

SENTIMENT IN BIG BUSINESS

Response of Auto Dealers is Proof Says Hudson-Essex Heads

Is there sentiment in big business? Executives of the Hudson Motor Car company will tell you there is.

This is the "coming of age" year of the company, during which it will celebrate its 21st birthday.

Last year the executives planned to make 1929 the biggest year in the company's history, thus making the "majority year" a real celebration. From the heads of departments down to the men on the production line; field service men, distributors, dealers, salesmen and service men, came pledges to work towards that end.

The first indication that the pledge has been kept was officially made known when thousands of men from all over the country, and from the overseas countries which Hudson-Essex serves, went to Detroit to see what the engineers, artists and workers at the factory had done as their part in that program.

What they saw pleased them. Hudson was introduced to them as "The Greater Hudson." It was more beautiful, had higher standards of performance, was more economical, faster, roomier, more comfortable and had 64 improvements. Essex was christened the Challenger, because, said the men who created it, it could successfully challenge anything in the field, in speed, comfort, roominess, fast get-away, brakes, economy, durability and value. Essex, the Challenger had 76 improvements. The men who were to play their part in the field in making the 21st year a glorious success liked the cars. They undertook to do their part with them.

And here is how they have performed so far: Within ten days of the introduction of the Greater Hudson and Essex the Challenger, so many orders had been taken that the factory had to go on increased production. The schedule was the largest in the company's history for January, in February it again became necessary to speed up production so well were the men in

Says Women Will Refine Aircraft



Louise McPhetridge Thaden, who on March 17 set a new endurance flight record of 22 hours 4 minutes at the Oakland, Calif., airport, is pictured here with her plane and a Graham-Paige sedan. She predicts that women's influence will bring about improvement in the comfort and convenience of planes just as it has brought to the motor car the luxury, ease of operation, and beauty exemplified in the Graham-Paige. The photo was taken at the Oakland airport while the aviatrix was tuning up her plane.

the field doing their job. By the end of the month, 37,000 cars had been produced, the largest February in the company's history.

SECOND SHIFT ON HILL IS DIFFICULT

Shifting into second gear when starting down hill, as a means of saving the brakes, has never been an easy task for most drivers. Many of them know that it is necessary to press out the clutch, pass the gear lever to neutral, engage the clutch again, speed up the engine, then press out the clutch and shift through to second gear in the usual way. Their failure to accomplish the stunt usually is the result of not actually speeding up the engine, though they may step on the accelerator.

It requires a few seconds for any engine to get up speed, especially if the mixture is lean. Instead of holding the accelerator down for this brief period the driver is so eager to shift he gives the pedal a touch and lets it go at that. Naturally the gears clash and he finds he has to try all over again.

AIRPLANES REFINED FOR WOMAN USERS

Louise Thaden Says Modern Conveniences Make Flight Fun

Louise McPhetridge Thaden, who remained aloft in her open plane 22 hours, 4 minutes at the Oakland, Calif., airport on March 17, setting a new endurance record for women fliers, predicts that airplanes will be made, in time, to equal the comfort, convenience, and ease of handling of the motor car, through the influence of women.

"What women have done for the automobile they are going to do for the airplane," says Mrs. Thaden. "Do you remember the bare, uncomfortable, inconvenient automobiles of a few years ago? Well, compare them with this!" With a gesture she indicated a Graham-Paige sedan standing alongside her plane. "Do you see the difference? Women

brought that about. Luxurious upholstery, starters, easy gear-shifts, color, beauty, ease of handling, convenience—these are women's work. Automobiles now are nicer than parlors used to be. "Airplanes used to be just as bare as the old automobiles. Remember Lincoln Beachey sitting on that uncomfortable wind-swept seat out in front of his old pusher plane? Well, already women's influence is being felt in airplane design, and look at the changes! Now we have enclosed planes, lined with upholstery, comfortable chairs instead of the old, hard narrow seats; windows that slide open at a touch, carpets on the floors, beautiful color schemes. Women's influence has made airplanes attractive.

Caravan travel between Beyrout and Bagdad, Syria, has been cut down from 30 days to 24 hours by use of the automobile. "To the American car in large measure is due the progress that is being made in the Near East in various fields of endeavor," says a recent communication to the national automobile chamber of commerce from Nabil Chahrouh, who was a delegate from Syria to international day at the time of the automobile this winter.

'Auto-Mindedness' of All People Leads to Highway Safety Measure Conference

By A. W. Kochler
Secretary, National Conference on Street and Highway Safety

THE American people take a warranted pride in the mass production of automobiles which has made that industrial colossus one of the wonders of the modern world. As a nation the United States may well be called completely motorized and the material benefits which have accrued to all sorts and conditions of men, women and children are fully apparent. The splendor of this achievement is not duplicated, however, when even a cursory survey is made of general traffic facilities and provision for the training and control of perhaps 50,000,000 persons who drive motor vehicles.

It was this situation which brought into being the national conference on street and highway safety. The protection of life was its primary object. Its secondary goal was reduction of the huge annual economic loss resulting from inadequate regulation and facilities for the use of automobiles. Uniformity in state laws and municipal ordinances was recognized as the only hope of a satisfactory solution of the problem. The objective of the conference to aid states and cities in redefining their laws uniform by making them conform with the most enlightened thought on this vital subject through adoption of the fundamental principles of the uniform code and model ordinance is far from accomplished. Enough has been accomplished, however, to prove the soundness of its proposals.

Traffic fatalities were increasing annually at an appalling rate when the national conference was organized in 1924 and while there

calling with a nation-wide effort to promote traffic safety and to reduce the chaos which has been produced by lack of uniform and scientific laws governing the operation of motor vehicles.

are reasons for real encouragement in the fact that the annual increase in automobile fatalities now is smaller both in percentage and in actual numbers than five years ago, certainly these changes do not justify any losing of effort. Rather, they are a challenge for even more intensive labor to urge all states and cities to adopt effective traffic control through uniform laws. Figures already available prove what can be done.

Three groups of states illustrate in striking fashion the value of modern vehicle legislation and administration. The North Atlantic states, from Maine to Maryland showed an increase of 76 per cent in automobile fatalities from 1928 to 1927. The middle western states from Ohio to Nebraska, omitting two for which statistics are not available, show an increase of 134 per cent during the same period. The southern states, from Virginia to Louisiana, omitting three for

which figures are not available, show an increase of 259 per cent. The smaller accident increase in the northeastern states exists in the face of a 176 per cent increase in motor vehicle registration, as compared with 127 per cent registration increase in the middle west. In the south, the registration increase was 210 per cent against an accident increase of 259 per cent.

The respective conditions in these groups of states are eloquent expressions of what scientific traffic control can achieve. The northeastern states, having had to grapple with the problem over a longer period, have gone furthest in motor vehicle legislation.

While their laws still lack uniformity in important respects, in general they embrace a large part of what has been deemed essential and has been incorporated in the uniform vehicle code. All save one or two of the northeastern states have been thoroughly organized motor vehicle departments and all but one or two have mandatory examinations of applicants as a prerequisite to the granting of drivers' licenses.

GROOM CAR NOW FOR SUMMER IS ADVICE

With the summer season not far away it is important now, more than ever before, to keep away from oil dilution and carbon troubles. The "ol' bus" must be in good shape for that vacation or week-end trip and there is no time like the present to start grooming it. Just a little care may save you from a vacation full of motor grief.

Here are a few suggestions for insuring trouble-free, happy motoring.

Have the motor tuned up until it purrs like a racing car on a speedway. The time and expense of doing this now will be much less than if you wait until after you start on your trip and develop trouble.

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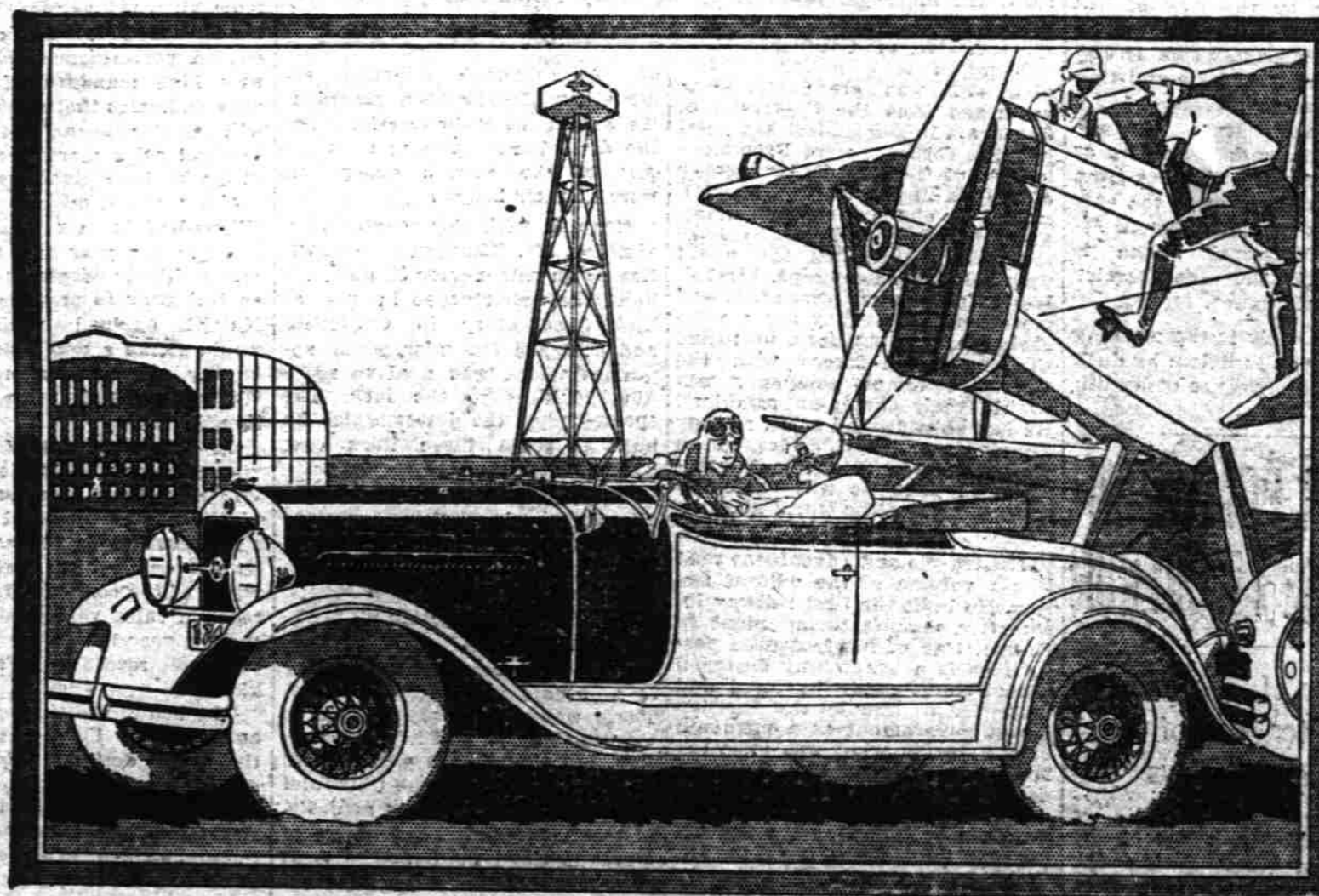
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