

MANY MERGERS IN AUTO FIELD

Last Year Finds Concentration of Production Capacity to Front

By DAVID J. WILKIE

(Associated Press Correspondent)
DETROIT, (AP)—A concentration of production capacity in the automobile industry, with assets totaling well over half a billion dollars, marked the year 1928 in the automobile industry. The year brought an outstanding mechanical change that would indicate any details trend away from present day standards.

What changes have been made in motor cars have been chiefly in body design and a tendency to fully equip cars from bumpers to windshield wipers. The changes in body design have been to give the automobile a more pleasing appearance, with little, if any, alterations in chassis. Larger radiators also have made their appearance carrying out the impression of "larger" cars. Air cleaners and oil filters have been made standard equipment on many cars and even the Ford company this year went in for fully equipped products.

Elimination of more four cylinder cars in favor of the six-cylinder motor also was noted during the past year, and automobile authorities say that 1929 will see only two four-cylinder cars in production.

In the more than half billion dollars in assets effected by mergers and consolidations, the Chrysler-Dodge Brothers, Inc., union, announced May 21 last, led the way, with financial figures showing assets of approximately \$125,000,000. At the time the consolidation

was announced the two companies had stock outstanding valued at \$145,000,000, according to New York stock exchange prices. Next in line in the tendency toward closer unity of production facilities was the merger of the Studebaker and the Packard-Arrow companies. Plants, properties and other assets totaling \$155,000,000 were involved. The merger was approved by stockholders of both companies late last June.

A most recent consolidation of standing proportions was that involving acquisition of the Chrysler-Chrysler Motors Corporation by the Chrysler Corporation, with combined assets at the time, November 15, or approximately \$125,000,000.

Early in September the Auburn Automobile company of Auburn, Ind., announced it had acquired a controlling interest in the Lorraine Manufacturing company of Williamsport, Pa. Duesenberg, Inc., of Indianapolis, and the Lorraine-Billy Co., of Kalamazoo, Michigan. Total assets of the four companies combined were estimated at approximately \$14,000,000.

While these consolidations and mergers that give group strength against competition were being effected, one large, independent, Volvo, of Sweden, also announced discontinuance of motor car production and entry into the airplane business.

The Old brothers of Birmingham, Mass., and Boston became fathers the same day. One child was a girl, the other a boy.

A granite marker to the 28 persons who died in a dance hall explosion at West Plains, Mo., will mark their graves.

First class mail is the only major class of United States mail that is self supporting.

GARAGE GOSSIP

New stenographer—
Miss Paula Hanks has begun work as stenographer at the Hunter-Tractor company. Miss Hanks takes the place of Miss Ruth Bramwell who is leaving soon for Eugene to attend the University of Oregon.

Christmas Awe—
Among the La Grande persons who enjoyed Christmas and New Year's were Mr. and Mrs. H. E. Ledbetter and son, Raymond. Mr. Ledbetter is connected with the local Hudson-Boss garage. They visited at Coconino Wash, with Mrs. Joan Goodenough.

Boys' Excess Sedan—
The Hunter-Tractor company in La Grande purchased an Excess sedan this week from the local dealer.

New Chevrolet—
A shipment of new Chevrolets was unloaded last night at the Blue Mountain garage and the cars are now on display at the garage.

New Cars in Arrival—
A shipment of new Whippet automobiles were scheduled to arrive at the Gettings and Hanks garage today. The shipment includes two sedan fours and two coaches.

Mr. Gordon Here—
Gordon Gordon, of Idaho, Idaho, left last night for his home following a short business visit in La Grande. Mr. Gordon visited the Hunter-Tractor company here. He formerly made his home at Union.

Hate Company—
George Herr, of the Blue Mountain garage, had several guests during Christmas. His son, Harold, of Baker, employee of the Baker



NEARLY 40 years ago William Wahlfeil was making bicycles for the Dodge Brothers. Today, at 60 years of age, he is still an employee of the big Detroit motor car plant, an engineer now in charge of one of the huge compressed air machines that run the steel presses.

garage and Mrs. Herr's sister, Mrs. C. F. Bault and family, of Ann Arbor, were at the Herr home Tuesday.

MILLIONS VIEW NEW WHIPPETS

Great Reception Accorded Newly Designed Cars; Sales Volume Heavy

TOLEDO, O., Dec. 29.—The opening of the annual National Automobile Show in Grand Central Palace in New York City less than a week away finds the Willys-Overland company of Toledo occupying the most strategic position in the long history of the company, according to automobile experts who have witnessed the remarkable reception and sales volume that have been accorded the newly designed Whippet Four and Six models which were presented about three weeks ago.

Introduction of the new Willys-Overland products vividly recall the presentation of the original Whippet model, June 28, 1924, which completely revolutionized the low priced field because of their outstanding mechanical advancements over the engineering practices of that date.

The presentation of the newly designed Whippet Fours and Sixes offers a situation at least parallel with that of two and a half years ago in that the new Whippet Fours and Sixes admittedly are a product of outstanding style, beauty, and mechanical improvement entering now to the low priced four and six fields.

Viewed by Millions
Since their presentation, the new Whippet models have been viewed by millions of motor car enthusiasts

in all sections of the nation, resulting in a wave of commendation for the new models that places the Willys-Overland company in the position of quality leader in the low priced field. Both the Whippet Four and Six being the low priced field high priced car beauty and value—a distinct aim of the designers of the new models. This has been accomplished through the concentration of the vast manufacturing facilities of the Toledo manufacturer, the low prices being the result of manufacturing economies effected during the past twelve months.

Speaking of the new Willys-Overland products, John K. Willys said: "It has always been the aim of our company to go a step further in meeting the demands of the buying public. In the presentation of the newly designed Whippet Fours and Sixes I believe that we have met the demand to an extent far beyond the expectations of the public."

"Not only have we embraced beauty of lines and design that were formerly found only in the higher priced cars but we have incorporated mechanical features that are not found, even in the highest priced cars. I refer specifically to the 'Finger-Tip Control'."

"If we had produced our new Whippet Fours and Sixes with this feature alone, it would have stamped them as an outstanding example of what can be accomplished in the light car field. But we went further by introducing a type of beauty that challenges the entire low priced field to duplicate."

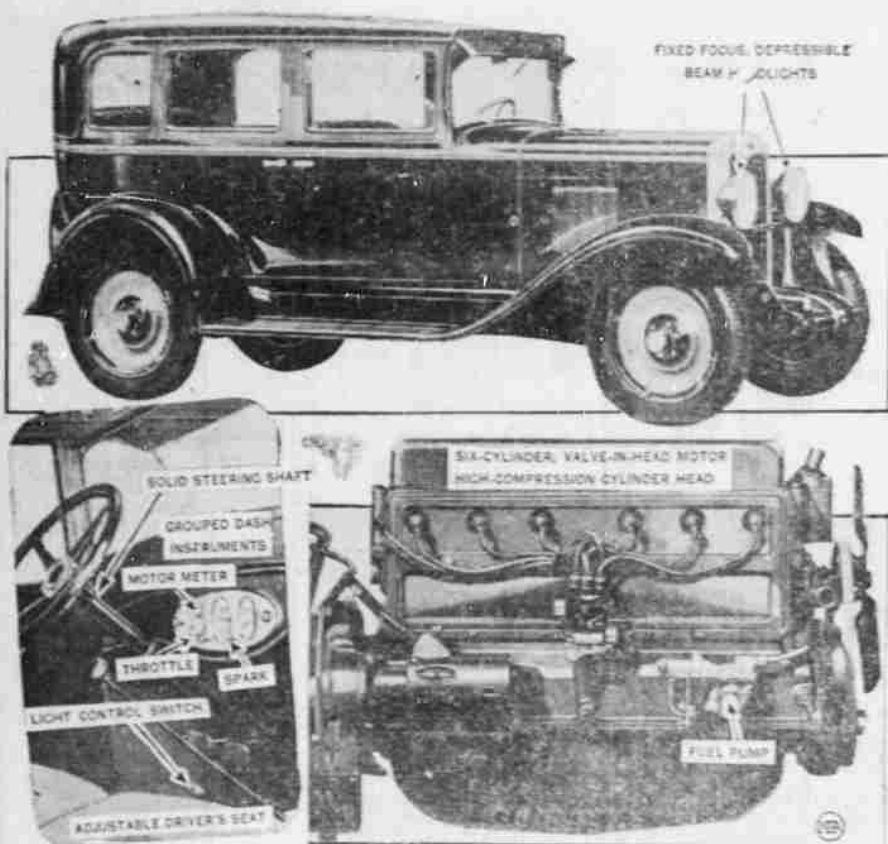
In five among striking workers on banana plantations, 253 people were hurt in Columbia the other day. Looks as though however didn't go to the wrong place at all as good-will ambassador.

Vincent Massey, Canadian minister, says that personal contact is the best aid to peace. And, for that matter, Mr. Massey, to war, too.



For the New Year Start It Off Right With Tested Brakes. No Charge. Arleigh Jennings
"Brakes A Specialty"
215 Greenwood St.

NEWEST IN SIX-CYLINDER FAMILY



The new six-cylinder Chevrolet sedan and a close-up of the motor, showing some of the improvements. The new models are handled in La Grande by Avery Harrison, of the Blue Mountain garage.

Used Cars

Unused Mileage at Unusual Low Cost
SEE THESE CARS!

- 1926 Studebaker Phaeton; glass enclosed
- 1927 Oakland 4-Door Sedan
- 1926 Chevrolet 4-Door Sedan
- 1926 Chevrolet Landeau Sedan
- 1926 Ford Coupe
- 1924 Studebaker Light Six Sedan
- 1926 Studebaker 2-Door Sedan
- 1928 Buick Standard Sedan

Olds-Studebaker
Used Car Lot

THE NEW SUPERIOR Whippet

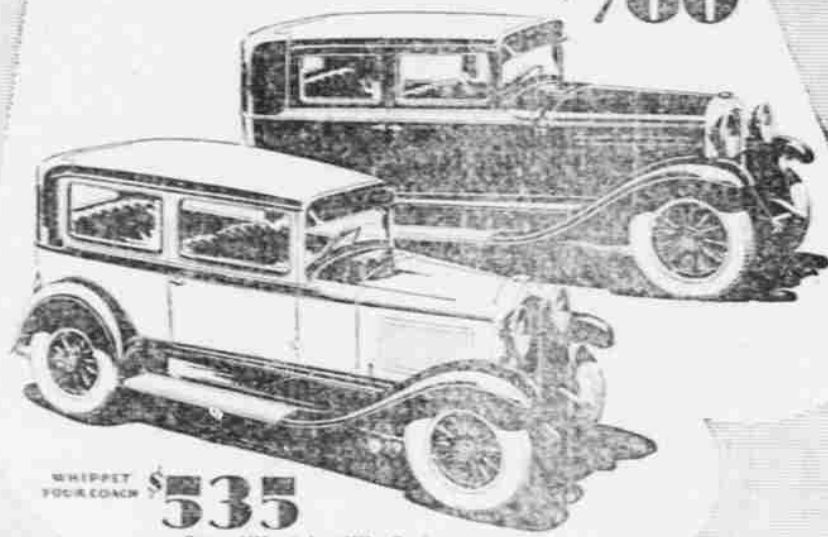
FOURS • SIXES

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.

WILLYS-OVERLAND, INC., Toledo, Ohio

GETTINGS & HANKS

Cor. Fir and Jefferson.



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.