

SEES AUTO PLACE FOR SMALL UNIT

National Chamber of Commerce Executive Discusses Industry

NEW YORK. (AP)—Speculation as to the result of price wars and the "battle of the giants" within the motor industry has been highly exaggerated, in the opinion of Alfred Reeves, general manager of the national automobile chamber of commerce.

"There will be plenty of competition in the automobile industry in 1929, but this does not mean there will not be a place for the small manufacturer who caters to a specialized trade," Mr. Reeves says.

"Competition in the automobile industry has, in many respects, been overemphasized. There is no more competition here than in any other product where style or brand is a factor in public preference."

"There may be further mergers of the larger companies this year, but the small manufacturers will always have a place. The new year will bring about growth in exports and an active domestic market stimulated by better looking, more efficient cars at reasonable prices."

He pointed out that the new records for automobile registrations showed the way to continued prosperity of the industry. "For the first time in the history of man, there are more than 20,000,000 motor vehicles registered throughout the world. I believe this impressive total is more significant than any other fact on the motor horizon for 1929."

"Our experience in this country has been that motor use promotes motor use. We can look forward to a similar advance and larger volume of exports in other countries as well."

"In Central America, we find the

peon working all day for the price of a bus ride in the evening. This is significant. The ability to ride on wheels is so appealing to mankind that individuals are willing to work harder and more effectively in order to purchase transportation.

"There is no greater economic fallacy than the assumption that the purchasing power of the so-called backward countries cannot be improved. Give these countries capital, transportation and incentive to work and you will find a decided gain in wealth per capita."

"Representatives of our organization have visited 52 countries in the last year. Many countries which seldom enter the daily conversations of most men are, nevertheless, increasingly good motor transportation customers. There are 22,000 cars, trucks and busses in Algeria; 6,000 in Luxembourg; 23,000 in British Malaya; 6,000 in Southern Rhodesia; 5,500 in Tunisia; and enormous markets in Australia, New Zealand, and the Argentine."

"The increasing market for American motor exports is making possible larger volume of production and cutting the price of the product to benefit the American buyer."

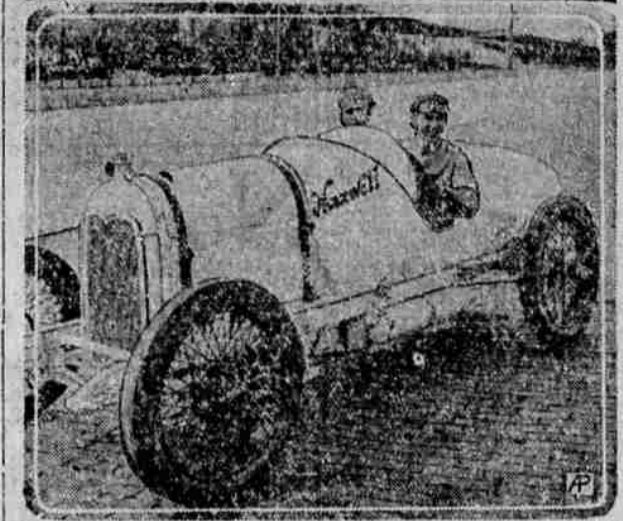
Seeks Ash Tray In Every Auto

SACRAMENTO, Cal., Jan. 12 (AP)—Every motor vehicle operated in California would have to be provided with a receptacle to receive and extinguish cigarettes and cigar butts and matches if the legislature passes a bill introduced by Assemblyman Dan E. Williams of Jacksonville.

Surgeon (to attendant): Go and get the name of the accident victim so that we can inform his mother.

Attendant (three minutes later): He says his mother knows his name.

American Race Men to Turn Away From Control By Europeans



American motor car officials, who have decided to drop European racing specifications after 1930, have been told by Capt. Eddie V. Rickenbacker that the principal need today is for a simple and cheap racing car that will bring about practical results for stock machines. The picture shows Captain Rickenbacker in his racer on the Indianapolis speedway in 1915.

By William E. Berchtold (Associated Press Automobile Editor)

WASHINGTON (AP)—American automobile racing after 1930 will break away from the tradition of following specifications laid down by European officials.

Behind that decision, which was made at a meeting of racing officials governed by the AAA and 20 engineering executives of the largest automobile factories of the country, lies the story of a complete revolution of American racing policies to make the speedway

again the motor car industry's laboratory. The decision, reached at an informal conference in Detroit, will be announced after the new controlling statutes are adopted in New York soon.

It means that instead of going farther into the development of the small engine with great fuel economy at a sacrifice to other factors in the automobile design the speediest will be the testing ground for materials which enter into the construction of stock automobiles. The tiny 9 1/2 inch car, which

has been speeding to new records each year but is considered impractical for stock car design, soon will be out. In its place the speedways of 1930 will see racing creations of 366 cubic inch displacement and two-man crews.

Since 1912 a new racing car class has been specified every three years. The European fraternity wrote these specifications each time, and America followed the lead. Cars in the current class were the only ones eligible to major race meetings.

Until recently the goal of increased efficiency in engines appealed to engineers in America quite as much as abroad. But the vital consideration of taxes and expensive fuel abroad directs attention to engine sizes that are very small and fuel economy running as high as 45 miles to the gallon.

In further pursuit of these ideas Europe has just enacted racing legislation whereby all major races for the ensuing two years will be run on fuel allowance or formula basis.

American motor experts believe that the motor buyer in this country is interested in the further development of cars along lines of better performance, including more comfortable springing, improved road balance and handling, increased acceleration with its complement of better deceleration and more uniform carburetion.

Capt. Eddie V. Rickenbacker, chairman of the AAA contest board, who called the meeting of American officials, says that there is a serious need for a less expensive, less highly specialized racing car than is now outlined in the specifications.

"Even with refinement and careful tuning the normal every-day car would be wholly outclassed on a race course," Rickenbacker says. "The tiny 9 1/2 inch car will be out, as the new displacement limit will be 366 cubic inches. Two-man crews again will be required. Expensive valve gears or mechanisms of current types will be prohibited. A sensible minimum weight limit will avoid fragile or impractical design, but the rules will be

made open entirely to the development of any new trend in engines, such as the two cycle idea, the Diesel type motor, which uses less expensive and non-inflammable fuels, and rotary or other new valve ideas.

"What we need is a more practical type of race car that our factories will support financially because of the lessons of every-day value."

"It is likely many will prefer to race incognito, but if we can harness again many inventive minds rather than one or two specialized builders the results will be of incalculable benefit to the improvement of passenger cars we buy. The very diversity of types and constructive details will add to the public interest in this sport."

The present 9 1/2 cubic inch specification will remain in vogue for the 1929 racing season, since rules for each season are established a year in advance to permit car builders to work out new ideas.

Oldsmobile Cut In Prices Opens The Year of '29

LANSING, Mich., Jan. 12—A price reduction including all models has been announced by Oldsmobile officials. The reductions range from \$50 to \$70 a car.

Increased business with resulting manufacturing economies has made the new lower prices possible, D. S. Eddins, vice president and general sales manager, said when asked for a statement regarding the reduction.

"During 1928 our business increased approximately 60 per cent over the best previous record," said Mr. Eddins. "Our dealers report conditions highly favorable to still further increases in 1929."

"This favorable position is the result of the approval given Oldsmobile by the motoring public, and, therefore, it is but right that any savings resulting should be passed on to the public. We are doing this in two ways. One by reducing

prices, and, secondly, by adding refinements to the 1929 Oldsmobile. Even without this price decrease, the 1929 Oldsmobile represents even greater value than did the highly popular Oldsmobile of 1928."

A traveler stopped to change tires in a desolate region in the Far West.

"I suppose," he remarked to a native onlooker, "that even in these parts of the country the bare necessities of life have risen tremendously in price."

"You're right, stranger," replied the native, gloomily, "and it ain't worth drinking when you get it."

"What we want is a candidate who isn't too radical nor yet too conservative, in short a middle-of-the-road man."

"Then Jimkins is the man to nominate. He's been a bus-driver for years."

Heavy lifting is eliminated in the Oldsmobile factories by the use of pneumatic hoists which are located at every point where weighty objects have to be moved.

"How did your wife persuade you to buy a new car?"

"The old one didn't match this year's license plate."

ALCOHOLISM

We are prepared to test your radiator, to see just how much cold it will stand. The fact that you have put it in don't insure you that it won't freeze. Maybe it has boiled out. Let us do this for you. In fact, better start the New Year right.

Let us service your car. VELTEX WINTER GAS. Central Service Station 1301 Jefferson St. Valley Filling Station Island City Road. Across from Stang's Mill



A NEW ALL-AMERICAN

that All America is Acclaiming

The New Oakland All-American Six is winning the praise of All America. It is enjoying the admiration caused by its new and original beauty. By the luxury of its superb new bodies by Fisher. By its truly distinctive style. By its pick-up, power and speed.

And those familiar with its mechanical quality marvel at the manner in which it is built. At such fine car features as an accurately balanced "line of drive" . . . dynamically balanced, counter-weighted crankshaft . . . exclusive patented rubber cushioned engine

mounting . . . dirt-and-weather-proof internal-expanding four-wheel brakes. Small wonder that a car so wonderfully constructed . . . so brilliantly styled . . . should be winning America's acclaim. Especially since the New All-American is available at such a surprisingly moderate price.

Prices \$1145 to \$1375, f. o. b. factory, plus delivery charges. Live-in Hydraulic Shock Absorbers and spring covers included in list prices. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

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A NEW ALL-AMERICAN SIX BY OAKLAND

for Economical Transportation CHEVROLET The Outstanding Chevrolet of Chevrolet History - a Six in the price range of the four! represents 4 years of Development and over a Million miles of Testing

Never has a new motor car come to the public more thoroughly proved in every detail than The Outstanding Chevrolet of Chevrolet History. Years ago, the Chevrolet Motor Company designed and built its first experimental six-cylinder motor. This far-sighted step was taken because Chevrolet engineers knew that the six-cylinder motor is inherently the most perfectly balanced motor—the ideal power plant to meet the growing public demand for greater reserve power, faster getaway and, above all—smooth, quiet performance. During the last four years, over a hundred six-cylinder motors—representing every conceivable type—were built by Chevrolet engineers and tested on the General Motors Proving Ground. This constituted

one of the greatest series of tests ever conducted with any automobile. From time to time, the experimental models were torn down for inspection, redesigning and further testing—until the present motor was developed and pronounced correct. While the new six-cylinder motor was in process of development, other Chevrolet engineers were perfecting other parts of the chassis. And another great automotive organization—the Fisher Body Corporation—was devoting its gigantic resources to the creation of the finest, sturdiest and most beautiful bodies ever offered on a low-priced automobile. As a result, the Outstanding Chevrolet offers an order of well-balanced excellence that is extraordinary in the low-price field. From every

standpoint—power, speed, smoothness, acceleration and quietness—its performance is truly amazing. Its handling ease and roadability are exceptional. Its economy of operation is so great that it delivers better than 20 miles to the gallon of gasoline. And its outstanding beauty, smartness and luxury are exciting widespread admiration. You owe it to yourself to see and inspect this remarkable car. Come in today!

Table with 2 columns: Model Name and Price. The Coach \$595, Roadster \$525, The Photon \$525, The Coupe \$595, The Sedan \$675, The Sport Cabriolet \$695, The Convertible Landau \$725, Sedan Delivery \$595, Light Delivery Chassis \$400, 11 1/2 Ton Chassis \$545, 1 1/2 Ton Chassis with Cab \$650. All prices f. o. b. Flint, Mich.



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