

POWER AND ECONOMY FEATURE NEW HUDSON

Hot Shots from Auto Row

NEW SAFETY DEVICES INTRODUCED LOCALLY

MUCH of the safety and comfort of the modern motorist are due to modern accessories, according to the Carlin of the C & L Parts company, which has recently stocked two new inventions for the motorist. One is a Heat Wand, a product of the Trico corporation, and the other a Neo stop signal, from the Neo stop company of Chicago. The Heat Wand is an improved windshield wiper containing a heating device which prevents ice and sleet from forming on the windshield, insuring clear vision in any weather. If desired, for warmer weather the heat wand may be disconnected. The Neo stop signal introduced by Neo stop-Warner uses Neon gas in the stop signal, and is used in the popular Neo street signs. The letters "STOP" in red, are about an inch and a half high, while the whole sign is about nine inches long. The neon gas fits inside the rear window of the car instead of in the ordinary position in the lower rear. This is to prevent the objection that brake signals placed near the tail light do not attract enough attention, are frequently hidden from view, and become obscured by snow or coatings of dirt.

WHEELS BACK FROM LOS ANGELES OPENING

WILLIAM WIESE, Eugene Williams-Knight-Whippet dealer, has just returned from Los Angeles, where last Tuesday John N. Wiles, president of the Wiles-Overland company, formally opened the new \$1,500,000 assembly plant there, by starting the new car on its way through. As the car finally rolled out, completed, Mr. Wiles made a speech in which he said the total production at capacity of the Wiles-Knight and Whippet cars, now at the new plant is finished, will be 30 cars per minute. The Los Angeles plant alone will be able to turn out 30,000 cars yearly it was said. This return trip to Eugene, which was made in Mr. Wiese's new Stinson biplane, was made in record time, the distance between Fresno and Dunsmuir being traveled between 8 a. m. and 7 p. m. Sunday. The party left

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GRAHAM-PAIGE MAN PREDICTS INCREASE OF AUTO EXPORTS

That the export business of the American motor car company which adequately develops the foreign field may in time equal its domestic business, is the expectation of John D. Biggers, vice-president of the Graham-Paige International corporation and a director of the Graham-Paige Motors Corporation, Detroit.

Mr. Biggers declares that the developing of a large volume export business is of direct benefit not only to the motor car companies themselves, but to American purchasers. "It is generally recognized that, in mass production, low cost depends on maintaining capacity production at all times," said Mr. Biggers, "and export business is a safeguard against seasonal fluctuations in production. The reason is that, south of the equator, the seasons are directly the opposite of ours; countries in the southern hemisphere have their summer while we are having winter, and therefore their greatest demand comes during our own slack season and proves a valuable balancing factor. "Developing an export business is therefore desirable for other reasons than the sales alone, yet it is beset with many difficulties. While, basically, all peoples are alike, you will find that the inhabitants of the 100 countries of the world are influenced by varied social, racial, religious, climatic, and economic factors, and consideration must be given these superficial differences. "To reach these peoples is, in itself, a problem. There are 50 languages in the world, not counting the hundreds of dialects. Our company prints its regular advertisements in 22 languages in the newspapers, which is the best way of reaching people anywhere in the world, just as it is in the United States; and our sales literature is printed in 14 languages. "There are other difficulties such as credits, buying power, duties, taxes, and special regulations. "For instance, the distributor of an American car overseas, as com-

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Limits of Speed

Almost as quickly as it originated, the topic of speed in automobiles has subsided. Today it is style, comfort and performance in terms of power, rather than speed, that are advanced by manufacturers in their efforts to appeal to the prospective motorist. Speed, it is gradually being disclosed, has its limit so far as the automobile is concerned. When it stretches beyond that limit, it reaches beyond the bounds of motorism also.

Its next field is aviation. The airplane resumes where the automobile quits. That is the significant factor that is gradually being realized by our automotive leaders. It is also being grasped as an opportunity to foster the automotive program of the future, when large fast buses will travel over wide concrete highways and will hook up with even faster airplanes to enable passengers to cross the continent in as short a time as possible. Even today this arrangement is being planned by one of the largest passenger bus operators in the country. His bus and airplane hook-up would bring Los Angeles and New York closer by at least two days. Its success will start other such combinations in a veritable bus-airplane network over the country.

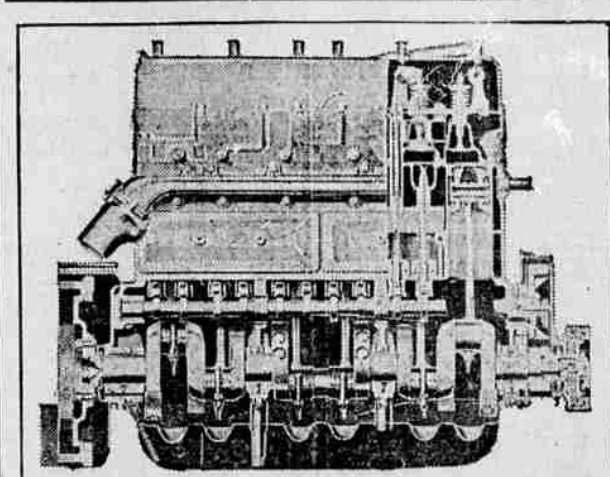
Thus the desire for speed and more speed is being satisfied not by forcing it out of the motor car but by transferring it to the airplane at the point where the danger to human life becomes too great for land travel and where automotive efficiency begins to decline rapidly.

It is well known to automotive engineers that the faster a motor travels the less efficient it becomes. And it is also an axiom among highway engineers that the higher the speed limit planned for a certain highway, the more costly does that highway become in proportion to those built for lower speed traffic. The road must be wider, the pavement must be smoother and faultless, and the curves must be banked higher and wider.

The saving grace, therefore, in this urge for speed is the airplane, not the high-powered automobile.

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GREATER HUDSON MOTOR HAS IMPROVED FEATURES



C AND H COMPANY EXPANDS THIS YEAR

"Car owners generally are becoming more and more acquainted with the mechanical needs of their cars," stated Fred C. Carlson, of Carlson and Hutton, Inc., automobile supplies, in speaking of their recent expansion to twice their former floor space, and material addition to their regular stock of goods. "They realize that the best parts and supplies they can secure are in the end most economical. It is for this reason that we are keeping pace with the growth of Eugene and Lane county in our development. "We stock only national brand lines that are dependable and have a reputation for maintenance; such as the Stromberg carburetors used by Lindbergh on his memorable flight and more recently on the Question Mark, in its endurance flight. We also carry Champion and A. C. plugs, National Mazda lamps, etc." Carlson and Hutton started three years ago with a small stock of

parts and one employee. Today seven people are needed to handle the business, and a stock of \$30,000 value is maintained in order that a complete automotive service can be rendered to car owners and to dealers.

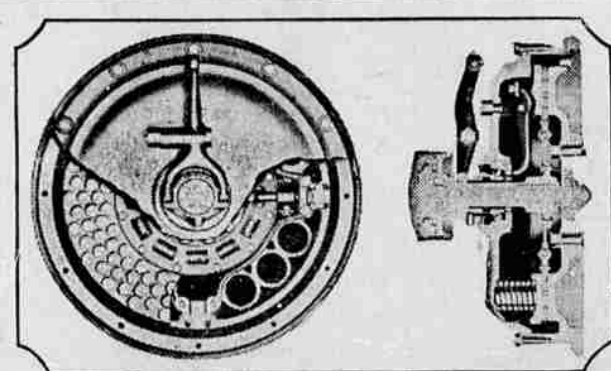
Both members of the firm are active in its management and have a combined experience in the automotive field covering a period of 30 years.

"It is encouraging to note the optimism that prevails among the dealers, the majority of whom report an increase in their business this year, indicating that a very good season is before us," he concluded. E. A. Petre, who has been connected with Carlson and Hutton for the past two years, has resigned and will enter business for himself in Corvallis.

Ivan Spicer recently joined the force at Carlson and Hutton's.

CARS USE 550 GALLONS A YEAR

Based upon a gasoline consumption of 11,563,400 gallons, each motorist in the United States, in 1927, used an average of 550 gallons and traveled an average of 7,437 miles, according to estimates.



LEFT—Combination of valve-in-head with valve-in-side principles—known as the F-head design—gives additional power to new product. ABOVE—Cork studs and spiral springs in the Greater Hudson clutch plate absorb the shocks of starting and sudden stopping. This is an important factor in the "cushioned power flow" of the new models.

REGULATION OF EYESIGHT FAVORED

Oregon police and traffic officials in common with those in sixty-eight of the largest cities of the country favor regulations which will require the eyesight of motor drivers to be up to a reasonable standard before they are permitted to operate cars, according to the Eye Sight Conservation Council of America.

The council has just completed a nation-wide survey which disclosed that nearly two-thirds of the states do not require licenses of all drivers of automobiles. This report emphasizes the necessity of licensing all drivers so that the state may pass upon the qualifications of the individual and both control and enforce safety measures on public highways.

The fatalities in a single year from auto accidents aggregated 25,000. The physical capacity of the

driver is of obvious significance, and an important requirement should be fairly good eyesight, the council declares.

Contributing to a national symposium of police chiefs, motor vehicle commissioners, and other state officers having to do with the issuance of automobile drivers' licenses Hon. Sam A. Koser, secretary of state of Oregon, told the council: "Simple eyesight tests, such as might easily be conducted by experienced traffic officers or others particularly qualified as 'good drivers' would doubtless reduce motor vehicle accidents to a noticeable degree as inability to determine distances correctly is the cause of numerous 'passing' accidents. Such tests, however, should be coupled with tests for mental reaction to emergency situations. Good eyes with 'frozen' muscles would avail nothing."

The state of Oregon licenses all drivers but leaves the applicant himself to pass judgment upon his physical fitness to operate a motor vehicle.

Whales have the largest brains of all mammals, the largest on record weighing 7000 grams.

F-HEAD MOTOR COMBINES TWO VALVE TYPES

"It takes little in the way of engineering knowledge to realize that the trend in automobile power plants is constantly toward greater speeds and higher compression," said W. G. Brown, Eugene Hudson-Essex dealer. "Our own contribution to this branch of progress is the high-compression, high-efficiency F-head motor in which acceleration, power and fuel economy are more noteworthy than ever."

Heretofore the trouble with high-compression motors has been the fact that they were subject to spark knock, pre-ignition, roughness and other undesirable features. For these defects the solution has been found in the Hudson F-head design which gives us a combination valve-in-head and valve-in-side engine in that the intake valve is located in the head and the exhaust valve in the side.

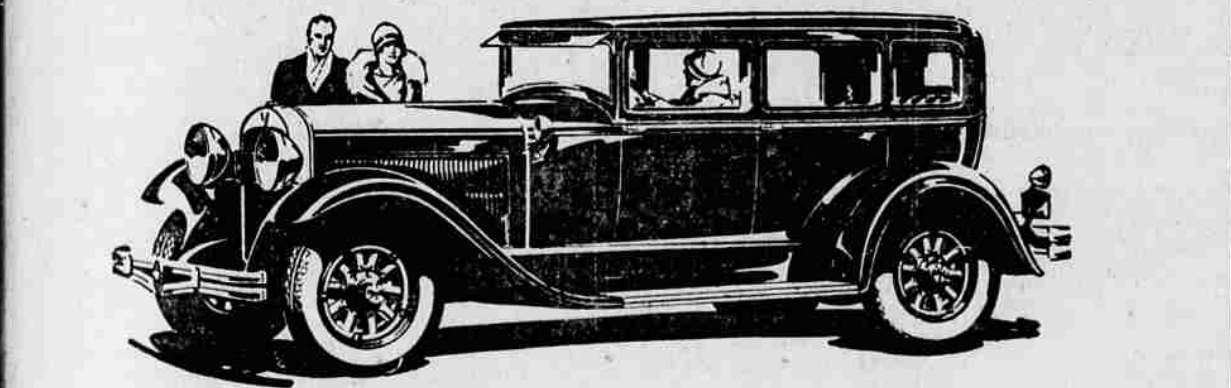
Valves Improved

"In our motor, which this year has been still further refined, the intake valve is located just above the exhaust valve. As the intake opens, the incoming fuel is drawn right over the hot exhaust valve. This has the effect that all liquid or unvaporized fuel particles are subjected to the heat of the exhaust valve and chamber, which dries and vaporizes them for complete and instant combustion. Next, the exhaust valve is so swept by the incoming cool mixture that it never reaches the overheated condition that is common with many other engines. "By moderating the temperature of the exhaust valve, our engineers not only prevent pre-ignition and knocking, but they cause the motor to utilize the entire gas charge, with the result that our motor delivers 91 horsepower with a remarkably low consumption of fuel."

Neutralize New Although Hudson engineers have for years paid special attention to

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The GREATER HUDSON



and Motordom calls for LARGEST HUDSON output of all time

Already in response to the public's demand, production of the Greater Hudson has been increased, and then increased again—by far the largest scheduled Hudson ever found necessary. In their own words, by their marked and recorded ballots, motorists by tens of thousands are telling us the Greater Hudson is truly the greatest of all time. Voting in every Hudson salesroom in the country, these enthusiastic multitudes have piled up the most convincing endorsement in Hudson history. Perhaps even more important, they have bought these beautiful new Hudsons in such numbers that we must make thousands more of them to insure prompt delivery. Every experience and suggestion of the

world's largest 6-cylinder ownership is incorporated in the 64 improvements of the Greater Hudson.

As co-authors of these creations the 1,000,000 Super-Six owners are naturally first to want to see, inspect and drive them. It is particularly interesting to observe their special satisfaction in the numerous body improvements. In comment, these important developments in body design and appointment, fully-equal the more dramatic qualities of the more than 80-mile-an-hour performance.

They definitely set Hudson apart from like-priced cars, just as Hudson performance stands alone among all cars.

Come, see and drive the Greater Hudson. We believe one ride will make it the car of your choice.

\$1095 and up - at factory

Standard Equipment includes: 4 hydraulic shock absorbers—electric gas and oil gauge—radiator shutters—middle lamp—windshield wiper—rear view mirror—electro-brake—controls an steering wheel—all bright parts chromium-plated.

Hear the Radio program of the "Hudson-Essex Challengers" every Friday Evening

Brown Motor Co. 842 Pearl Phone 1757

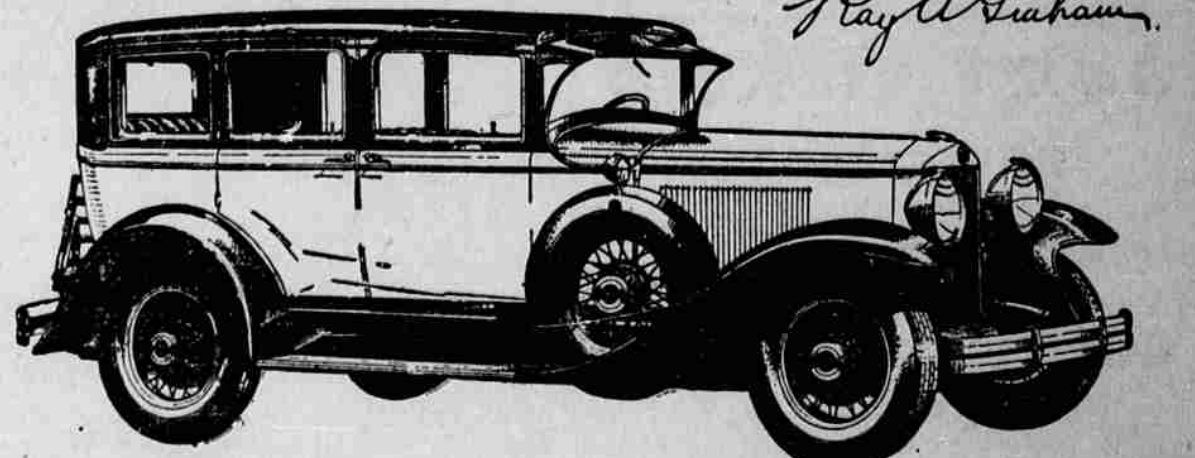
Come In And See The New Cars



Five chassis—sixes and eights—prices ranging from \$885 to \$2495. Car illustrated is Model 615, six-cylinder, five-passenger Sedan, \$1195 (special equipment extra). All prices at factory.

Graham-Paige presents new sixes and eights—of added beauty, improved performance, and, we believe, even greater value. These new models succeed those which in 1928 established a new all-time record for first year sales volume. We want you to see them—and to enjoy a demonstration of the thrilling performance of the Graham-Paige four-speed transmission (two high speeds—standard gear shift).

Joseph B. Graham
Robert C. Graham
Ray A. Graham



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GRAHAM-PAIGE