

Chrysler Motors Vast New Force In Motor World

DETROIT, Mich., Jan. 12.—The far-reaching significance of recent Chrysler operations was not fully grasped either by the trade or the public until announcement was made yesterday that the great group of manufacturing properties under the direction of Walter P. Chrysler is hereafter to be known as Chrysler Motors.

The purpose of this highly important move was tersely expressed by Walter P. Chrysler when he said:

"The one and only justification for a grouping of motor car properties is to render a better public service. Chrysler Motors will accomplish mutual efficiencies and savings which will give new benefits to the buyer of individual and commercial transportation in quality, service and economy. That is its sole purpose."

All of the products of Chrysler Motors are manufactured in one great group of plants and therein, Chrysler experience has proved, rest the economic possibilities for overhead reduction, conservation of facilities and the application to all units of a common policy of purchasing, engineering and quality manufacturing.

Mr. Chrysler lays no special stress on large production except as a source of efficiency and savings. Nevertheless, in more volume a great unified group has economic capacities and sales distributing machinery which in point of numbers is already at the very front rank of the industry.

Speaking of business taxes, ever hear of any other kind?

Inventor Explains Fuel Pump



Y. V. Babitch, inventor of the fuel pump (center), describing to John G. Wood, Oldsmobile executive engineer (left) and C. W. B. Surds, technical supervisor of Oldsmobile service (right), the six years of research and testing work required to perfect the fuel pump used on Oldsmobiles.

Cars Hurt German Railroad Revenues

WASHINGTON, (AP)—German government railways are feeling seriously the competition of automobile vehicles, Douglas Miller, American commercial attaché at Berlin, reports to the department of commerce.

It is estimated that in 1927 alone the competition damaged the rail-

ways by 250,000,000 marks, Miller says. The estimate of loss of revenues for 1928, due to long distance transportation of passengers and freight by automobile vehicles, is 400,000,000 marks.

The railways are in doubt whether to reduce rates in competition with trucks or to set up transportation. Great improvement in the railway service has been considered as an alternative.

The loss of passenger service of the principal thoroughfares of a large city.

to freight rate losses, so that the railways are not seriously worried over the passenger carrying competition, Miller says.

Several acres of ground at the Oldsmobile factories are required as parking space for employees' automobiles. At starting and quitting time the traffic into and out of the factory grounds rivals that of the principal thoroughfares of a large city.

Cadillac Motor Company Season Good, Is Report

DETROIT, Jan. 12.—In a statement issued here, Lawrence P. Fisher, president of the Cadillac Motor Car company, says:

"The Cadillac Motor Car company has just completed the most satisfactory year in its history and we are expecting a substantial increase of business in 1929. Our production schedules for 1929 are 25 per cent higher than for 1928. Total shipments for 1928 were 41,500 cars, an increase of 17 per cent over 1927, our previous biggest year. Exports increased 15 per cent. December's increase over December 1927 maintained the same ratio.

"During 1928 Cadillac again pioneered by contributing to the industry other fundamental engineering improvements such as in previous years have marked permanent trends. Last year's developments included the Synchro-Mesh, silent-shaft transmission; Security-Plate glass for all doors, windows and windshields, and Duplex-Mechanical, shoe-type four-wheel brakes.

"Our distributors and dealers are in very healthy condition. Volume has expanded without increased new-car inventories. Used car volume is 50 per cent higher and inventories are low. Service facilities at all points show marked improvement."

PARIS (AP)—A society has been formed to commemorate the fifth centennial of Joan of Arc. Inscribed stones will be placed in all localities through which the maid passed from February to July, 1429.

GARAGE GOSSIP

Buyer Chevrolet Sedan—E. W. Hart has purchased a Chevrolet six sedan from the Blue Mountain garage, Chevrolet dealers in this city.

Mr. Hughes Has Car—E. H. Hughes is the owner of a new Chevrolet coach purchased this week from the Blue Mountain garage.

Buyer Studebaker—George Wood has purchased a Studebaker sedan from the M. J. Goss garage.

Office Changed—The location of the office of the

M. J. Goss garage building is being changed from the main floor to a mezzanine location above the old one. The old office will be remodeled and used for a parts room.

Mr. Buchanan Ill—Roe Buchanan, of the M. J. Goss garage, is ill at his home this week. Mr. Buchanan became ill while he was in Enterprise and he was brought to La Grande by Mr. Goss yesterday.

Cars Unloaded—A new shipment of automobiles has been unloaded at the Hudson-Essex garage. A new Essex challenge coach, town sedan and coupe and a greater Hudson standard sedan, are included in the shipment.

New Territory Man—Fred McConnell, with headquarters in Spokane, will have the Oak-

land Motor car company territory for Eastern Oregon, Eastern Washington and Idaho, taking the place of Mr. Peterson who has gone to Montana territory. Mr. Peterson's headquarters were in Pendleton.

Mr. Files Visits—W. J. Files, of Portland, assistant district manager of the Chrysler sales corporation, visited at the Chrysler garage in La Grande this week.

Buyer New Automobile—The Rev. J. George Walk, of this city, purchased a four-door Chrysler 75 sedan this week.

Tourist: You've got a big farm here, but it's all covered with rocks. I don't see how you make a living on it.

Farmer: Well, y're going to see I own all the mud-hole rights on this detour.

Not a chance conception ... but a deliberate plan ...



Chrysler's matching of slender grille radiator with cowl bar moulding has its origin in the repetition of motif in the historic frieze of the ancient Parthenon.

Chrysler's New Style is Based on Authentic Canons of Classic Beauty

Chrysler engineering has achieved something never done before in motor car design.

It has searched out authentic forms of beauty which have come down the centuries unsurpassed and unchallenged and has translated them in terms of motor car beauty and motor car utility.

The lengths to which Chrysler designers have gone in this patient pursuit of beauty will doubtless prove a revelation to those who have probably accepted Chrysler symmetry and charm as fortunate but more or less accidental conceptions.

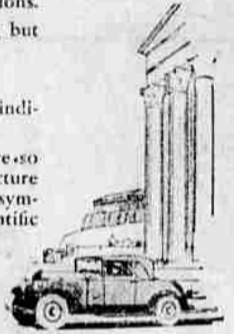
The Chrysler process goes far deeper than any charming but fortuitous design.

For, Chrysler has left nothing to chance.

Chrysler has not relied alone upon the inspiration of individual designers.

Chrysler in its newest products—has found that there are so many glorious precedents and inspirations in art, architecture and design, that the search for authentic and harmonious symmetry can actually be reduced to something like a scientific system in which results are certain.

New Chrysler "65"—Six body styles priced from \$1040 to \$1145. New Chrysler "75"—Nine body styles priced from \$1335 to \$2345. New Chrysler Imperial—Five custom styles priced from \$2675 to \$3475. All prices f.o.b. Detroit.



CHRYSLER L. W. WEEKS

Cor. Jefferson & Greenwood

La Grande, Oregon.

IN THE SPOTLIGHT AT THE NEW YORK SHOW

THE NEW SUPERIOR

Whippet

WORLD'S GREATEST SEDAN VALUES!

With the new "Finger-Tip Control"

The greatest advance in driving convenience since the self-starter. A single button in the center of the steering wheel, controls all functions of starting the motor, sounding the horn and operating the lights.



WITH all its many improvements, with its greater beauty, longer wheelbase, larger body, new "Finger-Tip Control" and higher compression engine, the Superior Whippet Four Sedan is still the world's lowest-priced four-door enclosed car.

And the new Superior Whippet Six Sedan is the world's lowest-priced six-cylinder four-door enclosed car to offer the important advantages of seven-bearing crankshaft, "Finger-Tip Control," silent timing chain, full force-feed lubrication and Nelson type aluminum alloy invar-struct pistons.

Never have Fours and light Sixes been distinguished by such beauty and style as are now winning nation-wide praise for the new Superior Whippet. Its grace

of line, its harmony of color, its longer bodies, its high radiator and hood, its sweeping one-piece full crown fenders, make the new Superior Whippet the style triumph of master designers.

The larger bodies give more spacious interiors, with broader seats and extra leg room. Other important factors in riding comfort are the oversize balloon tires, snubbers and longer springs both front and rear.

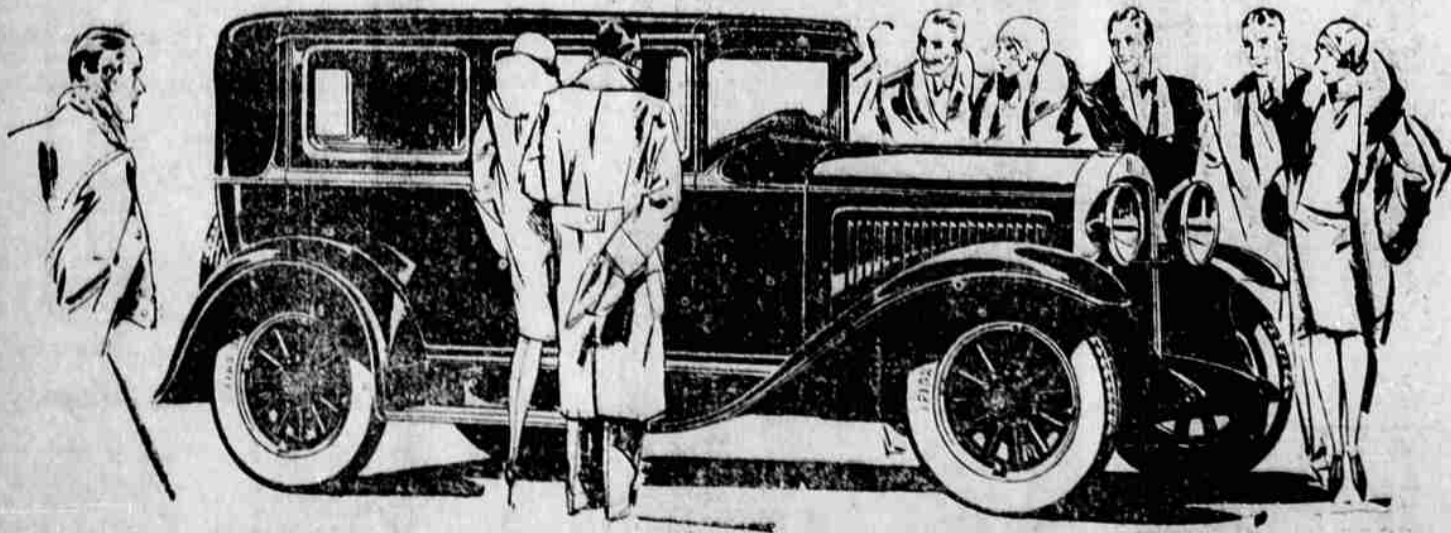
In performance, the new Superior Whippet is speedier, livelier and more powerful. Long service will prove its dependability and economical operation.

See and carefully examine the new Superior Whippets. An immediate order will aid in early delivery.

WILLYS-OVERLAND, INC., Toledo, Ohio

WHIPPET 4 SEDAN \$595
WHIPPET 6 SEDAN \$760
7-Bearing Crankshaft

Whippet 4 Coach, \$535; Coupe, \$585; Roadster, \$185; Touring, \$175; Commercial Coach, \$165. Whippet 6 Coach, \$635; Coupe, \$685; Coupe (with rumble seat), \$735; Speed 16 Coupe Roadster, \$250 (including rumble seat and extras). All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.



GETTINGS & HANKS

Cor. Fir and Jefferson.

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This fraction will depend on how long the tire has been run. For instance, if a \$13 tire goes wrong during the first month, Dunlop, through us, will give you a new one for \$1.

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