

# OUT-OF-DOORS SECTION

Automotive Information

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Automotive and Building News of Interest Locally

Talk of the Road and News of the Day for Motorists and Outdoors folk

## PRES. CHRYSLER REVIEWS TREND

### Head of Chrysler Corporation Says Automobiles Now Staple

Chrysler corporation faces the future with its affairs in fine condition and with optimism undiminished is the substance of the report to stockholders made by Walter P. Chrysler, president, in reviewing earnings for the third quarter of the year. The earnings for the first nine months amount to nearly \$25,000,000 compared with over \$21,000,000 in 1928 for the same period. The ratio of current assets to current liabilities was 3.81 to 1.

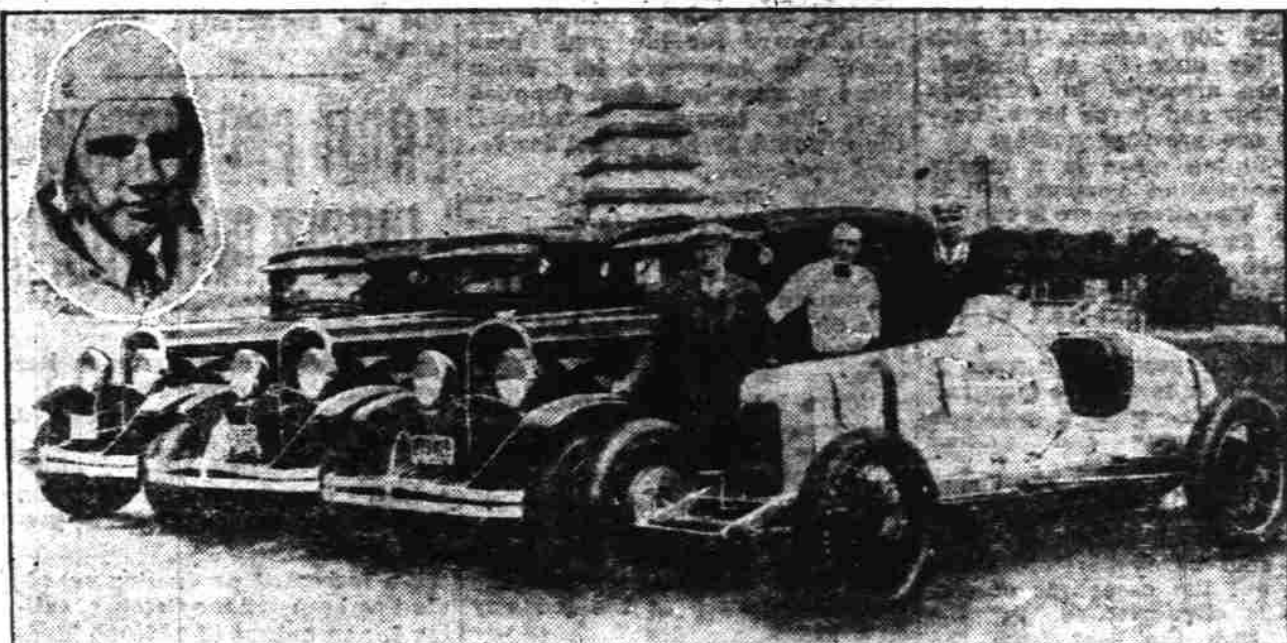
Mr. Chrysler's remarks concerning the trend in the auto industry are significant. Here are extracts from his letter to his stockholders:

In forming a judgment of the present state of automobile industry, it should be borne in mind that more passenger cars were produced in the first nine months of this year than in the full 12 months of 1928. This tremendous rate of acceleration in the industry could not reasonably be expected to continue indefinitely, and under the circumstances it is not surprising the third quarter just past saw some recession in production and shipments, nor is it to be expected that the fourth quarter of this year will see any resumption of operations at record breaking rates.

This does not appear, however, to be the occasion for any pessimism with respect to the future of the automobile industry. There is as yet no indication that the retail consumption of automobiles by the American people has slackened, and before the year has closed the retail sale of automobiles will have established a new all time high record. The adjustment of production schedules to actual retail market conditions now taking place should be viewed with satisfaction by all concerned, and is the one thing needed to assure the continuation of the automobile industry on the sound and profitable basis upon which it has been operating for a number of years.

Automobiles are now unquestionably a staple commodity in American life, and are of rapidly growing importance to the whole world. The domestic replacement market, the rapid growth of the two or more car family consumer, and the almost limitless possibilities of the export market, afford an opportunity for continued development which cannot be denied. It would seem that if one felt any confidence whatever in the social and economic stability of the times, it must be conceded that whatever halt the motor industry may now be experiencing must necessarily be of the most temporary character.

## Speed King Buys Five Chrysler "77's"



Before he left Dayton, O., for the winter racing season in California, Louis Meyer, famous "daredevil" of the speedways, bought five new Chrysler "77's". One is for his own use, another is for his father, who has already owned eight Chryslers since they were introduced five years ago. The other three "77's" are for members of Meyer's racing staff. Meyer will be recognized in the inset above and at the right below. His father is on the left. One of Meyer's mechanics is in the center. The picture was taken on the Indianapolis speedway, where Meyer won the 500-mile Memorial Day Classic in 1928.

ary character.

The resumption by the Ford Motor company this year of large quantity production has undoubtedly been the occasion for some readjustment among other manufacturers in the industry. The whole industry, however, has developed during the past decade or more with the Ford car in a position of almost unquestioned domination of the low priced field, and probably no other single factor has contributed as much to the motorization of the American people in so short a time. The return of the Ford to this accustomed place need be the occasion for no alarm or concern on the part of automobile manufacturers catering to a higher to a higher priced field, but should rather be viewed with satisfaction as again providing that foundation of a future market for their products among those who from time to time graduate into that class of automobile users who demand a motor of such standards as can only be provided at a higher price.

Your own company has shown an ability to adapt itself to such conditions as prevail from time to time, and to take advantage of such opportunities as present themselves. The acquisition of the Dodge business some 14 months ago is an instance in point. The progress which has been made to date in the development of that property has far exceeded our most sanguine expectations at the time it was taken over. While much remains to be done there as elsewhere before plans laid can be called fully matured, our program is making most satisfactory progress.

Your management was never more confident in the future of this company, nor more enthusiastic in developing forward plans to promote its future progress, than in the case at the present time.

## Carnegie Institution to Follow up Lindbergh's Lead in Air Exploration

WASHINGTON (AP)—Regardless of whether anyone previously traversed the Mayan territory over which Col. and Mrs. Charles A. Lindbergh flew recently, the Carnegie Institution of Washington sees in their flight the beginning of archaeological exploration via the air.

Ground parties will be sent by the institution to make scientific and detailed investigations, it was said today at its headquarters. Dr. A. V. Kidder, chief of the Archaeological staff, who made the trip with Lindbergh, has suggested the purchase of an airplane and permanent employment of a pilot to conduct expeditions by air preliminary to ground exploration of long forgotten territory in the future.

Officials of the institution declined to comment on the assertion in Mexico of Alvaro Moreno Trabien, Yucatan explorer, that he was a member of a party which discovered ruins which were said to have been first found by the Lindbergh expedition. The institution has made no assertion with regard to Lindbergh's priority over the territory, it was explained, and the expedition from its standpoint had a much larger end than the mere location of ruins—the end of combining air and ground archeological exploration.

Planning publication of a series of accounts of various phases of the Lindbergh expedition, the institution will give its views on the significance of the effort in its own official bulletins. These will be illustrated by photographs made by the Lindberghs while they were flying over the country. They brought back to the institution a mass of photographs, some of which were made by him while he was at the controls and others snapped by her while he piloted their plane.

## AIR BATH FOR SEEDS NEEDED

### Germination Found Aided by Exposure to Cold Air Says Expert

By HOWARD W. BLAKESLEE, Science Editor Associated Press Feature Service YONKERS, N. Y.—(AP)—Possibilities of speeding up reforestation and the growth of plants useful to man have opened in a series of experiments at the Boyce Thompson Institute for Plant Research.

Studying one of the critical periods in nature's reproduction processes, the germination point, the institute found that instead of being always prodigiously prolific as reputed, many of the plant children are absurdly slow—held as it were, by long bound traditions which plant experts think can be broken.

One of these delays, something akin to the habit of taking a winter vacation in the Alp before going to work and growing, has been spotted and partly remedied at the institute.

This peculiarity is aptly shown by the seeds of the Cornus Florida; the common dogwood. They will not germinate if gathered from the tree and planted in moist soil at room temperature.

If, however, they are kept for 120 days in temperatures ranging from freezing to 50 degrees Fahrenheit, in moist soil, they germinate soon after being returned to the warm room.

Rose growers who have seen profits melt, and hosts of amateur rose enthusiasts, now may understand one of their puzzles. The institute has found that many roses are partial to cold, not merely ordinary cold, but a very special temperature, just above freezing.

That might not be so difficult if there were uniformity about their vacation periods, but there is not. One rose species needs 60 to 80 days of cold, while a related rose has to have 120 to 140 days, says Dr. William Crocker, director of the institute.

Something happens to seeds in the cold, dormant period. What it is, the institute scientists now are working to discover, with the idea of producing a substitute for the cold treatment.

If that is done, they will not regard it as an "improvement on nature," but simply as bringing her up to date, putting her abreast of her modern job.

Unripe flax eaten by several horses in Montana caused a poisonous acid to form in their stomachs, resulting in their deaths.

## Heard Along Auto Row

Seven salesmen of the Douglas McKay Chevrolet company placed in the Gold Rush of 1923, recently completed national contest for Chevrolet salesmen. Local salesmen placing were: George Allen, Ivan Brown, James Davis, C. D. French, J. K. McWilliams, Mel Brown, and Arthur Wilson. The Salem organization made 25 per cent above their quota in the September-October contest.

H. F. Bonesteels returned last week from a three months' pleasure trip in eastern Canada and Rochester. Mr. Bonesteels made the trip east by train, but drove back from the Dodge Bros. factory.

M. L. Hunt, Valley Motor salesman, and "Pat" Johnson, used car manager of the Haisler Motor company in Eugene, left Salem Friday morning for the Klamath Falls district where they will hunt geese over the week-end, returning to Salem Monday or Tuesday.

J. H. Conley, parts and service representative of the Durant Motor company of California, was a business visitor at the Salem Automobile company's showrooms Monday.

George Allen and Wynne Grier, salesman for the Douglas McKay Chevrolet company, have been transferred to Dallas, where they will have supervision of the used car department of the Salem firm has established there.

H. E. Shade, secretary of the Salem Automobile company, spent three days of the past week in Medford on business.

## ALASKAN RANGERS LONG FOR PLANES

WASHINGTON—(AP)—Seaplanes may soon replace the boats in which the forest rangers of Alaska make their patrols.

Charles H. Flory, ranger for the Alaska district, showed members of the agricultural subcommittee of the house committee on appropriations, which toured that territory, how a seaplane would make possible more prompt and efficient handling of the widely scattered administration work.

Boats are now the Alaskan ranger's horse, his home and his office. The Tongass and Chugach national forests occupy extensive but comparatively narrow strips extending 12,000 miles along coast-

## IRISH LUCK HOLDS FOR 2 YOUNG FOLK

DUBLIN, Irish Free State (AP)—Eleven-year-old Thomas Clifford, from the town of Chapelizod, is going to Hollywood to act in the movies—and not as a stow-away, either.

It's the luck of the Irish. Other boys and girls mortgage their shirts and shoes to get to Hollywood, and then can't get inside of a studio.

Thomas just happened to be living in Ireland and smiling his spontaneous smile when John McCormack came over to begin his first talking-singing picture on Irish soil.

Frank Borzage, director, used Thomas with a crowd of other schoolboys in several scenes, and the lad was so good he was picked for a name part in the picture.

Borzage also is taking an Irish ingenu back with his company: 18-year-old Maureen O'Sullivan, a colleen from Killybeg, a she's a brunet of average height and much more than average personality.

Maureen was educated in Irish and English convents and girls' school in France. Her mother is going to Hollywood with her.

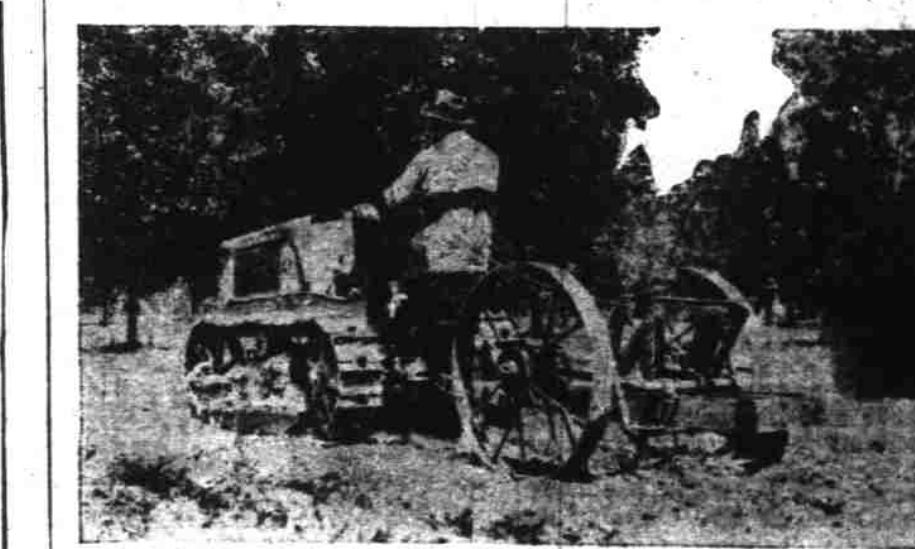
## Careful Driving On Wet Leaves Is Fall Fashion

Hudson engineers have been conducting a series of tests on highways covered with leaves. Tests were carried out when the leaves were dry, slightly damp and wet, results showing that, with the Hudson and Essex cars, there is little danger of skidding and side slipping on wet leaves if the ordinary care is shown.

The east north central states have 25 per cent of the motor vehicle registrations, while the middle Atlantic states rank next with 22 per cent, according to the Oregon State Motor association.

## SUBSOILING with "CATERPILLAR" TRACTORS

Now is the time to subsoil, putting the soil in physical condition for the storing of a plentiful supply of moisture at a safe depth. Subsoiling airs the soil, enables the land to breathe properly, and with this better supply of oxygen increases the chemical process, thereby benefiting acid soil which is vital for successful orchards.



**MOISTURE STORAGE**  
The deep-working KILLEFER improves seepage of water and permits storage away from sun and wind. By deep moisture storage, surface run off and baking areas are minimized.

**IT "DEEPENS" SOIL**  
Fertilizers in the top soil are assisted to work down into the root zone. KILLERFERING helps humus to work deeper into the soil and this extends the zone of activity of beneficial soil bacteria for which this humus is food and a moisture holder.

**IT IMPROVES DRAINAGE**  
The KILLEFER helps drainage when cuts are made from high to low points and outlets provided.

**BREAKS PLOWPAN OR HARDPAN**  
The KILLEFER breaks plowpan or hardpan in a systematic manner instead of in spots. Its underground cracks reach out in many directions, providing the ground is dry when broken.

**STARTS TREES PROPERLY**  
When tree rows are planted in KILLEFER CUTS the young roots are trained in deep drouth resisting habits. It makes orchard trees STAND ALONE, each in its allotted space.

We will be glad to discuss your orchard problems with you, if you will write or call on us.

**Loggers & Contractors Machinery Co.**  
PORTLAND SALEM

## CONSIDER THE PRICE COMPARE THE VALUE



TODAY'S fine Oldsmobile can be purchased for as little as \$875 for the two-door Sedan. Think what a comparatively small difference there is between the cost of this fine car and that of lower-priced automobiles.

Then consider what this small difference means in terms of appearance, comfort, performance, and all of the less outstanding but nevertheless important features that contribute to luxurious and carefree travel.

Compare Oldsmobile's appearance with that of other smart motor cars. You will find unusual beauty in the sweeping lines and graceful contours of its Fisher Body... excellent expression of taste in its luxurious upholstery and charming appointments.

Then compare Oldsmobile's riding comfort with that provided by other cars. You will thoroughly enjoy the riding ease assured by its deep-cushioned seats; flexible springs; and four Lovejoy hydraulic shock absorbers.

Compare, too, Oldsmobile's performance with that of other cars you have driven. You will find an abundance

of power in Oldsmobile's big, high-compression engine... power to take you quickly and easily through crowded traffic or to convert long miles into minutes when you're out on the highway. This splendid full-range performance imparts a new exhilaration to driving, wherever you go.

Finally, when you have considered the results of these comparisons, check the many features that make up Oldsmobile's unusually complete equipment.

All these fine car qualities of appearance, performance, comfort, and durability represent exceptional value at Oldsmobile's price... value that you are not likely to find elsewhere in Oldsmobile's field. But make the comparisons yourself. Your own good sense of value will inevitably cause you to select Oldsmobile.

**TWO DOOR SEDAN \$875**  
J. A. B. factory, Lansing, Mich. Spare Tires and Bumpers Extra

CONSIDER THE DELIVERED PRICE Consider the delivered price as well as the list price when comparing automobile values. Oldsmobile delivered prices include only reasonable charges for delivery and financing.

## OLDSMOBILE

CAPITAL MOTORS CO.  
350 N. High Telephone 2125

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... IN CITY TRAFFIC  
... ON THE OPEN ROAD  
... ON THE HILLS

## MULTI-RANGE POWER DOES MORE THAN POWER EVER DID BEFORE



Something revolutionary has happened! In these brand-new cars, Chrysler engineering science has developed a marvelous new principle of power control. A new type of four-speed transmission with extraordinary superiorities plus the advantages of the Multi-Range gear shift, giving a new ease in shifting without danger of clashing gears. THESE NEW MULTI-RANGE CHRYSLERS are so far ahead in driving pleasure that nothing on the road can serve as a comparison. You have only to ask for a demonstration—and a new sensation awaits you.

Chrysler Imperial, "77", "70" and "66" offered in all popular body styles—Prices range from \$985 to \$3475 f. o. b. factory (Special equipment extra).

## MULTI-RANGE CHRYSLER

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