

HUPMOBILE BREAKS ALL PAST RECORDS

Greatest Production and Shipment Month in Entire History

Continued growth in the heavy demand for Hupmobile's "Century" cars resulted in production and shipments for February shattering those for any other month in the company's history. First official figures according to R. S. Cole, general sales manager, show that at 5 o'clock, Wednesday afternoon, the month's production and shipments were 5214 cars, with shipping department working at full speed until midnight to include still more cars in the new record. This is approximately 1000 cars more than shipments for February, a year ago—the largest February up to that time—and 1400 more than for January, 1928. Last November was heretofore the previous largest single month in Hupmobile history.

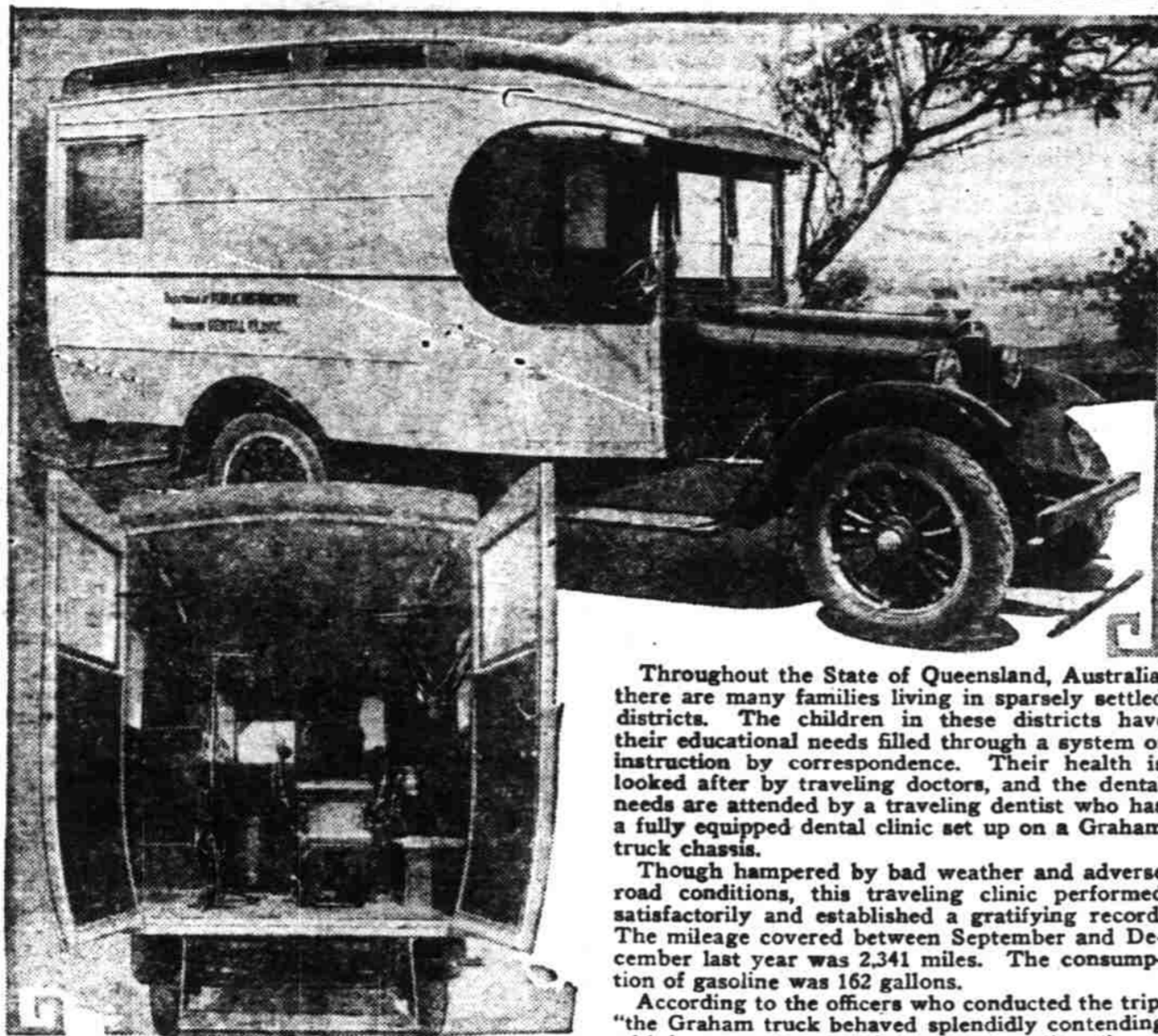
Incomplete reports of retail sales indicate that they closely approached factory output. "Hupmobile shipments and retail sales have been proceeding at a record-smashing pace ever since the introduction of the first of our three new 'Century' cars late last October," said Mr. Cole. "Our shipments for the four months beginning last November show a 72 per cent increase over those for the corresponding months of 1926-27."

February also witnessed the largest output and shipment of eight cylinder cars of any single month in its history, according to company records. Hupmobile has built and sold more cars of the "straight eight" type than any other manufacturer in the world.

"The remarkably fine reception the public has accorded these three new 'Century' cars shows no signs of slackening," points out Mr. Cole. "On the contrary the initial enthusiasm, which brought in a flood of orders during November far beyond those of any previous month we had then known, has grown even greater. Our orders for February were for nearly 2000 more cars than we could build. Practically every car we are producing has been sold at retail even before it leaves our plants. This remarkable condition indicates that the 'Century' cars are enjoying greater public acceptance than any other Hupmobile ever built. Our dealers everywhere are highly enthusiastic over the public's reaction to the appeal of the features of these 'Century' cars. Reports from all sections of the country are unanimous in indicating that Hupmobile everywhere will enjoy the greatest success in 1928 that it has ever known."

"Demand for these three 'Century' cars has expanded so greatly that the factory is urging all persons who are desirous of purchasing a Hupmobile during the next few months to place their orders now, that they will be available for delivery when wanted. It is a certainty that Hupmobile demand for the next several months

AUSTRALIA HAS TRAVELING DENTAL CLINIC MOUNTED ON GRAHAM TRUCK



Throughout the State of Queensland, Australia, there are many families living in sparsely settled districts. The children in these districts have their educational needs filled through a system of instruction by correspondence. Their health is looked after by traveling doctors, and the dental needs are attended by a traveling dentist who has a fully equipped dental clinic set up on a Graham truck chassis.

Though hampered by bad weather and adverse road conditions, this traveling clinic performed satisfactorily and established a gratifying record. The mileage covered between September and December last year was 2341 miles. The consumption of gasoline was 162 gallons.

According to the officers who conducted the trip, "the Graham truck behaved splendidly contending with heavy roads, sand, boulders and saplings."

will exceed our entire productive capacity, both in our six and eight cylinder divisions.

"Our success in establishing a new record month in November was almost unparalleled in motor car annals. Yet here comes February, also not generally considered a large production and sales month, with an even more imposing record.

"The outlook for Hupmobile throughout 1928 is most optimistic."

OAKLAND-PONTIAC EXPANSION AIDS

New Oakland Assembly Almost Finished; Building To Cost \$350,000

The recent completion of a third assembly line in the Pontiac Six factory several weeks before schedule has rendered possible a further increase in the record February production of Oakland and Pontiac Sixes, it is announced by Gordon Lefebvre, vice president in charge of operations for the Oakland Motor Car company.

By the end of February the company built more than 26,200 units, the new production schedule representing the second increase found necessary this month. The original February schedule called for 22,267 Oaklands and

Pontiacs. Later this schedule was raised to 25,000 and the early completion of the third Pontiac assembly line at a cost of \$250,000 has rendered possible the manufacture of 1,200 additional cars. The schedule increases were based upon signed orders received from Oakland-Pontiac dealers.

According to Mr. Lefebvre, the contractors erecting the \$3,000,000 new Oakland car assembly building have promised that the structure will be ready for occupancy on March 24. The transfer of machinery and equipment from the present assembly building will require about one week and the new assembly building will be in operation about April 1st.

Besides this gigantic project, the Oakland Motor company also is doubling the size of its experimental engineering building in which is conducted the experimental work for both the Oakland and Pontiac Sixes. This addition to the present experimental engineering building will cost \$350,000. It is of steel, brick and concrete and was ready for occupancy on March 1, less than a month after construction was started.

The Turkish peasant who lives with seven wives in one room ought to be able to write a convincing treatise on harmony.—Indianapolis News.

The worst pest we know of is the fellow who tries to argue with you on a crowded elevator after he has been eating spring onions.

Read the Classified Ads

Merchants have ceased advertising dress goods "all-wool and a yard wide." Who wants a yard-wide skirt these days?—Florida Times-Union.

GRAHAMS STARTING SEVERAL NEW PLANTS

New Body Plant At Wayne Already Attained High Production Rate

Announcement by the Graham-Paige Motors Corporation that its new body plant at Wayne, near Detroit, which began production February 6, has already attained a daily production of 150 bodies, marks the successful completion of an engineering project that has been watched with interest throughout the automobile industry.

Since the building at Wayne was acquired, the plant has been completely equipped with machinery, conveyors, and finishing equipment, especially set up for the type and body design of the new Graham-Paige. More than \$500,000 was expended on equipping the plant for production, not including the cost of a second story added to the front of the building for offices and for the trim and upholstery departments. The first bodies were turned out February 4; by February 23 the daily output was 150, and it will soon reach 200.

Another new body plant, it has been announced, has been acquired by Graham-Paige. Through a subsidiary company, Motors Bodies, Inc., it has leased the factory at Evansville, Ind., formerly used for the manufacture of truck bodies for the Graham brothers, and is fitting it up for the manufacture of bodies for the 110 1/2-inch wheelbase Graham-Paige. This will supplement the work of the Wayne plant, which makes se-

dan bodies exclusively for the same model car.

The new Evansville plant, with a building 400 by 100 feet, will be refitted and will begin operations in several weeks with a daily capacity of 25 to 30 bodies. It will give employment to 150 workers at the start.

It is planned to develop the Evansville plant for ultimate use in building custom bodies for the larger models of Graham-Paige. Evansville was the site of the three Graham brothers' first manufacturing enterprise, and later of

their truck factory. The new body plant marks their return as passenger car manufacturers to the town in which they scored their outstanding success in the commercial truck field.

These two Graham-Paige plants are to be devoted to bodies for the 610 model Graham-Paige. Standard bodies for the 119 and 129 inch wheelbase models are produced by the Briggs Manufacturing Company, while custom and special bodies come from the Le Baron-Detroit Company.

Sales of New Airman Series Continues High

SYRACUSE, N. Y.—Sales of the new Airman series of Franklin motor cars continue at the high point set when this series was first announced.

Retail deliveries since the first of the year are 40 per cent greater than for the same period of last year and unfilled orders on hand in the sales department are 54 per cent greater than for the same period of last year.

KELLY TIRES

Power Greasing - Washing
Polishing - Gasoline - Oils

Open All Night

Did You Know That?

"JIM" "BILL"
Smith & Watkins

Center and Liberty Sts.

Invite Us to Your Next Blw Out

PHONE 44

VULCANIZING

Pioneer

Hudson has pioneered many of the great advancements which make American motor cars the greatest dollar value of any commodity in the world.

It introduced and popularized such body types as the Sedan, Town Car, Speedster and Cabriolet.

It invented the Coach, which turned the entire industry to closed cars.

It invented the exclusive Super-Six principle which is still the industry's ideal of motor smoothness.

It developed the companion invention to the Super-Six principle, which turns waste heat to power. Together they combine the highest known efficiency in power generation and power transmission.

Hudson, too, invented the patented spring suspension, which makes these cars the easiest riding in the world.

Reflects Tomorrow's Vogue



All New Costly Car Details

Higher radiator with vertical lacquered radiator shutters.

Wider, heavier fenders. Colonial-type headlamps and saddle-type side lamps.

Four-wheel brakes. Silenced body construction.

Wider doors, for easy entry and exit. Worm and tooth disc design steering mechanism.

Electro-lock type of theft protection. Fine grade patterned mohair upholstery.

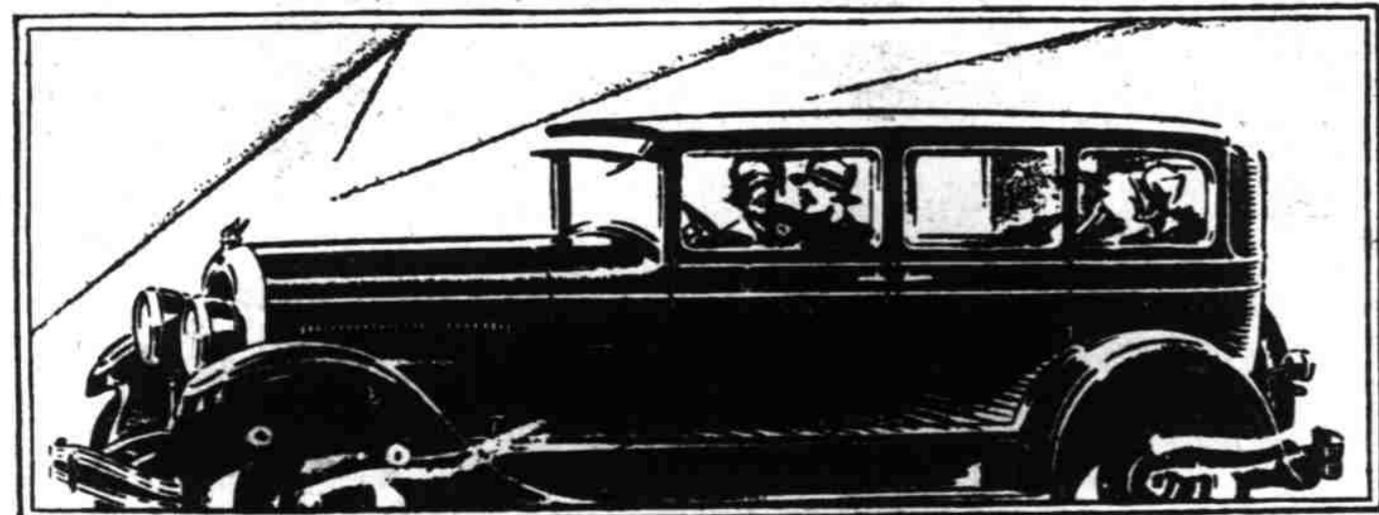
Wider, higher, form-fitting seats.

New instrument board, finished in polished ebony grouping motometer, ammeter, speedometer, gasoline and oil gauges.

Steering wheel of black hard rubber with steel core, and finger-scaled.

Light, horn, spark and throttle controls on steering wheel.

There is no Performance like Chrysler "72" Performance



Demonstration Will Prove it to You

There is a new performance sweeping the land—Chrysler "72" performance—obscuring everything in its field today as completely as did the first Chrysler four years ago.

75 horsepower from an engine of surprisingly small size for such capabilities, through Chrysler's special genius in design and precision manufacturing.

72 miles and more an hour—now made still more smoothly, more easily because of the counterweighted 7-bearing crankshaft.

In traffic, it whisks to the fore in a way that out-Chryslers even Chrysler. Mountain grades literally melt before it.

You owe it to yourself to know this superb Chrysler performance. A demonstration entails no other obligation.

New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, giving 12% greater torque with greater speed, power and hill-climbing ability standard equipment on all body models of the 112 h. p. Imperial "80," also standard on the roadsters, and available at slight extra cost for other body types, of the "65" and "72."

Illustrious New Chrysler "72"—Two-passenger Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-passenger Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795.

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments.

A Great Today and Tomorrow because of a Great Yesterday

Hudson's leadership of mode is but another expression of the value that has been the first principle of Hudson manufacture since the beginning.

The resources, which in a moderate-priced car attained the highest mechanical possibilities of the day, have been brilliantly employed to create and lead a new vogue in beauty, comfort and luxurious appointment.

The wealth of quality detail you see, feel and touch—and every refinement that surrounds you—is typical and expressive of the quality that Hudson gives where character must guarantee the unseen values.

There is a wide variety of models from which to choose. And in the enthusiastic thousands who are buying them you will find the truly discriminating—those to whom beauty is a necessity, performance a critical demand, and value a clear understanding.

Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance

The NEW HUDSON Super-Six

Newton Motor Co.

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"The House of Courteous Service"

LIBERTY AT CHEMEKETA

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