

HUDSON ESSEX SPEND \$1,000,000 IN ADVERTISING

The Hudson Motor Car company manufacturers of Hudson and Essex cars, will spend one million dollars in newspaper advertising during the months of March and April, it is announced by Courtney Johnson, general sales manager of the company.

Hudson, largest manufacturer of six cylinder cars in 1928, is experiencing the greatest year in its history and this extensive campaign, the largest ever undertaken by the company, is designed to bring about even greater success in a seasonably successful line.

The feature of the campaign will be a national "Essex Challenge Week" which commences March 4th. During the week Essex cars will undertake every kind of test to prove their right to the militant "Challenge" slogan, says the announcement.



With excuses to the late Sam (Walter Fox) There are crowded souls that live in town Where the madding millions dwell, Where night and day, the subway roars, And day and night the L. There are souls who live where never a car Passes in one week's span, But let me live by the side of the road And sell antiques to man.

Let me live in a house by the side of the road, Where the motor traffic's thick; Oh, the city craft I'll leave to you; My racket is being a hick. For why should I slave for a silly wage, And wrinkle my tranquil brow? Let me live in a house by the side of the road, And sell blue plate dinners, gasoline, oil, pure honey, battery service, transients accommodated, hot frank and postcards to man.

To enable your boy to speedily overcome that shy and retiring disposition, get him a job as a driver of a five-ton truck.

The wonder is not that that fellow who paid thirty dollars for an automobile was killed in it in less than an hour after the transaction but that he survived a thirty dollar car even that long.

Him—So you think your son only dates with cripples?
Ham—Well, he has to have the car even if the dance is only two blocks away!

Perhaps what is lacking in solving the traffic problem these days is a little horse sense.

Only One Thing Left
It was a lonely road. He 'ood before her, trembling with angry passion.

"Is there nothing I can do or say that will move you?" he said between clenched teeth.

He glared at her, so silent, so lovely, so hard. She was beautiful—slender with a catlike slowness and that air of simplicity that makes men lose their heads and get into debt.

He paced up and down before her in the gathering dusk, a wild light in his eye. Suddenly he whirled and seized her roughly—she did not even shudder.

"Confound you!" he cried in desperation. "I'm done—through—finished—I'll telephone and have you towed in!"

There was an awful crash as the rear struck the car. A few seconds later Mr. and Mrs. Pickens crawled out of the wreckage. Mrs. Pickens opened her mouth to say something, but her husband stopped her.

"Never mind talking," he snapped. "I got my end of the car across. You were driving the back seat and if you let it get hit, don't blame me!"

The old-fashioned boy who wished his father had a candy store now has a son who wishes his father owned a filling station.

The doctor who prescribes walking for your health whizzes by on a set of balloon tires.

When an automobile runs one into debt the best way to get out is to walk.

"To what do you attribute your great age?"
"Well, for the first seventy years of my life they wasn't no automobiles, an' for the last twenty-five I've been confined to the house."

Statistics show that a locomotive is not afraid of an automobile.

Looks as if they are building filling stations so eventually every car can have its own.

Copyright, Moss Feature Synd. Gift for Wedding.
WASHINGTON, March 1.—(AP)—A handsome silver bowl with four tall silver candle sticks has been taken to the White House by Lady Isabella Howard, wife of the British ambassador to Washington, as a wedding gift to John Coolidge from the heads of the diplomatic missions accredited to this country.

"OUR GANG" ANSWERS THE CALL OF THE OPEN ROAD



No one appreciates any more than these famous kids of movieland the advantages of both open and closed cars. The Chevrolet Landau has the advantages of both as it is convertible. In the "open car" are Jean Darling, Harry Spear, Farina and "Wheeler". The Landau holds Joe Cobb, Mary Ann Jackson and "Pete".

MOTOR MAKERS OF AMERICA ENTRENCH IN LATIN LANDS

SAO PAULO, Brazil (AP)—North American motor car manufacturers who have set up assembling plants in Sao Paulo, to supply the great demand caused by road improvements, have found the labor market in Brazil singularly undeveloped.

Piece work is unknown and there is no information on which they may proceed in speeding up production by paying employees according to their output. Investigators have been put to work and within another year American factories will probably operate much as they do in the United States.

One United States company in Sao Paulo is erecting 135 cars a day in the warehouse converted into a factory and will soon have a regular factory completed which will make a greatly increased output possible.

Motor trucks are in great demand in the coffee district. Most of the passenger cars sold at present are touring cars, but the demand is increasing for closed cars. Every ship from New York brings a large cargo of knocked down motors. The Brazilian tariff laws are such that it is cheaper to import parts in an unfinished state and do all the erecting and finishing in Brazil.

Laborers in Brazil's manufacturing centers are attracted from all

General Motors Overseas Sales 282,157 Cars '28

During the year 1928 General Motors sales to overseas dealers amounted to 282,157 cars, as compared with 193,839 cars for the year 1927, or an increase of 45.6 per cent. Sales in the fourth quarter of 1928 amounted to 71,867 cars, as compared with 52,493 cars in the corresponding quarter of 1927, or an increase of 36.9 per cent. The fourth quarter was influenced by model changes in the Chevrolet, Pontiac and Olds divisions and the first quarter of 1929 should show a considerable increase over the first quarter of 1928.

These figures represent the sales to dealers by General Motors export organizations, of Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac in all countries of the world, except the United States and Dominion of Canada. They do not include sales of Vauxhall Motors, Ltd., or overseas sales of the products of Yellow Truck & Coach Manufacturing company.

MOSCOW (AP)—Russia plans to increase her air lines from 12,000 to 43,000 kilometers in five years. Links with Afghanistan, Persia, Japan, China and Turkey are contemplated.

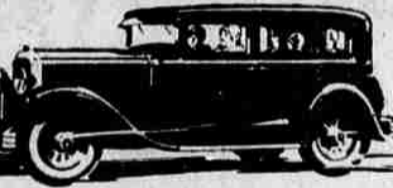
CURVES IN, AND DIETS OUT, SAYS BRITISH LEADER

LONDON (AP)—Mr. C. S. Cochran's announcement that he is seeking chorus girls "with the ample curves of Venus" for his new revue is causing consternation among English girls, most of whom are extremely slender.

If Mr. Cochran insists on round hips and swelling bosoms, punctuated with dainty little waip waists, reminiscent of the days of "stays" and "vapours", the English girl is out of luck. She has courted the "telegraph pole" figure which Mr. Cochran declares to be unalluring, for so many years now that it has become second nature. And just when she has conquered her craving for cream buns, chocolate and pastries, England's Ziegfeld decrees an end to the vogue for allness.

Fat girls, however, are looking up and rejoicing. No more drinking gailows of thinning lemon juice! No more rolling on a draughty floor in the morning! No more "roll and water" lunches!

"What a pity they did not decide on a 'back-to-plum-pudding policy' before Christmas," one girl lamented. "There was I, shutting my eyes to turkey, giving my share of mince pie to my little brother, and having a Christmas dinner of orange juice! It's a shame!"



Drive a Buick -- then drive any other car -- the comparison will win you to Buick

Get behind the wheel and get the facts!

SERIES 116	
Sedans	\$1220 to \$1320
Coupees	\$1195 to \$1280
Sport Car	\$1225
SERIES 121	
Sedans	\$1450 to \$1520
Coupees	\$1395 to \$1450
Sport Car	\$1325
SERIES 129	
Sedans	\$1875 to \$2145
Coupees	\$1865 to \$1875
Sport Cars	\$1525 to \$1550

These prices f.o.b. Buick Factory, special equipment extra. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.

Test Buick thoroughly—in traffic—over hills—on the straightaway. Experience for yourself its getaway, swiftness, and power! Then you'll understand why more than twice as many people buy Buicks as any other car listing above \$1200!

Buick Motor Company, Flint, Michigan
Division of General Motors Corporation

BUICK

SCHERER MOTOR CO.
40 North Riverside Phone 73

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

INSTRUMENTS ON WHIPPET MODELS COMPACTLY GROUPED

"In keeping with the high standard of style and smartness characteristic of the new Whippet four and six cylinder models, is the new grouping of the instruments on the dash panel," says George Treichler, local dealer.

"An entirely new design of the instrument panel, highly attractive is a distinct quality feature of the new Whippets, and considerably enhances the smart appearance of the front compartment. In addition to the stylish effect the new instrument arrangement is a distinct convenience."

"The speedometer, oil gauge, ammeter and the two buttons operating the spark and throttle controls are closely grouped in the attractive panel. To the left of the panel is a button for operation of the choke while to the right is an igniter key which is part of a coincidental lock.

"A further improvement is noted in the instrument panel with the adoption of the indirect lighting system. This modern feature is now considered an absolute necessity since it gives the driver ample light to read his instruments at night, and they are so conveniently grouped that merely a glance is all that is necessary to get the complete registry of all the instruments."

"This feature coupled with the 'Finger-Tip Control' button in the center of the steering wheel whereby the driver controls starting of the motor, adjustment of the lights, and sounding of the horn without removing a hand from the steering wheel, provides every facility for safer driving, day or night."

FLOATING MINES MENACE BRITISH COASTAL SHIPS

LONDON (AP)—Mines planted during the great war remain a menace to shipping in certain areas around the British coast.

The admiralty has issued a warning to mariners against trawling where unexploded mines are known to have been sunk. It is stated that off Land's End, the South Devon coast, the Straits of Dover, the Norfolk, Yorkshire and Northumbrian coasts, the Orkneys, and the Heligoland Bight, it is probable some of the mines lying on the bottom may still be dangerous.



The People's Choice

AMERICA is quick to discover, and as quick to reward, rare merit and ability—in a man or in a motor car. Witness the whole-hearted way in which the nation's motorists are admiring and indorsing the new Dodge Brothers Six. Its popularity has been natural and inevitable—the earned result of the best designing, the best engineering, the best value in the history of Dodge Brothers.

NEW DODGE BROTHERS SIX

EIGHT BODY STYLES... '945 to '1065 f.o.b. DETROIT

CHRYSLER MOTORS PRODUCT

EAKIN MOTOR CO.
16-18 South Fir St. Phone 304

Come In. Check Oakland-Pontiac Sixes and Us on These Ten Points:

1. Style
2. Performance
3. Riding and Driving Ease
4. Economy of Ownership
5. Fisher Body Construction
6. Mechanical Features
7. Service Facilities
8. Finance Plans and Terms
9. Analysis of Delivered Price
10. What your Present Car is Worth

Forward-Looking People will Investigate these 10 Points which reveal OAKLAND-PONTIAC Superiority

In Oakland-Pontiac showrooms all over the United States, forward-looking people are being invited to investigate the New Oakland All-American Six, the New Pontiac Big Six and Oakland-Pontiac dealers on ten points vital to complete motoring satisfaction.

The ten points cover every element embodied in an automobile. But the ten points go even further. They include service facilities. They include finance plans and terms—because only fair and convenient finance plans and terms are acceptable to experienced buyers. They include

an analysis of delivered prices—because careful buyers insist on knowing what they pay for in addition to the list prices of their cars. And they include an appraisal of your present car—to show you how little it will cost to enjoy the new style and the thrilling performance of a New All-American Six or a New Pontiac Big Six.

We want you to make such an investigation. Come in and learn how Oakland-Pontiac ownership assures complete satisfaction on every one of these ten points!

The New Oakland All-American Six, \$1145 to \$1325. The New Pontiac Big Six, \$1435 to \$1495. f.o.b. Pontiac, Michigan, plus delivery charges. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

SANDERSON MOTOR CO.
SOUTH BARTLETT & EIGHTH STREET Phone 1385
Robinson Motor Co., Ashland, Ore.