

OPTIMISTIC VIEW OF 1928 PRESENTED

President of Hudson Motor Co. Gives Statement in Report

An optimistic view of 1928 as an automobile year is expressed by R. B. Jackson, president of the Hudson Motor Car Co., in his remarks to Hudson stockholders which accompanied the annual report. He said, in part:

"We are now beginning our 20th year, with our factories well rounded out, both as to personnel and physical equipment.

"Our dealers throughout the United States have been increasing in numbers and strength, affording us one of the best distributing systems in the country.

"We have appreciated the value of export business and have persistently developed it for years. Our foreign distributors are well organized and financially capable to encourage them and at the same time offer our product at competitive prices. We have established assembly plants in several strategic locations. As a result, regardless of the great drive for foreign business, we have maintained our position. During this period, we have increased this export trade from nine to 14 per cent of our total volume.

"It is our belief that 1928, the 20th Hudson year, will bring marked results in our further growth and success. The company's history supports this confidence.

"Nineteen years ago the total cash investment of the Hudson Motor car company was but \$15,000. The expansion of the business since then has been entirely through earnings—not a cent has been added from outside sources.

"Our operating group has been developed largely from within, is responsible for the company's advancement, and has participated in its results; always proving capable of meeting the emergencies of a fast-growing business. This development is bound to continue with the energetic urge represented by the present organization.

"In addition to the foregoing healthy expansion from within, so important to any corporate success, we believe our automobile offering to the public this coming year to be of unusual appeal. The 1928 Hudson and Essex models measure, in their present progress of design and manufacturing quality, alongside the growth of the company."

plotted or are well along toward completion in this state, including the Roosevelt highway. Therefore, with the greatly increased revenues as a result of the greatly increased number of automobiles in use and the greater consumption of gas, thereby increasing the income from the special gas tax far more money is provided now than when these major highway construction projects were in progress. Secretary of State Sam Cooper publicly announced more than two years ago that more money were received from automobile license and special gas tax than was needed and that a reduction in the license, especially on used cars, should be made, yet no notice or action was taken of this statement and recommendation by the legislature nor legislative automobile and highway committee. The facts are a great reduction could be made in the automobile license fee and not embarrass highway construction, interest and bond retirement payments in the least but it appears that the only way this can ever be accomplished is by a vote of the people of the State generally on the question.

Regarding the automobile owners having no vote in the Oregon-Washington and Oregon-California State lines buying their gas outside the state should a cent or more be added to the present gas tax, is a joke. It is well known that the Vancouver and Cascade Locks Interstate bridges are toll bridges as we believe also the Hood River-White Salmon bridge to be, hence the round trip toll of 50 cents to ride from Portland and other similar points would far more than offset the saving made in filling up the car or truck with Washington gas. So sparse is the settlement along the Oregon-California line that the loss to Oregon in gas purchases in that district would be so small, that a dis-

AUTOLICENSE LAW CONSENSUS SOUGHT

and more just equitable license law will be drafted and passed, at the next session of the legislature, but no one believes that these promises will be fulfilled and rather than take any further chances on legislative action and as a result continue to pay \$40 \$47, \$55 and \$60 annual license on an automobile five or six years old and worth about as much as a years license fee, the farmers and laboring classes particularly, will vote for the proposed \$3 flat license fee if given an opportunity to do so, and the politicians have only themselves to blame.

The fact is far less money is needed today to carry out the state's building program than was required a few years ago when the great state and interstate highways were under course of construction. Pacific highway, the West Side highway, Columbia River highway and many other great highway building projects were carried out and interest on bonds and all other financial requirements were met when the income from automobile licenses and gas taxes was far less than it is today. In fact the largest and most expensive highway building projects have already been com-

STOP



LOOK

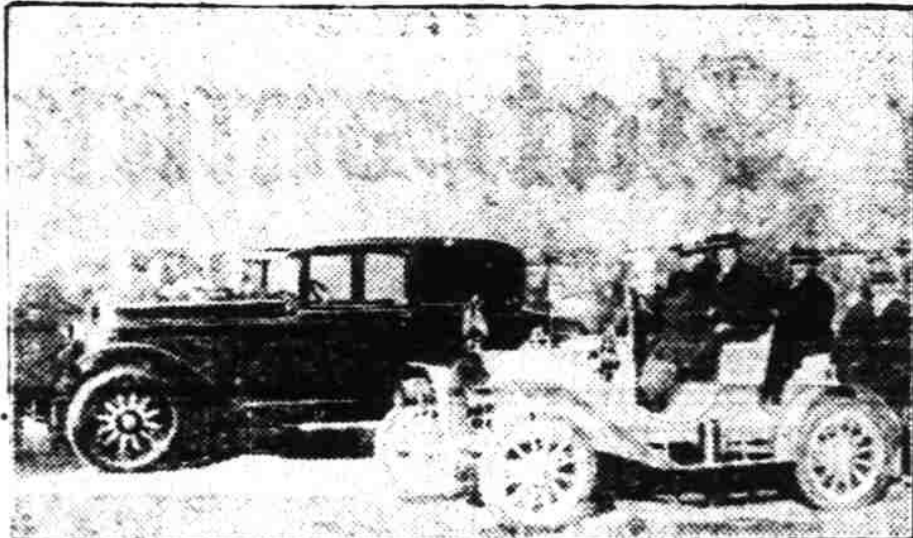
in our door... see this remarkable machine truing brake drums. It removes all scores and grooves to save linings and tires. It gives each drum a perfect surface to stop uneven wear and tear.

LISTEN

to reason... No brakes should be relined without truing the drums. That's why we operate this machine for your safety and convenience.

MIKE PANEK
SALEM'S BRAKE SPECIALIST
375 S. Commercial St.
Hydraulic and Bendix Brake Expert

Buick's Study in Contrasts



Buick's two-thousandth car, produced 20 years ago, is shown here beside its two-millionth, which rolled off the assembly line a few weeks since. The occasion was a reception held in Central Park, New York, and attended by A. P. Sloan Jr., president of the General Motors Corporation, and A. G. Southworth, manager of the Buick Motor Company New York Branch. Mr. Southworth and Mr. Sloan are seen in the front seat of No. 2,000, while Arthur L. Newton, branch sales manager, is in the rear seat.

ussion of this question would simply be a waste of time.

Respectfully,
W. C. Conner
Salem, Oregon, Feb. 15, 1928.

HUPMOBILE SALES AT RECORD LEVEL

(Continued from page 1.)

line, within my knowledge, that such an accomplishment has been made in the motor car industry. The answer is that public demand for Hupmobiles is so great that dealers are compelled to deliver them as rapidly as they are received.

"Our February output will materially surpass that of January. We anticipate that March will be the greatest single month in our entire history.

"All three of our new "Century" cars are enjoying a splendid demand in every section of the country. For instance, in Detroit, generally considered the most critical market in the world, except possibly New York City Hupmobile retail deliveries during November, December and January were exceeded only by its manufacturers—all producing cars of lower price than Hupmobile. During December our deliveries in Detroit were exceeded only by three companies—two of them the lowest-priced producers in the industry.

"During those three months Detroiters bought nearly four times as many Hupmobiles as during the corresponding months of 1927."

HIGHWAY PARKS BEING LOCATED

(Continued from page 1.)

paved or oil bound macadam. Upon completion this will form one of the best roads in the country as the oiling of roads has been extremely satisfactory in the northwest producing a road which in some cases is preferable to paving.

Traffic is so thickly congested in large cities, according to the Oregon State Motor association, that it is often impossible to distinguish funeral processions which are frequently broken up by "cutting in" of ordinary traffic. Eastern cities have been forced to make provisions for the distinguishing of funeral processions so that other motorists will recognize cars as being part of a procession and not break in. One of these methods is the burning of headlights; another is the pasting of brilliant stickers on the windshield or other parts of the car.

This is merely one of the "growing pains" which has affected traffic in our cities.

Strides have already been made in highway building; securing of wider right-of-ways; addition of shoulders to present right-of-ways; arcing and widening of city streets; all of which show that the cities of the future will be supplied with greater and wider streets and safer traffic conditions.

A commendable part of the Federal highway code is that no signs which would mislead the motorist will be allowed to be erected along these improved roads.

This ruling according to the Oregon State Motor Association, would force many garage and re-

freshment stand owners to take down their glaring "Stop" signs and put up others that would advertise their business but not direct traffic.

The real purpose of this ruling is to avoid a repetition of the "Wolf! Wolf!" anecdote. Motorists passing one or two of these "Stop" signs that meant only an advertisement might disregard the next sign which would actually mark a safety stop.

If the new Federal Code also

include some ruling forcing the elimination of the bill boards at curves and cross-roads it would mean another stride forward in the elimination of accidents.

Motor Trucks Join United States Troops

Three heavy duty motor trucks and three cross-country cars have been part of regular equipment

of each U. S. cavalry regiment after February 1st, according to a recent announcement by the War Department. This departure from custom is being made by the Department after a series of exhaustive surveys have shown that motor transportation as an adjunct to these units will increase their efficiency.

If Columbus had never discovered America, wonder who Euro-

Why This Four IS TRUTHFULLY CALLED AMERICA'S Finest



No car in the price class of Dodge Brothers Four is so ROOMY. No car in this price class is so SWIFT. No car in this price class is so STURDY. No car in this price class is so SMART.

No car in this price class accelerates from 0 to 25 miles in 7 SECONDS.

No car in this price class is so COMFORTABLE—for none has so long a springbase.

These are FACTS—readily verified—and they explain the immense popularity of Dodge Brothers Four.

No car at near its price offers so many advantages that Americans value foremost.

And no car at ANY price affords its owner, in greater measure, the satisfaction of knowing that for every dollar invested he has received a full dollar's return in honest value.

\$875

4-Door Sedan, F. O. B. Detroit Full Factory Equipment

Tune in for Dodge Brothers Radio Program every Thursday night, 9 to 9:30 (Eastern Standard Time) NBC Red Network

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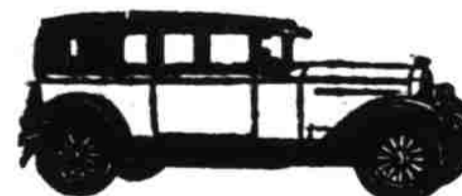
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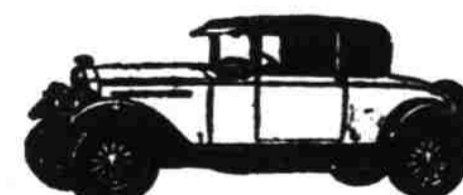
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ALSO TWO LINES OF SIXES—THE VICTORY AND THE SENIOR

When you pay \$1195 for a car you're entitled to BUICK Quality



Model 115 six-passenger touring car. F. O. B. Detroit, \$1195. L. S. P. \$1225. L. S. P. \$1250.



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Model 115 six-passenger sport sedan. F. O. B. Detroit, \$1195. L. S. P. \$1225. L. S. P. \$1250.

When you spend as much as \$1195 for a motor car, you're entitled to Buick quality—Buick luxury—and Buick reliability—you're entitled to all that the Buick name stands for in beauty, performance, stamina and long life.

Three of Buick's 16 models sell for only \$1195 f. o. b. factory. And they are Buicks through and through—for the same high standards of quality and workmanship are maintained throughout the Buick line.

All Buicks are powered by the famous Buick six-cylinder Valve-in-Head engine. All have Buick's many remarkable features—such as the sealed chassis, torque-tube-drive, mechanical four-wheel brakes and Lovejoy hydraulic shock absorbers—All give unrivaled value—the result of Buick's unrivaled volume-production.

If you expect to pay in the neighborhood of \$1195 for your car, see Buick—and you'll see at once that Buick is the car to buy.

SEDANS \$1195 to \$1995 - COUPES \$1195 to \$1850 SPORT MODELS \$1195 to \$1525

All prices F. O. B. Detroit, government tax to be added. The G. M. C. C. Finance Plan, the most desirable, is available.

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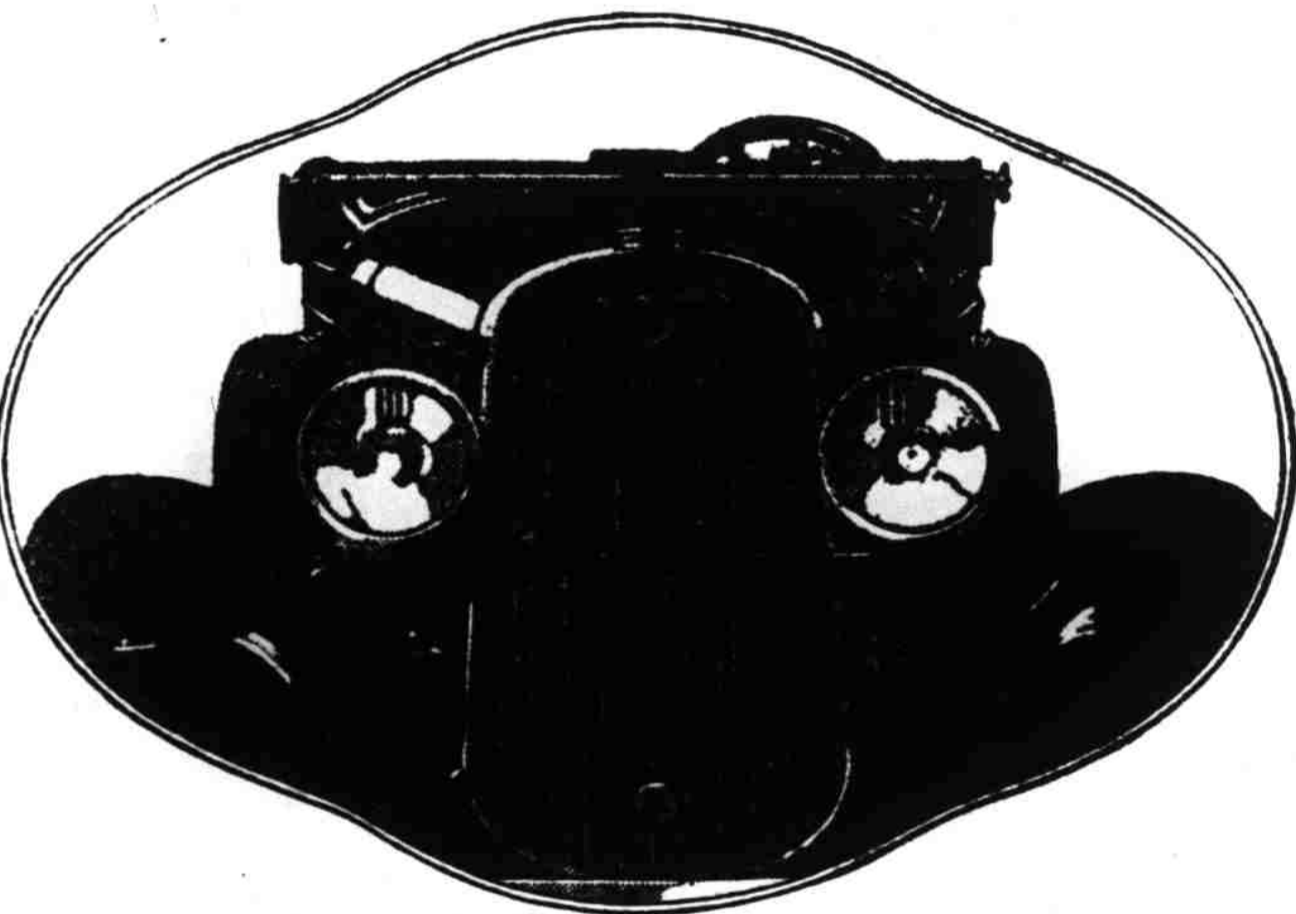
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