

HUDSON-ESSEX HAS EXCELLENT PERIOD

Moderate Winter Results In Increase of Sales To Largest Ever Known

Hudson-Essex has enjoyed its January, February and March of this year the most active and successful first quarter in its history, according to a company bulletin forwarded to G. L. Newton, Hudson-Essex dealer here. In that period it was reported the company had produced 91,500 six cylinder cars—a new high record for volume production and shipments.

The trend of business has been steadily upward, it was declared. January showed over 25,000, February more than 30,000, and March in excess of 35,000. This total compares with around 75,000 cars a year ago, which up to that time was Hudson-Essex's most successful winter season. The message declared that the company had marked up the greatest export and Canadian business as well as domestic, in this period.

"It is good news to us," said Mr. Newton, "that Hudson-Essex will enter April on the same high daily production basis as obtained in March—the fastest pace at which six cylinder cars ever have been manufactured. It will mean that we have a better chance to make prompt and immediate delivery of automobiles to all buyers, despite the great rate at which both the Hudson and Essex have been selling all winter."

An interesting feature of Hudson-Essex business this year is the extensive variety of models offered. With the opening of the spring season, touring cars have been made available for both Hudson and Essex, and it is expected that sport roadster models will be brought out very soon. With all these body types in production there will be five Essex cars, four Hudson cars on the 118 inch chassis and four Hudsons on the 127 inch chassis. In former years Hudson specialized on a small number of models, but now has broadened its line to meet the individual preferences of motor car buyers.

The moderate winter, it is reported, resulted in heavy Hudson and Essex retail sales—the largest ever known—so that distributors and dealers generally have only small stocks of cars with which to meet the spring demand. A shortage of Hudson-Essex cars—as in 1927—is still considered a live possibility.

CARS TODAY MUST COPE WITH TRAFFIC

(Continued from page 1)

shift from third to fourth, or vice versa, can be made by an inexperienced operator with perfect ease and without clashing sounds at 66 miles an hour or more.

"Of primary importance today are road brakes; brakes that will stop a car instantaneously in congested traffic and hold securely on the steepest inclines. To give Durant owners the utmost in safety Bendix four-wheel brakes were selected for the Durant four and the sixes. Bendix brakes have been thoroughly tested on other cars and on previous Star models. Those used on the Durants of 1928 are improved and afford even more safety than in former years.

"If it be hard riding, superlative performance and great safety will now avail a car but little. To be successful a car must present great riding and driving ease. Durant engineers have made a special study of the factors contributing to ease and comfort. All models of the Durant line have long semi-elliptic springs graded for varying weights. Shock absorbers are standard equipment both front and rear on the Durant '65' and '75.' Those on the '75' are the hydraulic type.

"The frame on the sixes has a three and five-eighth-inch kick-up over the rear axle. This kick-up allows the center of gravity to be lowered, thus making for more comfortable driving at high speeds.

"The seat cushions and backs on all models are deeply cushioned and fitted with resilient comfortable springs. There is plenty of leg room in even the Durant four, smallest car of the Durant line, the body of which is mounted on a 107-inch wheelbase.

"The steering gear ratio of the Durant four has been increased to make steering easier. The front wheels of all models are balanced to prevent high speed shimmy and tramp."

FACTOR OF SAFETY IN DRIVER'S BRAIN

(Continued from page 1)

type of recreational tour. It is also estimated that one-third of these recreational-minded motorists will camp out and the remaining two-thirds will use hotels and resorts.

Several cities on the Pacific coast do not make the camper welcome, seeing in him a liability rather than an asset and no effort is made to treat him as the invited guest of the state. Apropos of the above, the following story is told.

In the outskirts of San Diego, recently, a mud-spattered home on wheels ejected a family of tired tourists.

They were of the kind that enjoy this kind of recreation, mod-

est, unassuming, ready to rough it under all conditions. This type is rolling into many of our auto camps today, and their number will increase as time goes on.

Entering the city, looking around, the leader of the San Diego caravan seemed to feel a tinge of doubt and suspicion among the business men.

"What value are these wanderers to us?" they seemed to ask. "They're just hobos."

They learned otherwise. For shortly this "hobo" had bought a large apartment house, for cash, and had helped a realty firm out of its financial troubles. He happened to be Bradley Tyrrell, trustee of Beloit College and vice-president of the large Bradley Knitting Mills in Wisconsin.

Many of our camp tourists are not the thing they seem. Many are retired farmers and business men who are driving through the country looking for some place to settle. In connection with this it might be well to remember that Oregon has been sought by people who came here "to look around."

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IT'S OPEN SEASON FOR THE INVENTORS

Rubber Fenders, Perpetual Motion Find Indorsers In Pleas

Spring days that inspire spring poets also mark the open season for the itinerant automobile inventors. They are arriving in flocks with acceleration of thought that causes traffic jams in the offices of motor car engineers.

Engineers also find they are flooded with mail containing some rather startling ideas such as:

How about rubber fenders when bouncing through traffic?

Possibly a permanent wave for upholstery might interest you?

Ever hear of a wheel where the thought point originates at the hub?

Are you interested in a celluloid surface for a car finish with several layers so it could be peeled annually for a fresh appearance?

Maybe you'd be interested in a 1928 model of perpetual motion? Can you afford to turn down a carburetor that plays with gasoline all day, keeps the engine humming, and returns the gas to the tank every evening?

How about a ratio ignition system with call letters for each cylinder?

Could you use a red light on the dash board that becomes illuminated when you exceed the speed limit?

Wheels that whirl faster, springs that spring eternal, valves that hadn't ought, bolts that won't, seats that shouldn't, belts that can't, pistons that never will, bearings that hardly ever need lubrication that seldom dare are standard equipment offered all over the world.

Inventors volunteer to correct anything that isn't perfect in the automotive field. Custom built inventions are their specialties. Often inventor's models fall apart before they are submitted, and if some one could invent a way to correct this, more value would result to all concerned.

"Every suggestion by personal call or letter is carefully considered," said A. H. Knight, consulting engineer of Dodge Brothers, Inc. "Many of the 'inventions' have already been invented, others have been tried and failed, but sometime there may be one of merit."

"Pardon me a moment while I see this man with a substitute for headlights."

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FALCON-KNIGHT NOW MADE AT NEW PLANT

New Knight Engined Car Ideally Suitable for Commercial Man

Introduction of the 1928 Falcon-Knight Six coupe model, as an addition to the Falcon Motor Corporation's line of six-cylinder Knight-engined cars, is expected to have a wide appeal to the business and commercial man as a means of economical year-round transportation. Officials of the company state that this new model meets the demand for a car that will function perfectly year after year without the necessity of periodical lay-ups for repairs and adjustments.

This new Falcon-Knight coupe, which adheres to the Falcon policy of building a car that will give uninterrupted service for as high as ten years, is now in steady production at the company's plant in Elyria, Ohio, and shipments are being rapidly made to the Falcon-Knight dealer organization to

meet the demand for this type of car.

In addition to its use as an ideal car for the business man it is also ideally suited to town car use. The lines of the Falcon-Knight coupe are long and graceful from the radiator to the gentle sloping back and sets a new standard of style and quality in appearance. The appearance is enhanced by a town-car type sun visor and the employment of full crowned fenders. The color combination is two-tone.

The seat accommodates two passengers while a spacious luggage compartment is provided in the rear deck. This "carry-all" feature makes the Falcon-Knight coupe highly desirable for business and commercial travelers.

All instruments are conveniently located on the instrument panel. The lights are controlled by means of a floorboard switch located just at the left of the clutch pedal and operated by the driver's left foot. This is a safety measure and permits the driver to raise or lower the headlight beams without removing a hand from the steering wheel.

Like other Falcon-Knight models, the coupe is powered by a Knight sleeve-valve engine, a type of engine that is recognized by automotive experts as the modern power plant. It is the same type of engine that is employed in most

of the expensive cars of continental Europe and the British Isles where the sleeve-valve engine maintains the outstanding position of leadership in the automobile field.

The new Falcon-Knight coupe demonstrating models are now in the hands of Falcon-Knight dealers who are in a position to make immediate delivery.

POETRY OF MOTION LIVES ONCE AGAIN

(Continued from page 1)

staunch and brave through the drench of rain and mud in the darkest night.

The little verse below may express better than this note my regard and appreciation for the Chrysler motor car:

"Silver Wings"

"Two gleaming wings on a silver crown.
A blur of blue on the broad highway;
A whispering song for the crest of the hill
And a velvet pause where the valleys lay.

"Two proud little wings on a haughty crest,
Romance at the edge of the golden dawn;
A heart that speaks of the pulse of youth

With its eager murmur—"On and on!"

"Oh! staunch little wings on your brave wee cap,
Ah! fleeting shadow that skirts the road—
With your dauntless pinions soaring far,
Chrysler, you're more than a motor car."

Realizing that trucks must perform the first day and every day they are in operation, engineers of Graham Brothers cite these experimental runs as an important factor in having trucks ready for immediate use when delivered.

Four trucks, loaded with iron blocks, weighing 500 pounds each, and over-taxed from 50 to 100 per cent of their rated capacities, are now on a 1,600 mile trip from Detroit to Chattanooga, Tenn. At Chattanooga, testing place for Graham Brothers several times each year, the trucks are operated up and down the highways on Signal and Lookout mountains to check pulling power, speed and mileage of the trip.

GRAHAM BROTHERS TRUCKS TRAVEL FAR

Over 200,000 Miles Covered Yearly in Various Test Trips

Trucks and commercial cars must pass road tests even more exacting than those to which passenger cars are subjected, before they can be sold with assurance to their owners of dependable and economical performance. Statistics compiled by Graham Brothers, the commercial car and truck division of Dodge Brothers, Inc., show that trucks of the company average nearly 200,000 miles annually on highway test runs under the most trying conditions.

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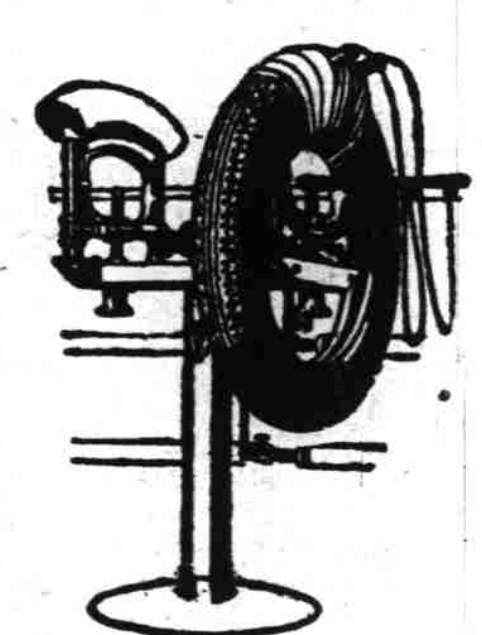
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Here is the best selection of tires and low prices ever offered to the car owners in this vicinity. A complete line—four big values—a tire for every purse and every motoring need—all developed and built by Firestone, in the world's most economical tire factories. This is Firestone's answer to the demand for lower motoring costs. Here you get the full benefit of Firestone quality manufacturing methods at a great saving—made possible by tremendous production, in modern factories.

OLDFIELD COURIER AIRWAY FIRESTONE

SERVICE



Firestone engineers not only developed a successful tire repair method but also the necessary equipment. We use both in our repair department, which is operated by factory-trained repair men. That's why we can save you money and serve you better. We make the repaired section both look like and act like the rest of the tire.

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\$1x5.25/21 BALLOON	\$19.55	All other sizes priced proportionately low.
OLDFIELD		
A rugged, full-size tire built and warranted by Firestone. Made with scientific tread design and reinforced carcass, according to Firestone principles of long mileage.		
\$0x4.75/21 BALLOON	\$11.50	Other sizes priced proportionately low.
COURIER		
Firestone-built tire, backed by the standard tire manufacturers' warranty.		
29x4.40/21 BALLOON	\$7.10	
30x3 1/2 CORD	\$5.95	
AIRWAY		
A well designed tire for the light car. Has safety tread of attractive pattern.		
29x4.40/21 BALLOON	\$6.05	
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