

EXPECT BATTLE IN AUTO FIELD

Tire and Accessory Manufacturers May Be Drawn Into 1929 Conflict

NEW YORK Jan. 19 (AP)—War clouds are gathering over the automotive industry as the new year moves on, with indications of what is expected to be the greatest industrial battle of history.

Tire and accessory manufacturers probably will be drawn into the conflict of motor car manufacturers in the "under \$1,000" price field, and it takes no unusually astute observer to appreciate the fact that the outcome of the battle will find many companies involved either in "red ink" or absorbed by the stronger firms.

Intense Competition
Competition in car and truck sales will be far more intense in 1929 than in prosperous 1928, from present indications. Not only in the home market is the war expected to rage, but also in the foreign field, where American manufacturers have drawn their skirmish lines of factories and sales branches.

Ford and General Motors are likely to be the chief contenders, Ford production having during the last half of 1928 increased to a point where the company will be in position to make more prompt deliveries and to a degree overcome the lead of General Motors and other companies who profited by the Ford shut-down during development of the new model.

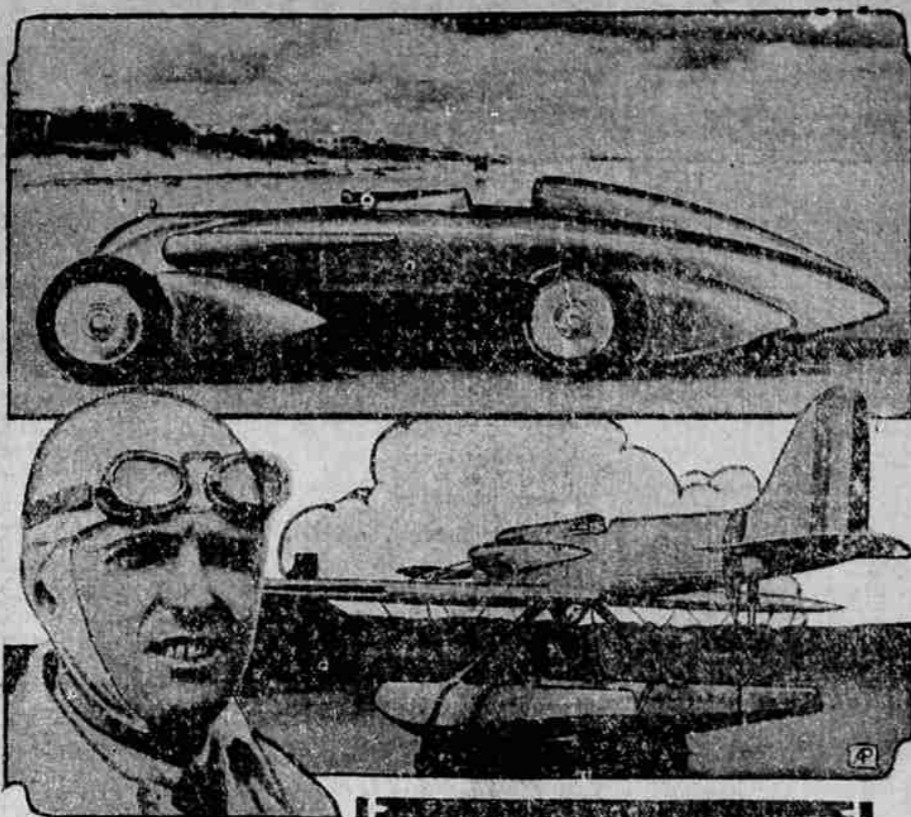
Forced to Fight
Willys - Overland, Studebaker, Durant, Chrysler and other manufacturers of light cars undoubtedly will be forced to fight a battle, victory in which rests almost entirely upon ability to match prices, make deliveries and overcome intense competition.

Tire makers also will participate especially in the primary market where low prices and quick deliveries will mean much to vehicle manufacturers desirous of equipping their product efficiently and cheaply. Business acumen far above the ordinary will be needed to weather the storm in this division and to serve the growing home market simultaneously with maintenance of prestige in the foreign field.

Goodyear a Factor
Goodyear is regarded as a major factor in this warfare, with Selber-

(Continued on Page 8.)

SEGRAVE RACER COPIES A CRACK PLANE



The "Golden Arrow" (above), a queer looking monster, is the automobile in which Maj. H. O. D. Segrave (left), English racer, will make his next American attempt to lower the existing automobile record of 267.552 miles an hour. Streamlining of the car simulates that of the world's fastest seaplane, Supermarine S-5, a British plane (below). The photograph of the model above is copyrighted by R. H. Lesesne.

By William E. Berchtold (A. P. Automobile Editor)
DAYTONA BEACH, Fla. (AP)—Streamlines copied from the world's fastest seaplane will make Maj. H. O. D. Segrave's new racing creation look like a weird gilded monster.

Named the "Golden Arrow," the new car will be brought to America early in February for speed trials in which Major Segrave believes he will be able to drive nearly four miles a minute—285 miles an hour.

Streamlining, power, lightness, strength and controllability are the qualities upon which the new racing car will depend for its speed, but the streamlining is certain to attract first attention among mo-

tor enthusiasts.

The "Golden Arrow" will be different in appearance from any racing car yet created. Three bulges in the front end will provide space for the three cylinder blocks, which project fan-like from the crankcase. The body has been designed to fit the engine like a glove, accounting for the major part of the car's appearance. From the front it will look like a great gilded toad, for it will be gilded from stem to stern.

Special measurements of Major Segrave were taken before the car was designed, so that the new machine might fit his chosen driver perfectly. There is no waste room in the car, and every part has been

streamlined to perfection.

Capt. J. S. Irving, who designed the "Sunbeam" in which Major Segrave achieved the distinction of being the first man to drive faster than 200 miles an hour, is the designer of the new car. He has modeled the streamline effects after those of the Supermarine S-5 seaplane in which Lieutenant Webster of Great Britain won the Schneider cup trophy last year and recently reached a new world mark of 319 miles an hour.

The streamlining of this plane has been considered by many experts to be the finest example yet achieved. Since the fuselage of the Supermarine S-5 was designed to contain the 12 cylinder Napier engine which Captain Irving is

using in the new Segrave car, the streamlining is especially adaptable to this project.

Cutting down wind resistance is of great importance in the designing of fast racing cars, just as it is of primary importance to the flight of airplanes and seaplanes. At speeds over 200 miles an hour the air is no longer a thin substance easily penetrated by moving objects. It takes on the form of a solid wall like water, resisting the passage of the car with hundreds of pounds of pressure per square foot.

To counteract that force, Captain Irving has designed the "Golden Arrow" so that the silhouette area in a dead front is only 12 square feet. Most small light automobiles have frontal areas more than twice this size.

Major Segrave will sail for America Jan. 20 to carry Great Britain's challenge for the world's speed record, now held by Ray Keech of Philadelphia. Keech made 267.552 miles an hour at Daytona Beach last winter, the present record.

William F. Sturm, American manager for Major Segrave, is already in this country arranging for the speed trials at Daytona Beach.

Hope For 100 Miles To Gallon In Motor

STATE COLLEGE, N. M. (AP)—A new motor built at the New Mexico Agricultural & Mechanical college is expected by its inventor to make a gallon of gasoline carry a small automobile 100 miles.

Tom Tune, owner of a garage at Mesilla Park, N. M., is the inventor. He designed an engine which he hopes will utilize all the explosive power in fuel.

Air-cooled, the motor is of two-cycle construction, with crankshaft, rod and pistons and spark explosion.

DODGE BROTHERS OFFER NEW CAR

L. C. Smith Receives New Models; Chrysler Hopes to Increase Prestige

A new car, representing progressive principles of engineering design coupled with the ruggedness and dependability that characterize Dodge Brothers products, is offered in the Dodge Brothers Six introduced to the nation simultaneously with the New York automobile show and now on display at the showrooms of L. C. Smith, Dodge Brothers dealer for La Grande. A carload arrived including several new Dodge sixes and a new Senior Six.

Eight body types in unique attractive color combinations, featuring many refinements in mechanical detail, comfort and appearance are offered. The cars are a striking answer as to how Walter P. Chrysler intends to increase Dodge Brothers prestige, for the "incorporate" features at a price that only the uniting of such tremendous facilities could produce. Body types available include the 6-passenger phaeton, roadster with rumble seat, 5-passenger sedan, 5-passenger de luxe sedan, 5-passenger brougham, 4-passenger Victoria, 2-passenger business coupe and de luxe coupe with rumble seat. Production is under way on a record breaking scale to insure prompt deliveries.

"It is our aim to add so conspicuously to the present acclaim of the Dodge name that every Dodge owner will feel even greater pride in these latest creations," said Mr. Chrysler, in connection with the new car announcement. "We ask only that the public examine and test the car in every way from the standpoint of beauty, originality, luxury and performance."

Mono-piece Body
From the radiator emblem, the

Dodge Brothers original interlaced triangles with wings added, to the clean cut enameled housing that conceals the gasoline tank, there is a touch of artistic finality about the car. A distinctive general appearance features the Mono-piece body construction. Sweeping graceful lines are accentuated by the modern narrow radiator profile, and the molding that encircles the body and tapers across the cowl and along the center hood hinge.

Exterior hardware parts including lamps, bumpers, radiator shell, hub caps and door handles are chromium plated, insuring a lustrous non-tarnish finish. Heavy steel fenders are of the exclusive Dodge one-piece design with artistic beading along the center. The chrome-plated main tie-rod and cowl bars are curved to harmonize with the general lines of the car. The radiator cap is of unique wing design.

The Mono-piece body construction, an exclusive feature of all models, provides rigidity and balance which only this design can give. The body is so mounted on the chassis that the passenger load rides close to the ground. Side-sway is eliminated and safety is promoted, yet the interiors have been enlarged to afford maximum vision and room for every passenger.

Many Refinements

Many refinements in engine design, making for increased power, economy, speed and acceleration have been developed. The engine is "L" head type with a bore of 3 3/8 inches and stroke of 3 7/8 inches, and a total displacement of 208 cubic inches. Seven bearings, with a total area of 24.16 square inches support the 52 pound crankshaft which is dynamically and statically balanced, and completely machined.

A new type transmission featured by unusually wide faced gears, and a sturdy rear axle with double thrust absorbing roller bearings, are Chrysler developments that add materially to the performance.

Unusual ruggedness is found in the frame, having five cross members, in addition to the front and rear engine supports.

EAST OREGON FORD DEALERS IN CONFERENCE

A meeting to discuss policies for the Ford company for the coming year and to sign for 1929 contracts and estimates, was held in La Grande Thursday afternoon at the La Grande hotel, with Ford dealers from Baker, Portland, Enterprise, Ontario, Burns, John Day and Wallawa, in attendance.

The dealership estimate of the Perkins Motor company, of La Grande, for the year was stated as 372 cars and 36 trucks which is the largest estimate in Eastern Oregon, according to W. C. Perkins, of the local company.

The estimate is also the largest the local company has had. The average in the past has been about 300 a year, Mr. Perkins says.

The larger estimate Mr. Perkins explains as due to the outstanding quality of the new Ford which has increased the demand.

Portland officials of the Ford company who were at the meeting included: C. W. Bullwinkel, manager of the Portland branch; I. T. Henderson, assistant manager; R. M. Kelly service manager; C. C. Richards, Eastern Oregon representative, and R. O. Hubbard, manager of the Lincoln division in Portland.

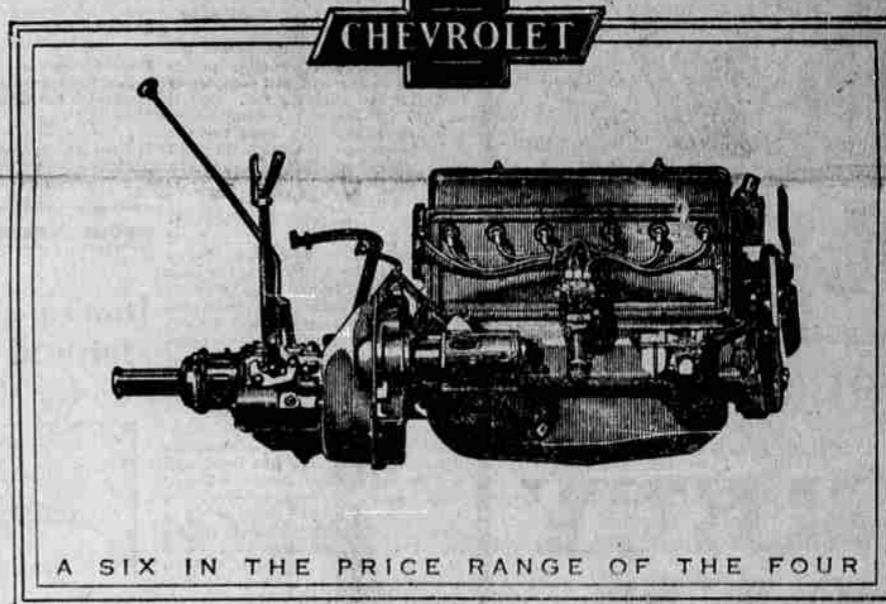
A similar meeting was held in Pendleton yesterday. The La Grande meeting was the first held in the state.

27,000 Killed Last Year by Autos

CHICAGO, Jan. 19 (AP)—The national safety council figures that some 27,000 persons were killed by automobiles in this country last year, a five per cent increase over 1927.

Ten Pennsylvania legislators went sound asleep while Governor Fisher was reading his annual message. What on earth will they do when their own colleagues begin to make speeches?

For Economical Transportation



A SIX IN THE PRICE RANGE OF THE FOUR

Smoothness

Never Before Achieved in a Low-Priced Automobile

Of all the exceptional performance qualities resulting from the advanced design of the new Chevrolet Six, none is more impressive than its remarkably smooth operation.

Although the new six-cylinder motor develops 52% more power with higher speed and faster acceleration . . . although it delivers better than twenty miles to the gallon of gasoline—

—its outstanding feature of performance is a degree of smoothness never before achieved in any low-priced automobile.

Whether you are flashing away from a traffic stop with the accelerator to the floor, whether you are rolling along at twenty-five miles an hour or doing well above sixty on the open road—the power is delivered easily, freely and without annoying vibration.

To achieve such remarkable performance in a car of such low price, Chevrolet spent years in develop-

ment work. Over 100 different engines were designed, built and subjected to over a million miles of testing at the General Motors Proving Ground before the present motor was adopted. The new power plant has many unusual features, such as the new acceleration pump, the new gasoline pump and filter, and the new automatic lubrication of the rocker arms.

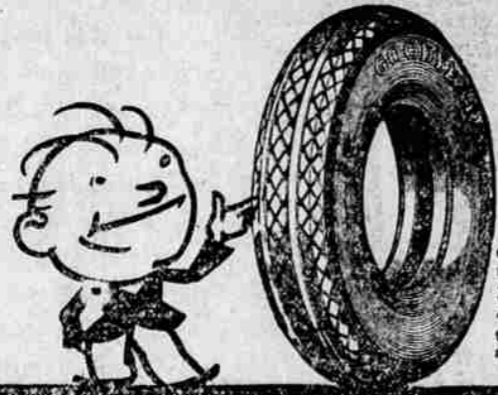
The four-wheel brakes have been newly designed to assure positive, quiet action. Steering has been made easier. And the new Fisher bodies with their new lines, new colors, adjustable driver's seats and new appointments, represent new heights of style, distinction, comfort and outstanding value.

We extend you a cordial invitation to see and drive the new Chevrolet Six. We want you to know how finely the new Chevrolet Six is built and how smoothly it performs!



The Roadster, \$525; The Phaeton, \$525; The Coach, \$595; The Coupe, \$595; The Sedan, \$675; The Sport Cabriolet, \$695; The Convertible Landau, \$725; Sedan Delivery, \$595; Light Delivery Chassis, \$400; 1 1/2 Ton Chassis, \$545; 1 1/2 Ton Chassis with Cab, \$650. All prices f. o. b. Flint, Mich.

Now, you can pay as you ride on... GOODYEAR TIRES



Good tires are the best insurance against roadside delay and trouble. You can buy insurance "on time"—why not tires? But buy good insurance—Goodyear Tires.

When you buy tires "on time" buy the tires that give you exactly the same full value as tires bought for cash, BUY GOODYEAR TIRES—pay only a small down-payment and the balance on easy terms.

No longer is there any reason for you to be satisfied with less than the best. Genuine Goodyears—brand-new, fresh tires right from the big Goodyear factories are waiting here for you. You get exactly the same safety, the same economy, the same comfort and peace-of-mind as when you buy Goodyear Tires for cash.

Drive over—we have your size. Enjoy the satisfaction of having the best tires you can buy.

SMALL AMOUNT DOWN BALANCE IN WEEKLY PAYMENTS No Delay—No Bother —Get the World's Greatest Tire

Come right in and learn at what low cost you can have the old, worn tires on your car replaced by brand new, safe and good-looking Goodyears. The new-type Goodyear All-Weather Tread Balloon—the world's greatest tire—is waiting for you. One or a set—just as you like. We also have Goodyear Pathfinders, the tire for the man who wants the best mileage a small amount of money will buy.

W. H. Bohnenkamp Co.

Blue Mountain Garage

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QUALITY AT LOW COST