

MOTOR INDUSTRY FACING PERIOD OF PROSPERITY

Every Indication Points to New Records.

BY A. R. GLANCY.
President and General Manager Oakland Motor Car Company.

Consideration of all the indications by which one may peer into the future of American industry leaves only one possible deduction—prosperity looms ahead. Greater prosperity than ever before— genuine, solid, and lasting.

Should this deduction prove wrong, then every gauge on the gigantic machine of American business is wrong. Here are a few of these indications:

The 1928 crop returned the largest yield that nature has given farmers since 1920. As a result it is estimated that the purchasing power of our agricultural population has increased by something like seven or eight per cent.

A steady improvement has been registered in practically all branches of industrial employment.

U. S. Wealth 500 Billion.

The nation is earning close to 100 billion dollars annually and has a total wealth of approximately five times that amount.

The automotive industry, now supporting about 10 per cent of the population and ranking on a par with agriculture in the creation of wealth, has just finished a year of record production. And it enters 1929 with a momentum of production and sales that augurs well for the entire year.

Steel, copper, and many other key industries are exceptionally active. Corporation earnings are at a high level.

And of equally vital importance is the fact that the nation now is assured of at least four years of administration by a President whose vast and varied capabilities probably are unsurpassed in any individual among our millions of citizens.

It is true that money rates have been high, but it is my belief that many large American corporations arranged for necessary financing when low interest rates prevailed. It may be logically assumed that the higher rates of recent months are unlikely to exercise any substantial adverse effect upon business in general.

Business Horizons Widening.

Business horizons are steadily widening. The world is larger. And business is being done on an infinitely larger scale. The last five years have seen standardization and integration of industry which have brought production costs sharply down. In a majority of cases these economies have been passed on to the consumer. He receives more for his money. And as his buying power thus increases he contributes further to the aggregate turnover, quickening the current (through the channels of trade. Bank clearances and the growing tonnage of freight carried by our railroads reflect the accelerating business pace resulting from these favorable factors.

Science, discovery, and invention have contributed mightily to present prosperity, and in no direction has this been demonstrated more emphatically than in the automobile industry. A new process is invented which performs a factory operation in a few seconds' less time; a new machine is developed that does a certain job more accurately or at a slightly lower cost. The new machine or the new process is adopted immediately. Because, multiplied by immense production, these few seconds or those few cents or that slight gain in quality assume such tremendous proportions that replacement of the old by the new becomes highly imperative.

Look for Record Year.

The automotive industry, now generally recognized as the most accurate barometer of American business conditions, in 1928 eclipsed its best previous record with a total production of some 4,600,000 units. And it should establish a still higher record during 1929. For in addition to the demand from those who in 1929 will buy their first automobile and the demand from the rapidly increasing number of multiple car families, and the demand from the rapidly expanding foreign field, the American automobile manufacturers now face the most important replacement market in the history of the industry.

According to figures compiled by the National Automobile Chamber of Commerce, our American and Canadian factories produced 16,332,133 passenger cars and trucks during the years 1923 to 1928, inclusive. These vehicles, ranging from three to six years old, now have attained the age at which they soon must be replaced by cars of current production. This demand, together with that occasioned by the need for scrapping thousands of cars of even greater age, should provide manufacturers with a record replacement market.

BETTER INQUIRE ABOUT SNOW IF YOU PLAN TOUR

While snow is usually removed from highways in Illinois and Indiana within thirty-six hours after most storms, it is always advisable at this time of the year to make inquiries before starting out on a cross-country tour.

The states mentioned possess the best snow removing equipment in the country. Other nearby states are also exerting efforts to keep the highways free from drifts.

The total cost of removing snow in the thirty-six states in the snow belt is \$5,500,000 each year, while the aggregate number of truck plows is approximately 3,412, and the tractor plows number about 1,275, the bureau concluded.

Motorizing World Next Task for U. S. Industry, Nash Says

BY C. W. NASH.
President Nash Motors Company.

With a greater world market opening wide before American automobile manufacturers through the steady improvement in international relationships, it is apparent that one of the major tasks faced by the industry during the coming year lies in the stimulation and improvement of economical motor transportation overseas as well as in the United States.

Our industry has long since leaped its national boundary lines. It has already succeeded in pointing the way to reduced transportation costs and improved manufacturing methods to certain European countries. It has fostered international good will to the point where thirty-five nations have sent representatives to the national automobile shows, and it has stretched a fairly efficient merchandising organization across the world.

In all of these progressive steps, however, it has little more than scratched the surface of the world demand for American made cars. There remains the need for American enterprises to take a definite lead in making the automobile as great a unit of general utility in the various countries of the world as it is at home.

Bases Opinion on Tour.

Basing my opinion on recent personal observations in Europe, which included a tour of the northern European countries, inspections of several large production factories, visits to both the Paris and London automobile shows and conferences with automobile men from more than a score of countries, I believe that we may expect great progress in the export market during 1929. This business is undoubtedly growing rapidly. Our own books show that in three months of 1928 our export shipments of the new "400" series cars exceeded by some 800 cars the combined export shipments of the four full calendar years ended in December, 1924.

It is only natural that, as American exports increase, our overseas competition will grow stronger. Such a condition is a healthy sign for motorists of the world, for keen competition, whether at home or abroad, reacts to the benefit of the public in the lowering of prices, improvements in quality and increase in prosperity.

Opportunities for the growth of motor transport are evident in the under-motored condition of most countries. Compare the United States, with approximately five persons to each automobile in actual use, to Germany with approximately 200 per motor vehicle; Spain, with 256 people; Poland, with 1,500; Australia, with 191; Chile, with 217, and so on up the scale to China with its 21,600 people to each motor vehicle, and the task ahead of world manufacturers will be apparent.

Sees New Prosperity at Home.

At home I can see nothing in general economic conditions that should make us expect a slowing down of the inspiring industrial march which brought us new high production and sales records for the automobile industry in 1928. With a four year record of splendid business back of us, it seems to me that we are in a position to enjoy a continued period of prosperity.

There are now more than twenty million passenger cars and nearly three million trucks registered in the United States, and the year's automobile production exceeded by a comfortable margin that of the peak preceding year in the industry's history.

To balance this great achievement, there are now some 600,000 miles of surfaced highways in the United States—100,000 more miles of pavement than were available to motorists a year ago, and the state and national

DEALER FINDS AUTOISTS LIKE CLUB SERVICE

Cars Inspected Monthly Without Charge.

BY C. E. GAMBILL.
President Gambill Motor Company, Hupp Distributor.

The service club membership program conducted by the Gambill Motor Company, Inc., was established four years ago to provide a positive and worthwhile service through our dealers. We have found owners eager to take advantage of this plan, which is thoroughly kept in keeping with the progressive policy of the factory and is a conscientious effort on the part of our organization to provide adequate and proper service for every Hupmobile owner.

The only requisite for membership is that every owner bring his car to an authorized station once each month for a free inspection. This monthly inspection includes a complete examination of motor condition, transmission, rear axle, wheel bearings, steering gear and other important parts. In addition such minor adjustments as tightening the fan belt, resetting ignition points, adjusting the carburetor and tightening the spark plugs are included without charge.

There are other desirable features of our club service which have met with marked favor among Hupmobile owners. Through our club membership we are able to provide emergency road service, such as tire repairs or adjustment of minor difficulties within a five mile radius of our service station. Within the same area towing to the service station is done free of charge. Through our club plan we are able to offer owners special prices on tires and tubes, and on purchases of oil, grease, and other accessories.

highway programs promise another billion dollar highway year for 1929. Highway widening, improvement in city street facilities, grade separations, and other improvements everywhere all combine to increase the American market for automobiles and to add materially to their utility, while the increase in per capita wealth and continued prosperity furnish the resources for continued buying.

One of the most interesting revelations in the year's review lies in the fact that nearly a million families in the United States who possessed only one car a year ago now own two automobiles. This great increase in auxiliary automobile ownership brings an estimate that more than three million American families now own and operate two or more cars, and indicates the extent of the "second car" market.

85 CARS SHOWN IN GEN. MOTORS SPECIAL SALON

Big Auto Family Holds Open House at Stevens.

General Motors is holding open house during show week at the Stevens hotel, where all of the units of the family will be represented by displays exemplifying their production.

It is a special salon, in addition to the exhibition at the Coliseum, in which General Motors' products are grouped conveniently in the grand

ballroom, exhibition hall, foyer and lobby of the hotel. The show was thrown open to the public last night at 7 o'clock for the advance guard of visitors, but tomorrow, beginning at 10 o'clock, will regularly be open for the public and remain open until midnight each day. Admission is free.

Wide Range of Prices.

The exhibition embraces the ultimate in style and beauty through a wide price range of cars, beginning at the new six cylinder Chevrolet and including the 1929 Oldsmobile, the Buick, and Cadillac and La Salle, with the Fisher and Fleetwood bodies.

An exhibit by Fisher discloses hidden details of craftsmanship beneath resplendent exteriors, while Ternstedt displays designs of decorative hardware and fittings.

Besides 85 cars and chassis designed for passenger service, the showing includes seven Chevrolet commercial cars, four General Motors trucks and a Yellow cab, and more than a dozen of the newest type Frigidaires.

A feature to be found in the animated replica of the General Motors proving ground in Exhibition hall. Faithful in detail to the 1,245 acre

proving ground, this mechanical marvel is 256 square feet in area and affords a graphic idea of the tests to which cars are subjected before being placed on the market. The cars are controlled by switchboard buttons. The model was built by H. E. Boucher of New York.

George Wittbold, exponent of pageantry, has lent his skill to a decorative scheme of outstanding beauty.

Music Afternoons and Evenings.

Programs of music are given afternoon and evening by Joseph Gallicchio and his concert orchestra. Broadcasting of this musical feature started last night and will continue this week from 6:30 to 7 p. m.

The exhibition is under the general direction of B. G. Koether, director of the sales section of General Motors. Assisting him is a local committee including: H. P. Carter of the Buick Motor company, L. B. Dimond of the Cadillac Motor Car company, L. K. Cooper of the Chevrolet Motor Car company, C. L. Voss of the Oakland Motor Car company, H. A. Trevellyan of the Olds Motor works, P. L. Emerson of the General Motors Truck company, and A. D. Farrell of the Frigidaire corporation.

The factor that makes for success of a company is not necessarily the brainiest engineering department, the best production department or the strongest sales department, but what the public says about the product and the organization.

Every company and its departments must have plans laid three years in advance, and very definite plans formulated one year in advance, and then must stick to these plans, said Mr. Grant. Not flashy engineering, but a constantly improved product, creates public confidence. Color schemes and the adding of gewgaws have been overdone and now mean nothing in the year's sales volume.

The used car problem was pronounced by the speaker the greatest

ASSERTS PUBLIC FANCY OUTSELLS EXPERTS' BRAINS

Decided opinions regarding cars are held by the public, although it has little exact knowledge of engineering, R. H. Grant informed the Detroit section of the Society of Automotive Engineers.

Ability to drive an automobile is now a requirement for all new Paris policemen.

The rule is simply that candidates who can drive get the preference in appointment but the effect has been to make men get driving licenses before applying.

Since there are only a million cars in France there are few men in the ranks who can drive, but the number has been increased by the requirement that all traffic officers must learn to handle cars.

blessing the automobile industry has, because, if fads, fancies and styles did not retire cars from service before they are worn out, the industry could not dispose of more than one half of the new cars that are produced annually.

ABILITY TO DRIVE AN AUTOMOBILE NEEDED BY PARISIAN POLICE

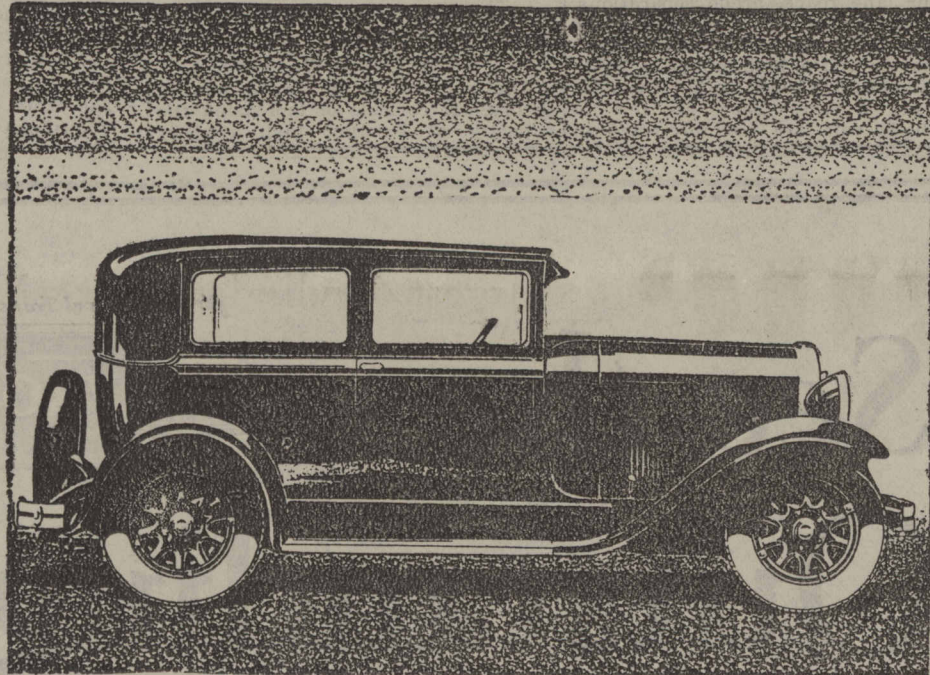
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No matter what you want in an automobile, measure this Oldsmobile by your Highest Standards, then

COMPARE ITS VALUE

Check its New Lower Prices



Judge Oldsmobile by these Fine Car Features

SPEED AND POWER

Engine—Oldsmobile's big six-cylinder high-compression engine now develops 62 horsepower. It provides power for every need—speed for any emergency—and truly remarkable acceleration in all gears.

Progressive Engineering—Piston pins are pressure-lubricated through rifle drilled connecting rods. The crankcase is double-ribbed to assure rigidity and permanent bearing alignment. The crankshaft is drop-forged from heat-treated high-carbon steel and is balanced both at rest and in motion. The engine rides on special rubber mountings.

Lubrication—The lubricating system is pressure fed to all main, connecting rod and camshaft bearings as well as to the piston pins, with spray to other parts. It is protected by a crankcase ventilator and oil filter.

Cooling is thermostatically controlled and has been made more efficient than ever. The radiator is protected by vertical radiator shutters. And these have been extended entirely to the top of the shell—an innovation recently introduced by two of the highest priced cars.

Fuel System—Gasoline is pumped to the carburetor under pressure by a motor-driven fuel pump. The carburetor is protected by a gasoline strainer, sediment cup and air cleaner.

QUIET OPERATION

Silenced Chassis—Oldsmobile's sturdy chassis is rubber-silenced. Other factors which assist in eliminating chassis noises are the double-cushioned universal joint system, spring-cushioned clutch core and self-adjusting spring shackles.

Silenced Interior—A layer of special sound-deadening insulating material placed between the body and the chassis creates a silenced interior.

Fabric Beading—Generous use of fabric beading in the body, where metal would otherwise meet metal, prevents squeaks.

DEPENDABILITY

Frame—One of the chief factors of long life and dependability in the 1929 Oldsmobile is its rigid frame, formed of heavier gauge steel with channels 3 1/2 inches deep, flanges 2 3/4 and 3 inches respectively, and five sturdy cross-members.

Brakes—Quick, positive-acting four-wheel brakes. Brakes on front wheels are internal expanding—on rear wheels, external contracting. A separate hand brake operates on the rear wheels.

STEERING—The steering gear is semi-reversible, of the worm and split-nut type. Its larger gear ratio—now 16 to 1—provides finger-tip steering. This, together with its tapered frame, makes Oldsmobile easy to handle and easy to park.

Chassis Lubrication—Oldsmobile has a high pressure chassis lubricating system.

Roadability—Special spring construction, four Lovejoy hydraulic shock absorbers, balanced weight and a low center of gravity combine to make Oldsmobile hug the road.

BEAUTY

Fisher Bodies—Oldsmobile bodies were designed by Fisher artist-engineers. And Fisher Bodies are world famous for their beauty and style, as well as for their craftsmanship.

New Style Touches—Oldsmobile's smartness has been enhanced by a new cadet visor, new headlamps mounted on chromium-plated standards, and a wide variety of sparkling new color combinations.

V-V Windshield—Oldsmobile has the exclusive vision-ventilating windshield found only in Fisher Bodies.

COMFORT AND CONVENIENCE

Shock Absorbers—Oldsmobile includes four Lovejoy hydraulic shock absorbers as standard equipment.

Seats—Deeper, softer seat-cushions add to riding comfort and enjoyment.

Interiors—Closed car interiors are more luxurious, with new, more costly upholstery. They are roomy, comfortable and richly appointed.

Adjustable Front Seat—Oldsmobile has the new Fisher adjustable front seat which may be moved instantly, forward or backward, by turning the seat-regulator.

Dash Instruments—All instruments—including gasoline gauge, temperature gauge, speedometer, ammeter, and oil pressure gauge—are mounted under one glass on a handsome panel, and are indirectly illuminated.

These are but a few of the features of the 1929 Oldsmobile. Come see it and test it for yourself. Only such examination will give you a basis of comparison with other cars.

NEW LOWER PRICE TWO DOOR SEDAN

\$875

F. O. B. LANSING
SPARE TIRE AND BUMPERS EXTRA
Roadster, \$945; Phaeton, \$945; Sport Coupe, \$945; Four-door Sedan, \$975; Landau, \$1035; Coupe, \$875.
Special and Deluxe models are also available at slightly higher prices.

OLDSMOBILE

PRODUCT OF GENERAL MOTORS

See the 1929 Oldsmobile at the Automobile Show, Coliseum, or at the Special Showing of General Motors Products, Hotel Stevens