

### BRIGHT FUTURE FOR THE AUTO INDUSTRY SAYS PRESIDENT STONE

It is not surprising that the first part of 1929 was a period of record breaking production in the automobile industry nor is there anything alarming in the fact that production fell off more than the normal seasonal decline during the last quarter of the year, according to Alfred P. Stone, Jr., president of General Motors Corporation.

"Our studies of the situation a year ago, as stated to the press at that time, clearly indicated that sales in both 1927 and 1928 had been limited by an under production in the low price class during those years. Thus the industry entered the 1929 with a deferred demand in the low price class and this business, which might normally have been enjoyed in the previous years, served to swell the 1929 volume.

"As to whether the shortage has, even now, been entirely compensated for, I cannot say, because the slowing down of production during the past few months has been due, in no small measure, to an influence quite apart from the trend of retail sales—namely, the strong tendency on the part of automobile manufacturers to revise their models and realign their production facilities along toward the close of the year, instead of in the fall or summer. The fact that this has been especially true in 1929 has not only caused a reduced production for the last quarter but has resulted in the withholding of commitments for raw material on the part of many of the largest producers.

"The replacement market has been an important factor contributing to the record breaking performance of 1929 and should prove an even more important factor in stabilizing the industry's sales in 1930 and the years following.

"Motor vehicles pass out of service through wear and tear and obsolescence—and every time a car is scrapped there is afforded the opportunity, directly or indirectly, to sell a new car.

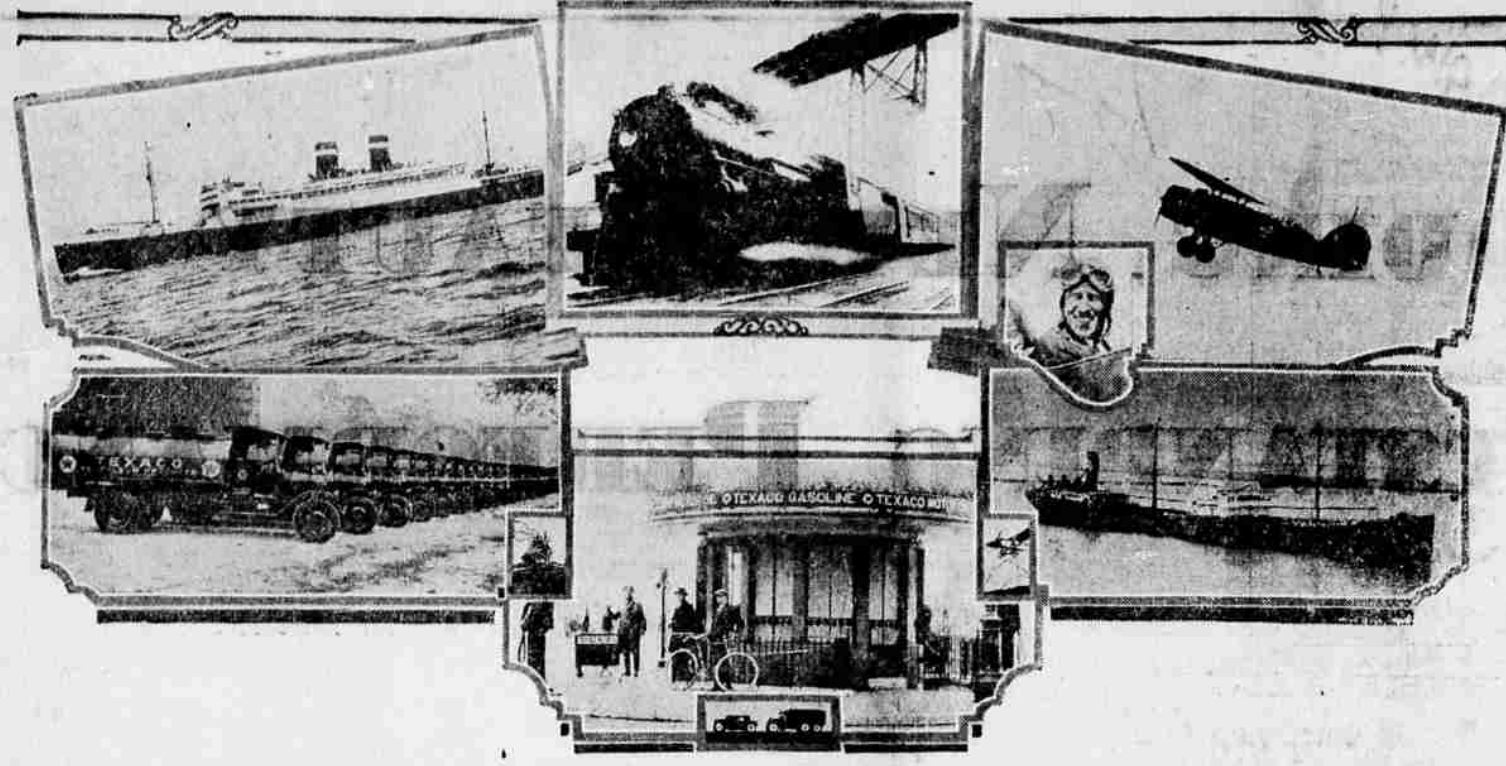
"The quantity of vehicles scrapped each year is primarily dependent on car life and the quantities produced in prior years. Thus the number of cars being sold today will influence the rate of scrapage five, six and seven years hence, and the replacement market of today is dependent on the rate of production five, six and seven years ago.

"It is only within the last few years that the replacement market has begun to reflect the heavy upward trend in production which took place in the years following the 1921 panic.

"In 1929, for the first time in the history of the industry, the replacement market will exceed 2,000,000. And in 1930 our calculations (based on actuarial mathematics) indicate a domestic replacement requirement of 3,390,000 vehicles.

"With an increase in the worldwide use of motor vehicles to over thirty million, with a growing tendency in this country toward the ownership of two or more cars, and with a rapid upward trend of first time buyers in the newer markets of the world, our studies indicate that, with the passing of a few more years, the record-breaking production of 1929 will represent only a commonplace performance, with a stabilized upward trend year after year in proportion to the growth of population and wealth."

### Wherever There's Transportation There's Texaco, on Earth, Air or Sea



Upper left—Panama-Pacific liner, S. S. Virginia, largest merchantman built in America, uses Texaco fuel oil in powering its huge engines. Center—Ten billion miles of railroad lubricated by Texaco, a record to be proud of. Right—Capt. Frank Hawks and his Texaco No. 5, holders of all speed, non-stop flight records between the Atlantic and Pacific oceans. Lower left—Fleet of Texaco trucks at the service of the retail distributors. Center—Texaco service station in Brussels, Belgium. Right one of the 26 Texaco tankers that ply the seven seas.



Motorists realize it would be terrible if there were no stands along the road to serve a bite to eat. In other words, a man's best friend is his hot dog.

The room at a wedding, like the engine in a car, is never seen but very necessary to make the thing go.

The old-fashioned man who used to dump his tin cans in the back yard now has a son who parks his there.

Virtue is not without reward. You can always find a parking place near a church.

Before the flivver was introduced people used to hitch up and go visiting in the country, but all you hear them say now is: "We passed your house yesterday."

The motorist who passes a car on a blind corner or at the crest of a hill is either a fool or a dead man, and we don't care how soon he becomes both.

Husbands are like motor cars. They are all good the first year.

The honeymoon is over when she wants a heater in the coupe to keep her warm.

There is only one road to the town of "Success." The name of the road is "Work." It has room for only honest guests. Traffic is blocked to those who shirk.

The road is open all hours of today. It needs neither time nor date. And now is the time to start on your way. For tomorrow will be too late.

Nearly all of the way is an uphill road. It will seem like a tough old fight. But once on your way just bear up, your load and keep going with all your might.

You will pass thru many towns each day. Such as Failure, Gloom and Despair. At each of these stations just keep on your way. For "Work" does not tarry there.

After you have entered the town of "Success."

Once your load may have been hard to bear. Once inside you will find both comfort and rest. Just be thankful you started for there.

The mind of a single-track kind should carry a tail light to avoid rear-end collisions.

Someone Ought to Set to Music "Own Your Own Home" was a good slogan. Now what about "Own Your Own Car?"

George: "So you're just home from Detroit? Isn't that where they make automobiles?"

Horace: "Sure, but that isn't all they make in Detroit."

George: "I know. I've ridden in 'em, too."

There is no such thing as an economical car.

### FOUR RECORDS BROKEN WITH CHRYSLER CARS

Four Chrysler cars have lowered existing records for three transcontinental runs and a dirt speedway mark, according to work released by J. W. Frazer, general sales manager of the Chrysler corporation.

A Chrysler Imperial recently broke the record between Perth and Sydney, Australia. Two weeks later on the same continent, another Chrysler set a new record for the 574-mile run from Melbourne to Sydney. The record from Johannesburg to Nairobi, South Africa, fell to a third Chrysler, while the same type of car set a new mark for stock cars over the 100-mile Ak-Sar-Ben dirt track at Omaha, Neb.

On leaving a steamer that took him from Europe to Australia, Dr. Garnet Manning, a Sydney specialist, found he was urgently needed in Sydney. Accompanied by his wife and a third passenger in his Imperial sedan, Dr. Manning took the open road straight from the ship. In three days, 23 hours and 27 minutes they arrived in Sydney, 24 hours ahead of the fastest train, and 11 hours and 16 minutes faster than the previous record. The run of 2,577 miles was made over tortuous roads and trackless wastes.

A cablegram to the Chrysler Export corporation officials told the story of the Melbourne-Sydney record being broken.

"Belth, dealer at Albany, driving Chrysler '72," broke all previous Melbourne-Sydney records today by 12 minutes. Total mileage 576. Average speed 56 point 47 per hour.

A 2,000-mile race against time and distance between Johannesburg and Nairobi over little more than a trail ended with Frank Kingsley and his wife leaving the last former time of nine days, by more than 48 hours. Driving a heavily loaded '73 Chrysler roadster, the Kingsleys set out from Johannesburg to capture the laurels that belonged formerly to a Chrysler '72 sedan. In less than seven days they arrived at Nairobi—two days ahead of the previous record. Not even a tire was changed on the run.

Sixteen drivers in strictly stock cars entered the race on the Ak-Sar-Ben track at Omaha, Neb. Only seven finished, and four were Chryslers. First place was taken by a Chrysler '73 roadster that had been driven more than 23,000 miles. In qualifying, L. A. Hughes, the driver, circled the mile oval in 52.8 seconds, setting a new mark for the track. In the race, he covered one lap in 33.2 seconds, believed to be an all-time record for American dirt tracks. The time for the 100 miles was one

### Buddy Rogers Stars in Circus Talkie

Every corner of the world has come to know Charles (Buddy) Rogers as a great dispenser of joyful entertainment and, in his latest action-romance, "Half Way to Heaven," which will show at the Fox Craterian theatre, starting tomorrow for two days, he has a part which gives him all the opportunity he needs to amuse and thrill.

"Half Way to Heaven" brings Rogers to the all-talking screen as a youthful trapeze performer in a carnival.

The story comes to a smashing, hair-raising climax when Rogers, evading Lu-Lu's attempt on his life, turns on the villain, beats him so severely that Lu-Lu leaves the show and Rogers and Miss Arthur are free to continue their interesting romance.

### "Wall Street" Now at Fox Craterian

Wall Street with all its intrigues, plots, counter-plots, its gains, its losses, its hopes and its despairs is vividly dramatized in "Wall Street," the powerful all-talking drama of love and finance which is now playing at the Fox Craterian theatre.

The plot centers about a captain of finance who started life as a humble steel worker. By overpowering energy and a policy of utter ruthlessness, he forces his way to the top of the financial world.

### "Great Gabbo" at the Rialto Today

The public always expects big things from James Cruze.

He is the directorial hot of the theatre-going world. Never has he disappointed his friends and admirers. His so-called silent pictures were each a single-handed achievement.

Now that talking pictures have given producers a far superior medium of dramatic expression, the public, James Cruze's public, demands entertainment superior to even "The Covered Wagon."

boys and girls, and a symphony "Gabbo," which will be seen and ensemble of 125 concert instrumentalists for the gigantic musical background of "The Great Rialto theater, for three starting today.



### Mediterranean cruises

On the *Empress of Scotland*, from New York, on February 3 - or the *Empress of France* February 13. Regardless of your choice, you get the same fine Canadian Pacific service, cuisine and accommodations... Canadian Pacific management ashore and ashore... Canadian Pacific unparalleled itinerary to Madeira, Seville, Venice, Athens, Jerusalem, Egypt, Majorca, Slavic Kotor, Corfu, many other equally interesting points and ports. 73 unforgettable days. Prices as low as \$900. Book now!

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"I telephoned we would be there at six"

### A COURTESY CALL

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Anyone, anywhere, any time from your own telephone, or from public telephones conveniently located everywhere.

Home Telephone & Telegraph Co. Of Southern Oregon

### AUTOMOBILE DEATHS TO REACH NEW MARK

Motor vehicle accidents will claim 30,000 lives in the United States this year, according to conservative estimates of National Safety Council statisticians who have tabulations of the first ten months' records.

This figure will show an increase of more than 7 per cent over the 1928 death toll. It is estimated. The round-number figure predicted for 1928 was 27,500 casualties.

Some idea of the increase in automobile accidents may be gained by comparisons with records of former years. All fatalities from type of accident in 1918 numbered 10,680. Five years later, in 1923, the figure had mounted to 18,416, and four years later in 1927, the total was 25,851.

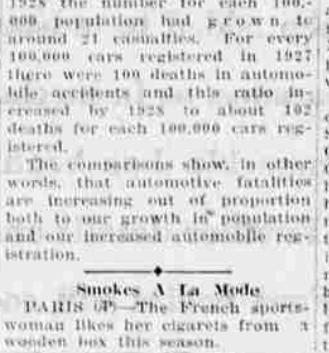
That neither the increase in the country's population nor the increased number of vehicles in use wholly accounts for this growing menace is conclusively proved. For each 100,000 persons in the United States in 1924, 15.7 were killed in such accidents, but in 1928 the number for each 100,000 population had grown to around 21 casualties. For every 100,000 cars registered in 1927, there were 100 deaths in automobile accidents and this ratio increased by 1928 to about 102 deaths for each 100,000 cars registered.

The comparisons show, in other words, that automotive fatalities are increasing out of proportion both to our growth in population and our increased automobile registration.

### Smokes A La Mode

PARIS (AP)—The French sportsman likes her cigarettes from 3 wooden box this season.

### Pride of Arizona



Contrasting the difference in transportation methods used in the west during frontier days with those available for tourists today, is the old Modoc stage, used in Arizona before the days of the railroads, and an outstanding development of the automobile world—the Oakland All-American Six.

The two were seen together recently at the time of a frontier celebration in Tombstone, Arizona. The stage, out of use for forty-five years, is preserved now as a relic of the old west, but was brought out for the celebration, and was again hitched to a span of horses.

### RCA RADIIOTRON COMPANY FORMED

General James G. Harbord, president of the Radio Corporation of America, Mr. Gerard Swope, president of the General Electric company and Walter Cary, president of the Westinghouse Lamp company today made the following announcement to their respective organizations: As a reorganization of a part of the vacuum tube activities of the Radio Corporation of America, General Electric and Westinghouse, a new company will be formed to be known as the RCA Radiotron company, Inc. Beginning with January 1st, 1930, the new company will carry on research activities as well as the engineering, manufacturing and selling activities in connection with vacuum tubes for use in radio receiving sets in the home entertainment field now sold by the Radio Corporation of America and manufactured by the General Electric and Westinghouse companies.

The new RCA Radiotron company, Inc. will continue to receive full benefit in its field of the broad research facilities of the General Electric and Westinghouse companies. The unification of vacuum tube development manufacture and sale in the new company will undoubtedly enable it to fully and effectively meet the responsibility of leadership which rests upon the founders of the radio industry in America. It will mean greater flexibility of manufacturing and closer responsiveness to the changing needs of the public and of the merchandising situation. It will make possible added economy in merchandising and manufacturing and will accelerate the commercial development of the great technical advances assured by the closer cooperation of the companies.

The president of the RCA Radiotron company will be T. W. French, now a vice-president of the General Electric company.

GENEVA (AP)—Norway and Czechoslovakia, needing each other's tourist business, have notified the League of Nations that they have abolished passport visas between the two countries.

### ORCHARDISTS! We Can Help You Solve Your Drainage Problems

Modern machinery, competent engineers and skilled workmen will install a drainage system at surprisingly moderate cost. You are invited to inspect the drainage system we are now installing on Rosenberg Brother's Bear Creek Orchard.

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