now can enter Hupmobile salesrooms everywhere with the knowledge that the company has a car in every field from that of medium price upwards, including the finest in standard and custom body creations.

It is universally predicted throughout the industry that Hupmobile, during 1928, will enjoy by far the greatest year in its history. Even officials of the company recognized for their conservatism in predictions, have been recorded several times as stating that they anticipated their greatest year in 1928.

"We decided to cover the entire field of motor cars when it was brought home to all of us that the Hupmobile reputation, consistent and growing greater over a period of nearly 20 years, made it a virtual certainty that our success in so expanding was a foregone conclusion," says DuBois Young, Hupmobile president. "Our decision was made nearly a year ago. In the intervening period we have designed and are building the Century eight, we have brought out the new Hupmobile six, and have introduced a new model, of the distinguished Hupmobile eight. I might say right here that we anticipate the Hupmobile Century eight to be equally as successful as the new Hupmobile six has already proved itself to be. Our 125-inch wheelbase eight has already won its market, and is continuing

among the world's most distinguished cars. "But that is only part of the story. Our plants in Detroit and Jackson, Mich., have undergone extensive changes. Our production facilities had to be increased to care for this greater business. These resulted in a new record volume of sales in November, an even higher level per working day in December, and the prospect that both these records would fall many times in the demands of 1928."

"We have strengthened our service and sales outlets in every part of the country. We are already finding that the demand may be even greater than we can meet. The outlook is most optimistic."

Colombia Officials Seek Better Roads

Continued prosperity for Colombia, South America, through the development of motor transportation, is predicted by H. G. Brock, second vice-president of the National Bank of Commerce, in New York, who has recently returned from a visit to that country.

"The present Government is thoroughly alive," he indicates, "to the necessity of improving the transportation facilities of the Republic, and the traveler who revisits Colombia today cannot fail to appreciate the advances that have taken place within the last five years—even within the last meet the future needs of the entire year."

"What is needed most at the moment is a comprehensive program of railroad and automobile Republic, rather than to satisfy road construction, designed to local demands of particular isolated sections."

Britain Maintains Large Federal Aid Road System

"In one respect at least it may perhaps be permissible for the United Kingdom to challenge comparison with the United States, and that is in the matter of the completeness of the network of highways covering the entire country," says C. Herbert Bresssey, Chief Engineer, Roads Department, Ministry of Transport, London, in a report to the International Chamber of Commerce recently published in this country.

"The total length of all the highways repairable by the public is 178,361 miles. The penetration of the United Kingdom by this all-pervading ramification gives us an almost unrivalled opportunity for the development of road-transport. We have yet far to go before we can say that we have taken full advantage of it."

"While the Government does not recognize any proportion of the highway system as 'national roads,' grants are made to the local authorities from the national 'Road Fund'."

"The government has the power to acquire a belt of land a quarter of a mile wide along the course of new arterial roads so that the state may benefit from the enhanced values created."

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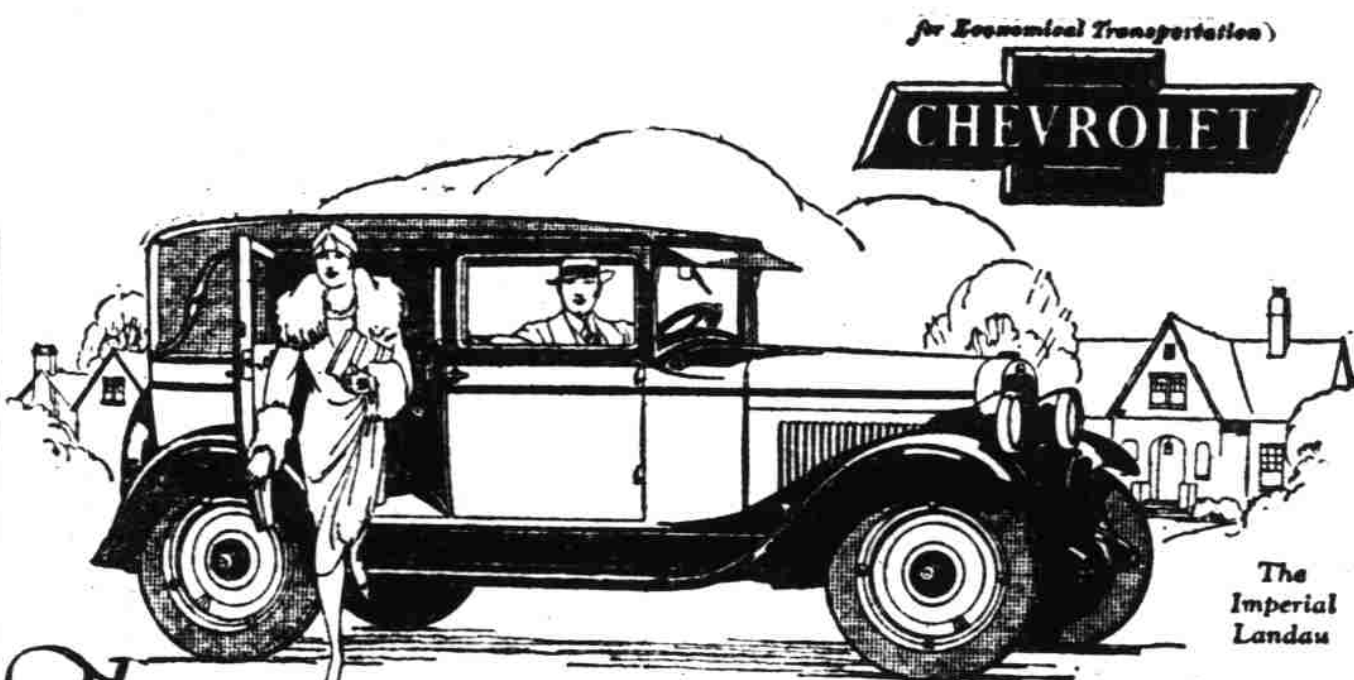


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