MOTORING NEWS

La Grande Evening Observer

AUTO SECTION

VOLUME XVII — LA GRANDE, OREGON, SATURDAY, MARCH 23, 1929. — NUMBER 158.

GIVE DETAILS ON OPEL FIRM DEAL

General Motors President, in Wiesbaden, Explains New Association

WIESBADEN, Germany, Mar. 23—Alfred P. Sloan Jr., president of General Motors corporation this week issued the following statement:

"General Motors has formed an association with the Adam Opel company in Russelheim, Germany, a substantial interest in that company being taken at a cost of approximately $30,000,000.

"The Opel company manufactures the Opel automobile as well as other Opel products. It enjoys a dominant position in the automotive industries of Germany, manufacturing about 45 per cent of the total number of cars produced in that country. Opel plants rank favorably in size with the corporation's plants in the United States, are well situated for the purpose, and are favorably located. There are employed approximately 12,000 operators. The products are sold through a well established and extensive dealer organization throughout Germany and the surrounding country. Opel ranks among the first ten German industrial organizations.

To Strengthen Opel

"The Opel company will continue to be operated as an independent organization by the present management which has already made such an outstanding success. Through coordination with General Motors' other activities Opel's already dominating position will not only be maintained but strengthened. General Motors will contribute engineering, manufacturing, financial and managerial cooperation to the end that it is believed that Opel's already high efficiency can be still further enhanced and its business rapidly expanded.

"General Motors' analysis of the European economic situation justifies the conclusion that Germany has effected, during the past few years, great industrial progress. It is believed that insofar as the automotive industry is concerned, Germany's present position is now somewhat analogous to that of the United States at the beginning of the development of the industry.

Great Expansion Due

"A great expansion therefore appears to be certain. This association with Opel will enable General Motors to participate in that development to a very important degree.

"This event marks the transition of General Motors into a international manufacturing as well as distributing organization. While General Motors business overseas reached in the year 1928 a total of approximately $300,000,000 and is constantly expanding yet it is felt that there is opportunity for the profitable employment of capital in a manufacturing country like Germany. Due to different economic conditions prevailing abroad American cars, because of their engineering design, are limited to a relatively small part of the potential market. This association with Opel brings therefore to General Motors an opportunity of rapidly expanding its business and strengthening its position generally by the addition to its present line, of cars of European design particularly adapted to markets like Germany where there exists different necessities and conditions.

"This association will also contribute importantly, especially in the future, to the corporation's profit position both at home and abroad. And not only this but through technical and financial cooperation which will be made available there will also result the strengthening of an important German institution thereby making a contribution to the development of German industry in general through the employment of additional German labor and increase in the consumption of German material."

Auto Racing Is Popular In Erin

DUBLIN (AP)—So great is the interest in automobile racing in Ireland that the gates of Phoenix park, Dublin's 1,800-acre open space dedicated to the use of the people, are to be closed two days next July so promoters of an international automobile race may charge admission.

The Royal Irish Automobile club is organizing the races. Similar races at Belfast last year brought over a million dollars to the city.

DIRT TRACKS BUSY

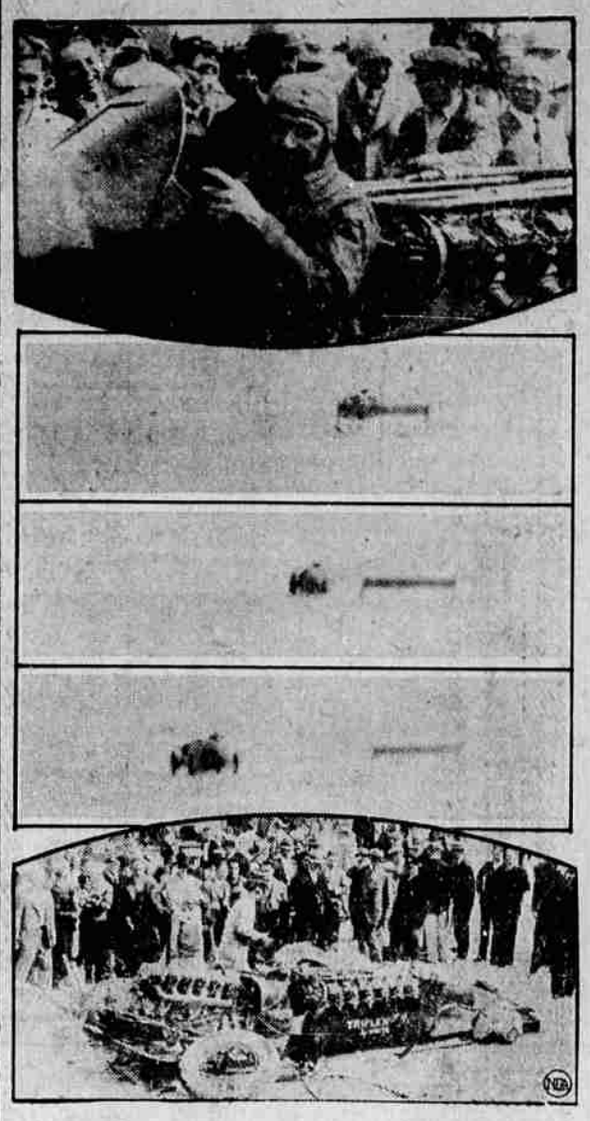
One of the biggest seasons ever planned for eastern dirt tracks is rapidly taking form. The mile oval at Langhorne, just outside of Philadelphia, has scheduled five events. New Market, N. J., plans races weekly and on all holidays. The newly constructed one-half mile autodrome at Babylon, Long Island, also plans running on all holidays and a bi-weekly program as well. In addition to these, 40 or 50 days of racing on state and county dirt tracks during fair weeks in the east will keep the drivers busy.

COMFORTS OF HOME

"Does your wife turn out a good meal when you're on your camping trips?"

"Sure; opens a can just as neatly as if she was in her own kitchen."

Charge of Death Car



Death rode in Lee Bible's automobile as it shot over the sands of Daytona Beach, Fla., at 202 miles an hour—and Death cranked the camera that made the last pictorial record of the speeding car. At the top you see Bible, mechanic-driven of the Triplex, just before starting his mad dash in quest of a new world's speed record. The next three views are from the movie film of Charles Traub, Pathe Newsreel cameraman, who was killed while picturing the scene. In these you see Bible's car approaching one of the markers that lined the court, next coming alongside the marker, and then—the grim finale, when the monster machine swerved crazily along the edge of the surf and took its death-dealing turn toward Cameraman Traub. At the bottom is shown the wreckage

CHAS. WENTWORTH VISITS LA GRANDE

President of Oregon Nash Distributors Tells of Factory Work

Chas. Wentworth, president of Wentworth & Irwin of Portland, Nash distributors for Oregon and part of Washington, was a visitor in La Grande this week and besides complimenting La Grande business men on having the finest golf course he has ever played on, told a very interesting story of how Nash automobiles are built.

First each size car is built in a factory specializing on that particular model. For instance, the Light Six, or Standard Nash is built in a plant at Racine, Wis., producing 450 cars a day and nothing else. The Special Six Nash car is built in a factory at Milwaukee, Wis., producing 300 cars a day. The Advanced Six Nash is built in a plant at Kenosha, Wis., producing 300 cars daily. The bodies are built by The Nash Seaman body plant at Milwaukee, Wis., with a capacity of 1050 enclosed bodies per day.

The Nash-Seaman sawmill located at Pine Bluff, Ark., cuts and mills 160,000 ft. of choice hardwood daily that go into making Nash automobile bodies.

Nash build their own motor blocks, frames, bodies and practically every thing that goes into the making of a Nash car.

Nash employs 14,575 workmen, 28 division superintendents, 280 foremen, averaging one foreman to every fifty workmen, five chief engineers at each of the above mentioned plants, a chief metallurgical engineer with 85 assistants, 383 inspectors in five plants averaging one inspector to every thirty-nine workmen.

Mr. Wentworth also added a few words about the Nash Seaman bodies.

"To create for the moderate priced motor car, coachcraft of distinction, luxury and beauty, matching and, in details surpassing the coachwork exhibited by custom coachbuilders in American and European Salons—no coachbuilder in America is better equipped than the House of Seaman," he said.

Eighty years ago and more, the House of Seaman was founded to build fine furniture and interior woodwork. Woodworkers came from the old world to the new, to lend their skill and thoroughness of training to Seaman success. Then, as now, this house was famous for its thorough craftsmanship as well as for the artistry and originality in its designs.

With the birth of the motor car, the house of Seaman turned its attention to the production of custom bodies, building with the same care and thoroughness for those who purchased some of America's first cars.

Today the broad Seaman background of skill and experience belong to Nash Motors— and expresses itself in the creation of finer bodies.

It was only natural that when C. W. Nash searched for body designs to mach the integrity and character of the car he created, his attention centered on Seaman, Mr. Wentworth concluded.

Motor Vehicle Licenses Total Big, Half Year

SALEM, Ore., March 23 (AP)—Net returns from motor vehicle licenses for the six months period ending March 15 and apportioned by secretary of state to the state highway fund and the counties of the state aggregate $5,768,653.92, according to a statement by the secretary. Of this amount one-fourth or $1,442,163.48 was apportioned to the counties and three-fourth or $4,326,490.44 to the highway fund. The present law provides for that proportion, but under an amendment of the 1929 legislature the county's share will be increased to one-third while the highway fund will receive too-thirds.

The apportionment is made as of March 15 and September 15 each year.

The gross returns for the period were $5,994,483.98. Of this $2,307.12 was refunded and $223,522.94 went to administrative costs.

Of the gross receipts $5,845,786.86 is motor-vehicle license receipts since January 1. Registrations for this year show to date 178,308 passenger cars and vehicles under one ton capacity, 15,127 trucks and trailers, 910 motorcycles, 527 dealers, 7452 chauffeurs and 5,692 operators.

PERFECT

Dealer: Now this is a six-cylinder car.

Lady Customer: How lovely! One for each passenger!

THREE BROTHERS AT HELM

Robert C. Graham. Joseph R. Graham. Ray A. Graham.

These three famous brothers, Robert, Joseph and Ray Graham, are now in active charge of the Graham-Paige factory. The Jennings Motor company has just received the Graham-Paige agency in this territory.

Front Wheel Drive Experiments Watched Closely by Auto Men

DETROIT, Mar. 23 (AP)—The front wheel drive, for years considered a potential revolutionary innovation for motor cars, is under the close scrutiny of a half dozen or more engineers in the motor industry.

While all manufacturers jealously guard the nature of experiments under way in their laboratories, not a few will admit that they are at least "looking into" or "watching closely" the possibilities of the front wheel drive.

Plans Delayed

One manufacturer of passenger vehicles planned to put a front wheel drive car on the market this year, but delayed his plans to work out further details.

Proponents of the innovation, which is new only so far as its employment in passenger cars is concerned, claim many advantages for the front-drive method of transmitting power. But skeptics are equally strong in their claims that the disadvantages outweigh any possible advantages.

Experiments the last few years have brought the front drive closer to realization than even its proponents predicted a few years ago. Once considered the "coming" innovation in the industry, such as four-wheel brakes and balloon tires were once considered, the front drive now has advanced to the place where it is ready to make its debut.

Proving Capable

Front wheel drive cars have proved themselves capable of attaining higher speeds than are considered safe for the best highways today. They have participated in the Indianapolis 500-mile race for several years but have failed to win races. Their sponsors have blamed the superchargers for their failures rather than any inability of the front wheel drive system to function.

Pulling is easier than pushing, the engineers agree, but the automobile is the single departure from this fundamental principle of theoretical mechanics. Those who favor the front drive say it achieves a reduction of power loss, a decrease in the distance the power must be transmitted, and can overcome inertia more easily.

The front drive would greatly simplify the engineering problems involved in rear-axle construction. The hazard of skidding is also said to be cut down when a motor car is pulled rather than pushed from the rear.

The skeptics say that the length of the present day car would have to be extended to provide ample room for the front drive mechanism. Extension of length is considered a disadvantage in this day when parking space is at a premium.

Decreased Traction

Decreased traction when climbing hills is pointed to by some engineers as a distant disadvantage. The principal objection is found in the greater possibility of injury to the driving mechanism by placing it in the front end of the car.

Manufacturers of fine cars in Germany Great Britain and France are employing the front drive and claim success for their ventures. Its debut in America is certain to come within a short time—perhaps less than a year—and its success must be measured later by greater smoothness of operation and safety.

SPAIN SEEKS RACE ENTRIES

Signor Ignacio Macaya, representing the National Automobile club of Spain, is in the United States seeking three American race drivers to represent this country in an international road race at Barcelona in October. Signor Macaya conferred with officials of the American Automobile association at Washington concerning possible American entries. Prizes ranging up to $10,000 are at stake.

Ab Jenkins, of the best known cross country and endurance drivers in America, is seeking a new car for the Indianapolis 500-mile classic May 30. Jenkins most recent performance was at Atlantic City last fall when he drove 24 hours without moving out of the driver's seat and covered more than 2,000 miles.

Is Your Wife Driving The Car On Risky Old Tires?

This is the most dangerous season of the year to risk tire trouble. Now is when new Goodyears should be put on. We make it easy to do this.

Is your wife driving on old thin tires that are easily punctured, subject to blowouts and have little or no non-skid traction left on them?

Even if smash-ups are avoided, any moment she may find herself miles from home with a "flat" on a cold, wet day or evening—the necessity of walking to a phone—delay. You will agree that just before Spring is the most sensible time to protect a car and its occupants with new Goodyears. New, deep-cut, sure-footed treads for safe stops and traction on wet roads. New tires that mean peace of mind, freedom from trouble or delays, wherever you drive.

Drop in — talk it over — let's see what kind of a deal we can make on the new 1929 Goodyears —finest tires in history at lowest prices in 30 years and lifetime guaranteed! See us before any troubles happen to make you everlastingly sorry for letting the matter slide.

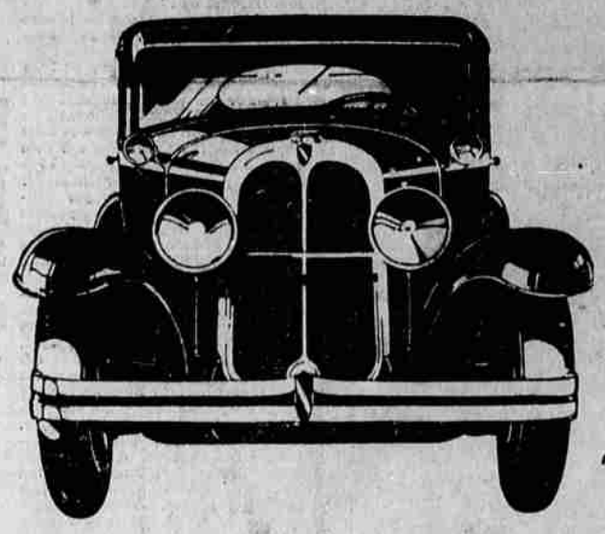
PAY AS YOU RIDE

No red tape, no delay — we offer the convenience of a small payment down —balance divided in easy installments. No restrictions—buy one tire if you like, on time.

Ride In Safety Now!

Bohnenkamp's

FORWARD-LOOKING PEOPLE WILL INVESTIGATE THIS CAR



Body by Fisher

Smartness that Results from Individuality

You can see it in every line of the New Oakland All-American. In the design of its radiator. In its rakish proportions. In its Fisher body grace and symmetry. You can see it in artistic interior fittings. Smartness that results from individuality.

In all . . . it's a car that's triumphantly different from anything else in the field. With that difference that spells owner satisfaction . . . that difference which comes from offering greater beauty, higher quality and finer performance for its price.

Prices $1145 to $1375, f. o. b. Pontiac, Mich., plus delivery charges. Spring covers and Lovejoy Hydraulic Shock Absorbers 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.

LA GRANDE MOTOR CO.
1419 Adams Ave.

Hall Motor Co. — Enterprise, Oregon

PRODUCT OF GENERAL MOTORS

THE NEW OAKLAND ALL-AMERICAN SIX