

NEW COLOSSUS IN AUTO WORLD

Chrysler-Dodge Combine Second Only to Ford, General Motors

NEW YORK, June 2 (AP)—A new colossus of the automobile industry...

The acquisition of the Dodge company is only a step in the expansion program of the Chrysler corporation...

The deal is another milestone in the sensational rise of Walter P. Chrysler...

The announcement of the Chrysler-Dodge deal and the manner of its consummation came as a surprise...

Mr. Chrysler and Lawrence Dillon, head of Dillon, Read and company...

Engineers were sent into the plants for a survey. These engineers and accountants met last week in Detroit and exchanged statistics...

Mr. Chrysler and Mr. Dillon, engaging adjoining hotel suites Friday remained locked in their rooms until Monday night...

Neither organization is to lose its physical identity. Dodge Brothers, Inc., will retain its plants, distribution forces and other elements of organization...

The Dodge Brothers motor company was formed in 1914 by John F. and Horace E. Dodge, engineers who had grown up in the factory of Henry Ford...

Other mergers rumored as pending in the industry link the names of Pierce-Arrow and Jordan and the Packard and Reo companies...

The Oregon State Motor association, in investigating this increase in the tax from 3 to 5 cents per gallon, found that there had been considerable opposition from those who felt that there would be a reduction in gasoline sales under the previous year...

After practically a year operation under the new law which went into effect March 4, 1927, figures show that these surmises were without foundation since the actual increase in sales over 1926 amounted to \$665,246.90.

The increasing number of motorists inquiring regarding state parks which are usually located at scenic points has caused the Oregon State Motor association to note all state parks on road maps.

Oregon occupies a very favorable position in the acquisition and development of state park lands, a number of which have been donated to the state by private individuals.

LIVERPOOL—Folks here are wondering whether the charming Miss Margaret Beavan, the lord mayor, will change Mussolini's views about her sex during her forthcoming call on him.

LONDON—Lord Justice Scrutton has opinions about beautifiers. In deciding litigation between two of them, he said: "These specialists trade upon the very large number of people who have plenty of money and no brains, and who are ready to spend that money in attempting to improve the faces that providence has given them."

WEEKS & BUCHANAN

CHRYSLER "72"

2-pass. Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; 4-pass. Coupe, \$1595; Town Sedan, \$1895; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795. All prices f.o.b. Detroit. No Federal excise tax.

Trend In Light Six Cars Seen By the Leaders

A new trend in the construction of light six cars is seen by leaders in the automobile industry...

The new Whippet Six is equipped with a power plant that already has surpassed the existing 24-hour record for cars under \$1,000.

The most notable departure in constructional features in the new Whippet Six is the incorporation of a seven-bearing crankshaft.

The new line of light sixes is in addition to the Whippet four cylinder models, which are now enjoying the greatest sales demand ever registered by any model in Willys-Overland history.

Survey Is Made

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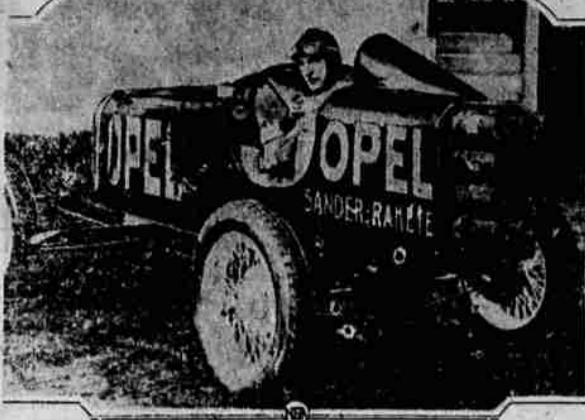
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First Picture of New Rocket Auto



Attaining a speed of 125 miles an hour in 45 seconds from a standing start, this rocket automobile, a German invention, amazed Fritz Von Opel, its driver, intended to experiment again in July to attain a greater speed.

Reaction Time Of Auto Drivers Governs Safety, Scientist Says

CAMBRIDGE, Mass., June 2 (AP)—A safe driving speed for one motorist may be disastrous for another, says Professor Charles F. Park of Massachusetts Institute of Technology...

"There has been a return of the speed craze," he finds, "and a leading line of some dealers today is that the car will make this or that many miles per hour. The public is responding to this appeal, and highway speeds are now probably higher than ever before."

The engineer, who is professor of mechanism and director of mechanical laboratories at the institute, comments on the tremendous power represented by an automobile in motion and the importance of being able to stop quickly.

Professor Park asserts that 69 percent of the motor accidents in Massachusetts last year were caused by speed "too fast for existing conditions and the kind of driver."

Tests conducted by the Bureau of Standards, he points out, showed that 57 automobile operators examined required an average time of 0.34 seconds to apply the brake pedal after they had received a signal. Driving at 60 miles an hour and reacting at this average speed, a motorist would run 47 1/2 feet after getting a stop signal before he applied his brakes.

General Motors Corporation had 207,690 individuals in its employ as of April 30, 1928. This constitutes a new high record for General Motors employees, exceeding by 5,027 the previous record of 202,663 employees at March 31, 1928 and comparing with 192,112 at April 30 a year ago, an increase of 15,578.

SPEED APLENTY IN NEW RACERS

Records of 500-Mile Race Must Wait on Endurance, Is Word

INDIANAPOLIS, Ind., June 2—The prediction that a new crop of racing records will follow the wake of this year's Indianapolis speedway event, was made here today by Ralph Hepburn, racing star and pilot of one of the cars to participate in the annual 500-mile classic held here Memorial Day.

Hepburn returned to the speedway after a season behind the wheel of cars in American Automobile association stock car events. He was a member of the racing crew that drove three stock Studebaker Commanders to new world records for fully equipped stock cars at the Atlantic City Speedway last fall.

Practice trials have shown that cars have more speed than last year. Leon Duray set a new unofficial record with a speed of more than 120 miles per hour. They have the speed—it is just a case of stamina now.

Records of past Indianapolis races should prove Hepburn's prediction. Ever since the initial 500-mile speedway race in 1911, it has been customary to reduce the size of the motors at two or three year intervals. For the past seven years, the third year of competition for the new motors has produced a new track record.

In 1915 the race was open to cars powered with engines of 300 cubic inches piston displacement, or over. In that year Ralph DePalma drove his Mercedes to victory at the average speed of 83.44 miles per hour in one of the greatest of duels ever seen on a speedway. His record still stood when the 182 inch motors were adopted in 1920, no races having been in 1917 and 1918.

This Year's Mark

The 1920 race was won with an average of 88.5 miles an hour. Two years later, Murphy set a new record at 94.45 miles an hour. The next year the motors were again reduced in size to 122 cubic inches. The speed dropped for the first year. Then two years later DePalma set the present record of 101.12.

Two years ago the 9 1/2 cubic inch motors were adopted. Since that time speeds have steadily increased, but no new records have been set at Indianapolis. This year Louis Meyer won the classic at an average rate of 99.482 miles per hour.

RAIL OPTION GRANTED

GRANTS PASS, Ore., June 2 (AP)—An option on the California and Oregon coast railroad, extending for 60 days, was granted by the city council to J. P. Reddy, in behalf of unnamed financial backers. Reddy asserted that his backers are ready to start construction of the road from its present terminus, 15 miles southwest of this city, to Crescent City, in northern California.

Following is a list of the cuts recently announced, from Portland: Ford, \$12 to \$15; Studebaker-Erskine, \$20 \$35; Dodge, \$20 to \$39; Reo, \$25 to \$35; Hudson-Essex, \$16 to \$40; Oakland-Pontiac, \$22 to \$25; Chevrolet, \$14 to \$20; Franklin, average, \$60; Lincoln, \$100 to \$150; Cadillac, \$65 to \$90; La Salle, \$45 to \$65; Marmou, \$30 to \$50; Buick, \$25 to \$42; Oldsmobile, \$19 to \$23.

Willys-Knight and Whippet, Hupmobile and Graham-Paige announced that full benefit of the tax reduction will be given purchasers.

The division has charged the "highway porcine" with responsibility for more than one half of the accidents on California highways on the basis of a study by Major Louis La Place, chief of the bureau of statistics of the division.

"Failure to yield the right of way," says La Place's report to Frank G. Snook, chief of the division "causes more than 50 per cent of the accidents. In other words the operator does not comply with section 122 of the California vehicle act, which states that you must drive well to the right."

According to the Oregon State Motor association, there are 920 miles of unimproved highway in the state highway system; 74 miles of this is on the Roosevelt Highway between Newport and Marshfield. It is estimated that approximately eight years will be necessary to complete the highway system if the present rate of construction is maintained.

The man who has sense enough to keep his mouth shut soon acquires a reputation for his profound wisdom.

PRICES DROP AS RESULT OF BILL

New Tax-Reduction Law Permits Lowering of Car Quotations

Following announcement of the signing by President Coolidge of the recently passed congressional bill repealing the three per cent excise tax on passenger cars, a number of La Grande automobile dealers have been notified already of price cuts and others expect to receive official instructions very soon.

Dealers in La Grande seemed generally very satisfied with the disposition of that tax. The cut brings substantial reductions in automobile prices, depending on the models. L. W. Weeks and W. E. Buchanan, Chrysler dealers, were among those who have already been notified of the cut.

"The tax was an unfair luxury tax on something that has become a necessity," said Mr. Weeks. Last year the tax was cut two per cent from the original five per cent and the repealing of the tax makes a three per cent cut.

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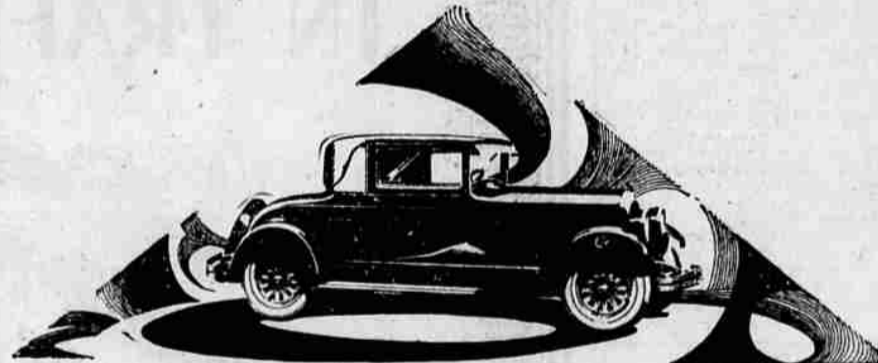
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Goodyears BUY THEM ON EZ TERMS No need to risk your motoring enjoyment and spend more money by buying cheap tires or used tires. Our Pay-as-You-Ride plan gives you brand new Goodyear Tires, with all the Mileage, Safety, Traction built into these world-famous tires at the factory. You can have your new Goodyears today. No Red Tape. No delay this easy, convenient way. For Example you pay \$5.00 Down on a \$20 Tire and the \$15 balance in 5 installments of \$3 each. W. H. Bohnenkamp Co.



Oh, you must own a 72

You know without being told that all motor cars endeavor today to act like Chrysler in engineering and performance. That is self-evident and obvious. Q You may have felt that some of these endeavors have succeeded in overtaking the illustrious Chrysler "72"—if not in fact, at least superficially. You can quickly undeceive yourself. You can quickly prove that Chrysler "72" is still as far ahead as it was four years ago...

WEEKS & BUCHANAN CHRYSLER "72"