

SALES FORCE FOR HUP IS UP

Large Staff Needed Because of Public's Interest Says Kirkwood

Interest shown by the public in the new Hupmobile Century series has occasioned an enlargement in the sales force of the local office of the organization, according to an announcement made Friday by Fred Kirkwood, local dealer.

G. F. Fallman, who has been identified with Hupmobile for several years as field salesman for the organization in the northwest, has come from the company headquarters at Portland to accept a position on the local staff.

C. M. Bell, who has been employed by the Standard Oil company here for 11 years, has also accepted a place on the Hup force. Mr. Bell has been contemplating entering the automobile business for some time, and after looking over the field, has decided upon Hupmobile.

"Although Hupmobile has pioneered the automotive industry for years, increased demand for Hupmobiles has led the company to organize a new comprehensive service staff which will assure owners complete servicing whenever they may be," Mr. Fallman said. Expert mechanics will be selected by examination and will be instructed by the company so that they may keep in touch with the latest developments.

Century On Display
Hupmobile's Century eights and sixes are on display at Salem headquarters, 311 N. Commercial street, and the dealers invite the public's inspection and invite persons to ask for demonstrations.

In a demonstration accorded the Statesman representative Friday afternoon, Mr. Fallman took out a Century six and sped along the highway at 75 miles per hour with utmost ease and comfort to the occupants. The car took the curves at 65 and held the road fine. Traveling at 70, efficient

A Spacious New Coupe by Chrysler



The four-passenger coupe, latest addition to the Chrysler "75" series.

brakes stopped the car without skidding in an amazingly short space. The car is exceptionally well balanced.

Mr. Kirkwood and Mr. Fallman are enthusiastic over the outlook for Hupmobile in the local field, and invite persons to come in and discuss Hupmobile's new features with them.

Most of the haulage by motor truck is less than 100 miles. In California 11 per cent of the truck operation is for more than 100 miles, but in most states 95 per cent of the truck haulage is for less than this distance.

John McKay Force—Mel F. Brown is the latest addition to the McKay sales force. He is formerly of Portland.

Motor bus and truck lines in North Carolina cover 6,000 miles of state highway, giving daily and sometimes hourly service.

Healthy Business Condition Prevails, Opinion of John Willys of Willys-Overland

TOLEDO, Ohio, March 31.—John N. Willys, president of the Willys-Overland company, on his return here from California, where he spent a month on business, declared that never before in the entire history of the company has it faced such a healthy business condition as exists at present.

Mr. Willys was enthusiastic over the reception accorded the new lines of Whippet fours and sixes, both on the part of the dealer organization and the buying public.

New Lines Popular
"Our new lines," he said, "are

by far the most popular ever introduced by us. This is reflected in the record shipments of 44,818 cars in January and February, which are more than double the shipments in the same two months of last year. This has been in the face of a severe winter in all parts of the country and may be taken as a barometer of the increased business that lies ahead when fair weather breaks.

"We are now employing 23,000 workers at our Toledo plant which of course means a great daily output of both Whippets and Willys-Knights."

Mr. Willys said that in the past five weeks he has called on scores of Willys-Overland dealers and declared that the sales volume of the company's new products more than justifies the plans for 1929 which call for the greatest production of motor cars in the history of the company.

Commenting on the progress of the new Willys-Overland assembly plant which was recently opened in Los Angeles, he said that production already is well over 70 cars a day and that April car building schedules in the coast plant will reach 120 cars daily.

"Business in California in February was three times greater than it ever has been before," he said. "I look for a still greater increase in that territory because of the operation of our plant there."

Five thousand coal miners are employed annually in digging the fuel consumed by automobile manufacturing plants.

The average life of a motor vehicle is seven years.

RECORD RUN MADE IN AUTO'S SECOND GEAR

Giving unqualified credit to Richfield-Ethyl gasoline and Rich-lube Pennsylvania motor oil for their perfect performance under the severe strain, Eddie Pullen, nationally known auto engineer and former ace of the speedways, this week reviewed at Los Angeles the recent record-smashing second-gear run made from Hollywood to Bishop, Calif., in a stock model DeSoto six sedan.

"This total of 276 miles, non-stop, in second gear, an average elapsed time of 40.59 miles per hour, establishes a new world's record for sustained travel in second gear," declared Pullen, who piloted the car on its sensational run.

"It must be remembered that this was equivalent to over 73 miles per hour, had we been traveling in high gear. The Rich-lube motor oil gave perfect lubrication; the Richfield-Ethyl gasoline gave us the untiring power and speed necessary to set so high an average in intermediate gear."

HUDSON TO PUT ON DELIVERY VEHICLES

Hudson Motor Car company, maker of Hudson and Essex cars, has completed plans to launch a line of light delivery commercial vehicles, with bodies specially designed to meet the requirements of the chief users of a carrier of this type. Bodies will be mounted on Essex chassis adapted and designed for this service.

It is announced that the line will be introduced about July, and will be marketed through the present Hudson and Essex distributor and dealer organization. Hudson's dealer finally, it is said, has been expanding with noteworthy rapidity since the first of the year and covers the country more intensively than at any previous time in the company's history. The Hudson management felt its selling organization would appreciate the added sales opportunity offered by the new product.

County Dealers Here—Fred Cavender of Silverton, and Hollis S. Smith of Dallas, were visitors at the State Motors Friday. They were very optimistic for the spring season in their communities. Both handle the Hudson-Exes lines.

Protect your Clothes and Car Upholstery with BILTMORE "Slip-on" Back and Seat Covers



BILTMORE "Standard Complete" (Door and Seat Covers)



Leatherette Trimmed, Glove Button Fasteners

Beautiful patterns, durable materials, tailored and fitted to your car—BILTMORE Standard Covers provide attractive and economical covering for all upholstery up to the window line. Spanish Leatherette trimmed, with large pockets in front door covers and openings for regular rear door pockets. Glove Button Fasteners make BILTMORE Standard Covers fit better, and easier to install or remove. "Western Auto's" low prices bring this added beauty and protection within the reach of every car owner. According to car model, \$5.95 to \$25.46.

BILTMORE "De Luxe" Covers, in unusually beautiful patterns. Custom built to your order. \$9.95 to \$33.20

at "Western Auto" \$3.60 Per Set and Up—According to Car . . .

BILTMORE Seat Covers brighten your car interior, preserve the upholstery, and protect your clothing.

BILTMORE Adjustable Slip-On Back and Seat Covers are made of durable sun-proof material, in attractive patterns. They are easily put on, and just as quickly removed for dry cleaning. For upholstery and clothing protection with utmost economy, install BILTMORE Back and Seat Covers from "Western Auto." Always in stock to fit your car at money-saving prices, according to model. \$3.60 to \$8.50

BILTMORE "Aerocloth" Covers

A newly invented fabric of marvelous silk-like beauty that wears like iron—exclusive in "Bilmore" Covers. Dust-proof, water and grease resisting. Can be easily sponged clean without removing from your car. Rich shades of blue, green, brown and gray, with Glove Button fasteners. Cover all upholstery up to the window line. Custom built to your order. In the long run, these life-time covers are the most economical you can buy. Prices \$12.95 to \$39.95

Satisfaction Guaranteed

Every set of BILTMORE Covers is backed by "Western Auto's" Iron-Clad Guarantee of Satisfaction, by our CUSTOMER IS ALWAYS RIGHT Policy, and by Service at all our more than 150 conveniently located stores.

More than 150 Stores in the West
Western Auto Supply Co.
210 N. Com'l Tel. 796
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For Tire Service

We Just Love to Fix Em

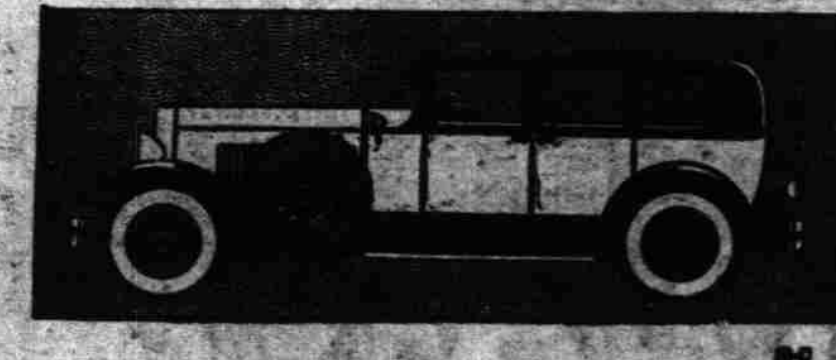
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199 South Com'l. **Miller** TIRE SERVICE "RUSS" SMITH



NEW POWER

New domed combustion chambers create it . . . New rocker-tappet valves unleash it . . . An extra heavy balanced crankshaft delivers it . . . Roller and ball bearings save it . . . POWER . . . Under the hood of the HUPMOBILE Eight is its latest definition.



THE CENTURY SIX . . . \$1345 to \$1645
THE CENTURY EIGHT . . . \$1825 to \$2625
All prices l. o. b. factory. Standard and custom. Equipment, other than standard, extra.

THE NEW HUPMOBILE CENTURY SIX & EIGHT

KIRKWOOD MOTOR CO.
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FROM NINTH TO FOURTH PLACE IN SIX MONTHS!

"400" Standard Six Sedan
\$1085
DELIVERED FULLY EQUIPPED

Most People Expect "400" Prices to be Higher than they Actually are

PEOPLE who have formed their price-impression of the Nash "400" from seeing this striking new car, and from the enthusiastic comment of "400" owners, are very apt to price it higher than it really is.

"400" prices are a big "400" feature. The Standard Six "400" Sedan, illustrated above, is an excellent example of the new value Nash now offers.

Here are some of its notable features—features of highest quality you are not accustomed to expect in a car at its price:

- A very powerful, high-turbulence, high-compression, completely-pressure-lubricated motor, with 7 bearings.
- A lengthened wheelbase, new double-drop, tubular-trussed frame, alloy steel springs, and 4 Lovejoy hydraulic shock absorbers, for unsurpassed riding ease.
- And complete equipment—full-sized cowl lamps, gasoline gauge and motometer on instrument board, bumpers front and rear, spare tire and tire lock, shock absorbers, freight and handling charges—all included in the delivered price quoted above—nothing more to buy!

16 Sedans \$1085.00 to \$2205.00—8 Coupes \$1080.00 to \$2040.00 fully equipped, including flood light.

The New NASH '400'

Leads the World in Motor Car Values

IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

High compression motor	Lovejoy shock absorbers (exclusive Nash mounting)	Salon Bodies	Nash Special Design front and rear bumpers
High turbulence	Aluminum alloy pistons (Clear Front)	One-piece Sedan fenders	World's custom seating
New double drop frame	7-bearing crankshaft	World's custom seating	Short turning radius
Torsional vibration damper		Longer wheelbase	Clear vision front pillar posts

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