

Studebaker-Packard Merger, Long Rumored, Finally Becomes Reality Last Week

By Harry Elliott News Service
The long-rumored Studebaker-Packard merger became a reality last week when officials of both companies formally announced agreement to combine operations.

The new company will be called the Studebaker-Packard Corporation and will begin business next August 17 if stockholders of both parent companies approve.

Under the agreement, James J. Nance, present Packard president, would become president of the new firm. Harold S. Vance, president of Studebaker, will act as chairman of the executive committee. Paul G. Hoffman, chairman of the board of Studebaker, becomes new chairman of the board under the arrangement, and Hugh S. Ferry, Packard's chairman, will become a director.

Net effect of the merger will be to give another more highly-integrated automobile manufacturing company to compete with the Big Three. Studebaker's line will provide the low and medium-price cars of the line, and Packard will

cover the upper-medium and high-priced fields. Studebaker will also bring its line of truck into the combination.

Studebaker-Packard represents the last move among the smaller concerns in their fight to overtake the lead of Ford, Chrysler and General Motors. Two months ago saw the formation of American Motors Corporation out of Nash and Hudson. A year ago Kaiser-Frazer and Willys-Overland joined forces.

Goodrich Executives Visit West Coast
Two top executives of B. F. Goodrich Company arrived in San Francisco this last week for a three-day inspection tour of company sale and distribution facilities.

William S. Richardson, newly-elected president of the rubber firm, and Arthur Kelly, vice president-manufacturing and president of BFG tire & equipment division were honored at an inter-divisional meeting which brought together top men of all six divisions which headquarter in San Francisco.

Richardson and Kelly are also meeting with B.F. Goodrich personnel at district offices in Los Angeles and Seattle this month.

Production Record
Two more production records were chalked up by two auto makers last week.

Off the assembly line at Wayne, Mich., rolled a Mercury convertible which marked the millionth vehicle produced by Ford Motor Co. in 1954. It made its appearance seven weeks before its 1953 counterpart.

And at Pontiac, Mich., Pontiac announced production of its five millionth car since the first to bear the name made its appearance in 1926. In noting the event, Robert M. Critchfield, Pontiac Motor Division general manager, predicted that the next five million would probably come off the assembly line in less than half that time.

New Reo 4 x 3 Tandem
Reo Motor, Inc., of Lansing, Mich., has announced production of a new 6 x 2 tandem truck, the industry's first factory-engineered unit of its type.

An addition to the Reo F-50 series, the new vehicle features power only to the rear axle of the tandem assembly, while the front axle of the tandem is "dead."

Advantages claimed are less weight; better performance because horsepower loss is not as great; shorter length wheelbases down to 140 inches; more rapid loading of trailer with less concern as to "balance"; and lower price.

Mason Re-Elected AMA Head
George W. Mason, president of American Motors Corporation, was re-elected president of the Automobile Manufacturers Association at the annual meeting of its members last week.

Mason has served as the Association's president for seven consecutive one-year terms.

Other officers for the ensuing year are H. S. Vance, president of Studebaker Corporation, and E. J. Bush, president of Diamond T retary; and J. J. Nance, president of General Motors Corporation, secretary; and J. J. Nance, president of Packard Motor Car Company, treasurer.

Tubless Tire Repair Kit
A new tubless tire repair kit which simplifies servicing of tubless tires has been announced by Miller Rubber Company division of B. F. Goodrich Company.

The compact kit supplies all look-up repair materials and instructions necessary to repair injuries to 1/2 inch in tubless tires. It retails at \$9.00.

M. G. Huntington, general manager of BFG's associated tires and

accessories division, points out that almost three million tubless tires are now in service and demand is steadily increasing. Most of these tires are of the puncture-sealing type, but some manufacturers are building tubless tires without sealant. The new Miller kit is designed to repair either type.

Detroit Notes
Chevrolet still manages to hold the sales lead by a slight margin. With registrations for four months plus four states for May in, the margin amounts to 2,987 units. This is in sharp contrast to the like situation in 1953 when Chevrolet led by 90,607 units. — Automotive News estimates last week's production at 114,876 cars and 20,179 trucks. — a total of 135,046 vehicles. This was up slightly from the previous week.

but still at a relaxed pace compared with output prior to Memorial Day. Rumors talk of large-scale production slashes at the traditional July 4th turning point. None has been verified, however. — Dealer net profits plummeted during the first quarter of 1954 to 3 of a percent from 4.4 percent from the like quarter in 1953. But volume remained high.

Elkton People Attend Meet In Portland

By MRS. C. W. HENDERER
Mr. and Mrs. Carl Licklider left last Thursday for Portland where they attended the Oregon, Washington telephone convention held at the Multnomah Hotel. They returned to Elkton Sunday evening.

Fishing Successful
Mr. and Mrs. Ray Hoffman and family spent last Sunday fishing near Coos Bay and brought home four silver salmon.

Audrey and Carolyn Riley of Bandon spent last week at the John Lavenhagen and Fred Riley homes.

Mrs. Merle Godding and children of Washington are visiting at the Walter Haines home.

Mr. and Mrs. Elwyn Channer of Washington are visiting at the home of Mr. and Mrs. John Channer.

Miss Tess Weatherly of Eugene visited last week at the home of her brother, Floyd Weatherly.

Mr. and Mrs. Roger Oliver and Mrs. Dick Hastings of Brookings were visitors last Saturday afternoon at the Wade Henderer home.



STARS AND STRIPES FOREVER—Kim Sook Za, 10, of Korea, prepares for the coming July 4th celebration by making her own American flag. A modern Betsy Ross, Sook Za is a student in the Yang Ju school, which has been rebuilt by the 1st U. S. Army Corps under the armed forces' assistance-to-Korea program.

Has Minor Surgery
Mrs. Ben Morganti underwent minor surgery last Friday at the Cottage Grove Hospital.

Mr. and Mrs. Dick Willey and family spent Sunday in Eugene as dinner guests at the parental Charles Willey home.

Billy Parks, son of Mr. and Mrs. Howard Parks, underwent a tonsillectomy Monday at the Sacred Heart Hospital in Eugene.

Christian Hancock spent several days last week in Portland on business.

Sunday dinner guests at the Christian Hancock home were Mr. and Mrs. Norman Compton and family, Mr. and Mrs. Ted Thompson and family of Canyonville, Mr. and Mrs. Elza Hubbard of Cottage Grove, and Mr. and Mrs. Ariel Hubbard and family.

Mr. and Mrs. James Gates are the owners of a new Buick sedan.

Mr. and Mrs. Cliff Kruger and son returned to Elkton Saturday from a week's vacation at Amboy, Wash.

Mr. and Mrs. George Bowman

Aged Portland Man Killed In 3-Story Fall
PORTLAND — Jackson M. Howard, 69, was injured fatally early Sunday when he fell from a third story apartment house window.

Police speculated that Howard, who was partially blind, tripped while removing his trousers and fell backwards through the window.

Howard was alone in the apartment and preparing for bed at the time of the mishap.

Howard was in Reedsport visiting Bowman's father.

Ted Taylor left Tuesday for Portland by train to attend the Mason Grand Lodge. He returned to his home Thursday.

Mr. and Mrs. Alfred Peterson and family of Portland were visitors last week at the Christian Hancock home. They are on their way to Los Angeles for a two-week vacation.

Negroes To Force Segregation End

DALLAS (AP)—The leader of the Negroes' antisegregation battle has indicated his organization will stand for no trifling with the Supreme Court's school decision.

Thurgood Marshall says the National Assn. for the Advancement of Colored People (NAACP) will go to court against local school boards which balk.

Marshall is here for the annual national convention of the NAACP in this segregated city. As special counsel for the NAACP, he was a powerful factor in the May 17 decision of the Supreme Court which outlawed segregation in public schools.

"While the governors want to circumvent the Supreme Court," he said, "we are going to circumvent the governors."

"Since the Supreme Court spoke there is no use listening to anybody else."

"In suits, if they have to be filed, the school boards will be the defendants."

However, he would not deny pro-segregation governors the right to speak out against the court's ruling. And he said he favors court action to compel admission of Negro students to schools only as a final resort.

The lawyer said the convention will consider other fields in which it will fight segregation. He mentioned transportation, housing, recreation and employment. But, he added, "schools are most important to me."

SNAKEBITE TOLL
GENEVA (AP)—Thirty to forty thousand people die each year from snakebite. That's the conclusion reached by a United Nations agency, the World Health Organization, after the first attempted worldwide survey of snakebite mortality.

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