

# Joe Stickney Named General Manager of Honolulu Motors

## Veteran of Local Automobile Row Heads Chrysler Line Here

The appointment of Joseph B. Stickney to the position of general manager of Honolulu Motors, Ltd., territorial distributors of Chrysler, Plymouth, De Soto and International trucks, was announced yesterday by G. W. Schuman, president of Schuman Motors and Honolulu Motors.

Since 1926, when Schuman Motors took over the Pond company, Stickney has held the position of sales manager for that concern and is known along auto row as one of the oldest veterans in point of consecutive years of service in the local automotive field.

With his appointment as general manager of the local Chrysler agency, Stickney will inaugurate a new sales campaign featuring the Plymouth and De Soto models in the low priced field and the Chrysler models which have long ranked among the most popular motor cars in the Islands.

### STARTED IN 1919

Stickney has been connected with motor row since 1919 when he became connected with the Pond company. Two years later he was appointed sales manager of that concern, a position which he held until the assimilation of Pond company by Schuman Motors in 1926. Joining Schuman Motors he was soon after appointed sales manager and has held that position until his new promotion.

The new Honolulu Motors chief came to the Islands in 1907 and was educated at McKinley high school where he became prominent as one of the Islands' outstanding middle distance runners. He also played football for McKinley and later the Outrigger Canoe club of the senior league.

For seven years Stickney was asso-



JOS. B. STICKNEY

ciated with Alexander Hume Ford and made several trips with the father of the Outrigger club and Pan-Pacific Institute, touring the Orient and Antipodes with him. During the world war, Stickney enlisted in naval aviation and served for the duration of the war, returning to Honolulu in 1919 to embark upon his career on auto row.

### STEADY GAIN

Long a popular car in Honolulu, Chrysler and its lower priced companions, Plymouth and De Soto, have steadily climbed in national circles until today this manufacturer ranks second in output in the United States with a percentage of 26.3.

Stickney will assume his new position immediately.