

ALL GRAHAM BROS. TRUCKS TO BEAR DODGE BROS. NAME

Trucks, buses and motor coaches built by Dodge Brothers under the name of Graham Brothers are to be known in future as Dodge Brothers trucks, buses and motor coaches, according to an announcement just made by officials of the company.

The entire line now will take the name of the makers and the change will go into effect immediately. All units always have been powered by Dodge Brothers engines and built for years with Dodge Brothers parts in Dodge Brothers factories, according to Dodge Brothers standards. They will be known hereafter as Dodge Brothers products.

Forty-two models of truck chassis, with wheelbases of 119 to 185 inches are included in the line. When combined with the various body styles and equipment, gear ratios, tires, wheels, etc., they extend to many hundreds of truck types designed to meet more than 96 per cent of all hauling requirements. They range from the merchants express light delivery car to the heavy-duty 3-ton truck. In addition many types of unusual and highly specialized bodies are supplied by the special equipment division of the company.

Dodge Brothers have been building motor coaches and buses for the past five years. Thousands are in use today, in city and interurban transportation lines from coast to coast. In Detroit alone, coaches built in the Dodge plants have been operated virtually 25,000,000 miles over the city's streets. The line includes two motor coach types and several school buses, varying in capacity from 15 to 52 children.

A recent survey shows it is possible for us to assemble approximately 2,000 different types of trucks alone," said Charles W. Matheson, general sales manager for Dodge Brothers. "These are combinations of equipment on varied chassis. This shows why we are able to meet the transportation and hauling demands of virtually every kind of business. Production today must take in every angle of the complicated requirements for dependable, speedy and economical transportation. The high public regard in which they are held explains why keen business men have been impelled to purchase Dodge trucks at a rate of more than a million dollars worth a week."

Among the many outstanding developments of Dodge Brothers engineers in the commercial lines, which include trucks and coaches, are six-cylinder engines, four-wheel brakes, four-speed transmission—street car type and parlor coaches, school buses, merchants express, one-two and three ton trucks.

All coach and truck models are powered with six-cylinder engines, and have four-wheel brakes. Four-speed transmissions are used on all models from the one-and-a-quarter ton upward.

HUGE OUTPUT OF WHIPPETS DAILY

With output of the newly designed Whippet fours and sixes speeding into high production at the Willys-Overland plants and trained after trial runs of the striking new models leaving the factory at all hours, every indication now points to the speediest filling of retail orders on new models in the history of the company.

Plans had been well laid for the

Toledo company to reach a daily car building schedule beyond all marks ever before accomplished in a short period of time. These plans have been under development for the past year and all of the vast manufacturing facilities of Willys-Overland were keyed up for the anticipated buying demand which followed the introduction of the new Whippet four and six cylinder models which made their bow to the public two weeks ago.

The introduction of the new cars has been responsible for a buying demand on the part of the public that has overshadowed even the great demand which immediately followed the drastic Whippet price cuts in December of 1927 and continued through the following twelve months.

Commenting on the remarkable reception for the new Whippet cars that would set a new high mark for Willys-Overland, Mr. John N. Willys said: "The most optimistic of our organization hardly expected such a reception. We attribute this to public appreciation of the new Whippet cars, and the precedent by placing the cars of the low priced field, so far as beauty of lines and mechanical features are concerned, on a parity with motor cars that sell in the high priced ranges. This accomplishment is entirely new to cars that sell in the Whippet price range."

"Two and a half years ago we brought out the original Whippet, four which set a new trend in the low priced field for outstanding mechanical advancements. This applied especially to the four-wheel brakes, full forced feed lubrication, fuel and oil economy, low swing bodies, speed and power, and other features, which later were universally adopted."

"The new superior Whippet fours and sixes go even further by embracing a type of beauty that had previously been associated only with cars selling in the higher price fields. This individual more by Willys-Overland places these new cars in an even more conspicuous position of advancement than that of the original Whippet cars. In advanced mechanical features, these cars also occupy a distinctive position—in this I refer specifically to the 'finger-tip control' which places at the driver's fingertips complete control of all the functions of starting the motor, operating the lights and sounding the horn without removing a hand from the wheel."

"From coast to coast and from Great Lakes to the Gulf, our dealer organization reports that the new Whippet fours and sixes were accorded a reception unrivaled in the company's history. This may be taken as a fair barometer that our plans were well directed in calling for a daily capacity over 2,000 cars a day in 1929 as compared with our capacity of 1500 cars a day a year ago, thus assuring speedy delivery to all buyers."

MILLION AND HALF OF FEDERAL FUNDS FOR OREGON ROADS

The apportionment of approximately 11 million dollars of federal aid money to the road building program of Oregon each year serves to bring out numerous questions relative to the amount of government owned land in the various states.

According to statistics compiled by the Oregon State Motor association, the total area of land and water in the 48 states is 3,026,719 square miles. The total area of land owned by the federal government in the form of unappropriated and unreserved public land, non-taxable Indian land, and national forests, parks and monuments, is 512,108 square miles, or 20.2 per cent of the total area comprising

CAR OWNERS TO PAY HUGE SUM FOR LICENSES IN 1929

WASHINGTON, D. C., Dec. 24.—Car owners of the nation will pay approximately \$785,000,000 in motor vehicle taxes for 1929, an increase of about \$15,000,000 over 1927, despite the fact that the tax bill during the year was decreased of about \$23,000,000 as a result of the repeal of the federal war excise tax on automobiles.

This statement was issued today by national headquarters of the American Automobile association in the nature of a timely warning to those who would further increase the amount of taxes on the already over-burdened motorist.

The national motoring body pointed out that although the federal government has left this over-exploited field of taxation, representing a decrease of \$20,000,000 a year in favor of the car owners, the total tax-burden has increased at least 257 per cent within the past ten years.

The A. A. A. said the heavy tax in the car owners should be carefully considered by the forty-two state legislatures scheduled to meet early in 1929, when any move is made to further exploit this field.

In its survey of 1928 taxes, the A. A. A. said that the gasoline tax alone, which amounted to \$253,838,813 in 1927, reached a total of \$149,655,298 in the first six months of this year and there is every indication that this amount will be equalled, if not increased, for the present six months.

Motor vehicle registration fees, licenses, permits, etc., which cost the car owners \$201,061,132, will easily be increased around \$225,000,000 in 1929, especially in view of the fact that the automotive industry has witnessed one of its greatest periods of production.

The statement continues: "Personal property taxes, amounting to \$125,000,000 per year and municipal taxes on motor vehicles costing car owners \$15,000,000 annually, will remain approximately the same for the present year."

"The year 1928 was without doubt one of the most eventful in the history of taxation on the car owner, as it witnessed the final repeal of the war excise tax of three per cent on new passenger cars. However, this measure was not repealed until May 30, and in the meantime well over \$20,000,000 had been paid by purchasers of cars in the first five months."

"Moreover, the tremendous rise in motor vehicle taxes in the past few years has been a source of great alarm to motorists. Fair taxation, with the bulk of the collections used to build roads, has always been favored by the car owners, but they are no longer content to sit supinely by and watch an ever-increasing burden without an equal gain in the benefits."

ON OCCASION

"Full of fun, your wife is." "Yes, she's a RIOT!"—Judge.

The forty-eight states. The land owned by the federal government is not distributed evenly among the 48 states. Nine states have no federal land. In 16 states the federal land is less than 1 per cent of the total state area. In 9 states the federal land represents from 1 per cent to 4 percent of the total state area. In 14 states the federal holdings are from 7.2 per cent to 84.2 per cent of the total state area.

Oregon has 45.6 per cent of its total area taken up by federal owned land; Washington has 39.6 per cent and California has 40.7 per cent.

COMET BREAKUPS AND COSTLY GLANDS SCIENCE TOPICS

NEW YORK, Jan. 2.—Severe sunburn some times breaks up comets.

This sensitivity of comets to the sun's ultra-violet rays was reported to the American association for the advancement of science by H. R. Marria and E. O. Hulburt of the naval research laboratory, Washington.

They found several historically famous cases of comets either breaking in pieces, or flaring up which followed magnetic storms on earth, by just the period necessary for the sunlight which caused the earth storm to have traveled the additional distance to the comet.

Their theory was that the terrestrial magnetic storms are caused by flashes of ultra-violet light from the sun, and that these flashes seem to come from areas on the sun that are heated to more than 50,000 degrees Fahrenheit.

On earth the noticeable effects of the ultra-violet flash are the rare displays of northern lights in temperate latitudes and the interference with telegraph wires and magnetic compasses that accompany magnetic storms.

Tiny But Costly

Hormones are the active prin-

lars per pound were described to day to the chemistry and medicine section, by Dr. Oliver Kamm of Paiko, Davis & Co.

Hormones are the active principles whereby ductless glands exercise their powerful functions in controlling such things as growth, brain development and energy.

One hormone that chemists have succeeded in isolating is from the pituitary gland, and is really twice as known as Beta and the other as Alpha. Dr. Kamm said that a pound of highly purified Alpha would cost about \$3,000,000, while Beta would cost about \$1,000,000.

TEXAS MAN AND WIFE FOUND DEAD IN HOME

FORT WORTH, Texas, Jan. 2.—E. A. Williamson, 35, and his wife, 22, were found dead with bullet wounds in their bodies today in their room downtown.

The bodies were discovered when a negro maid went to clean up the room. Williamson was on the floor and Mrs. Williamson in bed. They apparently had been dead but a few hours. Both were dressed. A pistol and a note Williamson wrote were found near the bodies.

An inquest verdict was withheld.

WOMAN DIES AT 114

TULSA, Okla., Jan. 2.—Mrs. Elizabeth Gillis, the city's oldest resident, some times called "the grandmother of Tulsa" who, according to her count, would have been 115 years old next February, 22, is dead.

VETERAN ALLEGES BAD TREATMENT AT HOSPITAL

NEW ORLEANS, Jan. 2.—Police today were holding for investigation Vernon Bagby Wheat, 31, who claims to be a grandson of former Governor Bagby of Wyoming, after he had told of alleged ill treatment in the veterans' hospital at Gulfport, Miss.

He said he was given a leave of absence from his duties at mate of a Standard Oil company ship after he had a return of shell shock and went to the Gulfport hospital. He and other patients were badly treated there, he said, and because of his treatment he escaped Christmas night and returned here.

U. S. RADIO OWNERS HAVE CAUSE TO BE THANKFUL

NEW YORK, Jan. 2.—It cost the National Broadcasting company \$5,000,000 during the last year for talent and \$2,000,000 for wires in giving these figures M. H. Aylesworth, president of the company, said that if radio entertainment from 700 stations in the United States were financed by taxes on radio sets as in England, American listeners would have to pay \$191,000,000 a year.

RETIRING LADY OFFICIAL FACING SHORTAGE CHARGE

REDWOOD CITY, Cal., Jan. 2.—A complaint charging six counts of embezzlement and two of failure to turn over city collections to the treasury was sworn out against Miss Nettie A. Willis, former city clerk of San Bruno, by Edward J. Maguire here today. Maguire went

APPLICATION OF ELECTRICITY TO FARM IS DEVELOPING

"It is probable that no year in history has witnessed such significant developments in the application of electricity to agriculture as the year just closed," say the members of the Rural Electric Service committee in making its annual report for 1927 to the National Electric Light association.

Farmers, farm organizations, agricultural colleges, the electric industry, manufacturers of electrical equipment and farm machinery, governmental departments, all have been stepping harmoniously forward, overcoming obstacles, developing new facts, interchanging information, building farm lines and putting electric power to work at more tasks and on an ever increasing number of farms.

"One of the biggest problems still remaining is that of acquainting the farmers themselves with the possibilities of electricity on the farms. Times have been far from prosperous for many of them. They have been too busy scratching a living out of the soil to keep pace with the rapid progress being made in the application of electricity to agriculture. The vision of electricity on the farms is confined, with many of them, to better types of illumination; they do not know that nearly 200 different services on the farm can be performed by intelligent employment of electricity."

THE SKIRT PROBLEM

LONDON.—A grave problem confronts the Madras courts. Mrs. Hilari Moursund, an Indian Christian, has filed an action against the superintendent of Malabar Mission high school because her daughter's skirt was lengthened at school. She says the skirt was an heirloom and the "stretching process" damaged it to the extent of more than \$25.

FULL OF CONFIDENCE

RUB: What did your new smoking set cost?
DUB: I don't know yet. My wife gave it to me!—Life.

THE NEW SUPERIOR Whippet

FOURS • SIXES

The Style Creation of master Designers

INTRODUCING THE NEW

"FINGER-TIP CONTROL"

THE MOST NOTABLE ADVANCE IN DRIVING CONVENIENCE SINCE THE SELF-STARTER



Greater Beauty • Longer Wheelbase • Larger Bodies

THE new Whippet introduces the beauty of expensive cars to the light car field. The new Superior Whippet is the style triumph of eminent artists, men of long experience in designing expensive custom-built cars.

Beauty that commands your instant admiration is expressed in the longer bodies, low, graceful lines, higher radiator and hood, more distinctive colors, sweeping one-piece full crown fenders—establishing the newest style motif for Fours and light Sixes.

More room—greater comfort

The larger bodies of the new Superior Whippet afford more spacious interiors, with extra leg room and elbow room. The seats are wider and heavily upholstered, and have form-fitting contours.

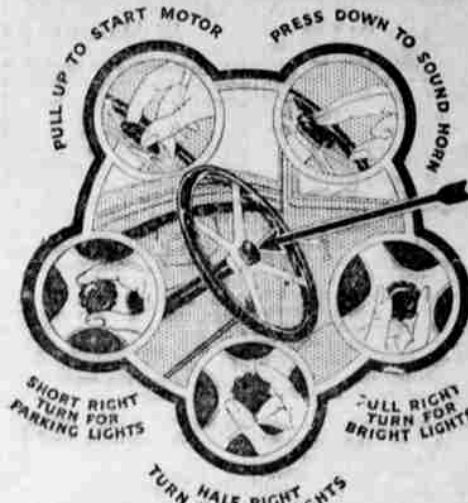
Both the front and rear springs of the new Superior Whippet have been considerably lengthened. The increased wheelbase, snubbers and oversize balloon tires further enhance the car's superb riding qualities.

Still the engineering leader

Mechanically, the new Superior Whippet furthers a long lead over competition. A new higher compression engine gives more than 20% added horsepower, with greatly increased speed! Higher second gear speed gives faster pick-up.

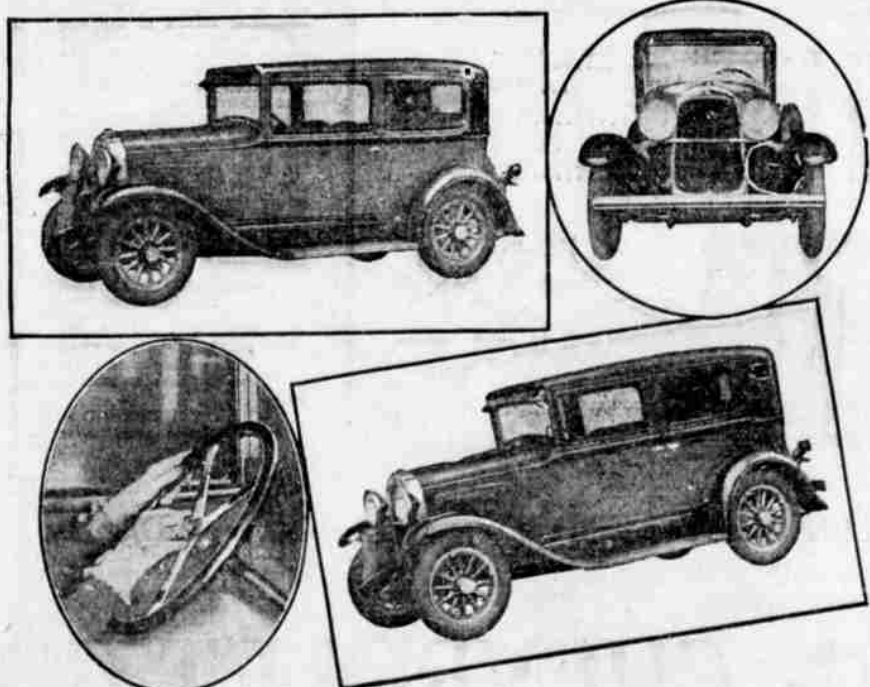
And this new car is well qualified to carry on Whippet's unsurpassed reputation for dependable performance and minimum operating costs.

ORDER NOW FOR EARLY DELIVERY.



A single button, conveniently located in the center of the steering wheel, controls all functions of starting the motor, operating the lights and sounding the horn. This does away with all troublesome foot fumbling for the starting button. It also avoids changing from the comfortable driving position to reach a light switch on the dash. With the new "Finger-Tip Control," you can at all times keep your hands on the wheel and your eyes on the road.

NEW WHIPPET LARGER, MORE BEAUTIFUL



The new Superior Whippet Fours bring high priced car beauty into the low priced field. Setting a definite new trend of style and quality in this classification. The upper left picture shows the Superior Whippet Four Coach with larger and roomier body. The front view of the Whippet Coupe above shows the smart, new Whippet radiator design. The Whippet Four Sedan below is an outstanding example of the beautiful new lines developed for these new cars. The inset shows the new "Finger-Tip Control." A single button in the center of the steering wheel controls all the functions of starting the motor, controlling the lights and sounding the horn. This feature is designated as the greatest driving convenience since the self starter.

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