

OVER PRODUCTION IS MAIN PROBLEM IN FARM RELIEF

WASHINGTON (AP)—In the opinion of most farm leaders, the new farm relief bill offers potential solution of almost every agricultural problem except overproduction.

They are not sure the profitable removal of crop surpluses will not result in widespread expansion of acreage.

Particularly, they fear the attitude that the government is guaranteeing prosperity in every crop venture and an unbridled scramble to make more money by raising more products.

Some frankly believe the federal farm board will have to devise immediate and drastic steps to control production. One suggestion is that each cooperative handling a commodity in which there is a prospective serious surplus be empowered to stipulate how much of an individual's crop it will undertake to market.

It was the theory of the old equitable farm plan that production could be controlled by making each commodity served pay for the removal of its own surplus. Under that plan the producer always had over him the threat that the more he added to a crop surplus the more it would cost him to market his share.

Those who profess no anxiety point to a provision in the farm relief bill which makes it possible for the federal farm board to finance an "educational campaign" from the \$500,000,000 revolving fund.

Such a campaign, they say, would embrace the collaboration of every group disseminating economic farm information in helping the producer determine market probabilities.

Foremost would be the department of agriculture with its corps of agricultural economists and marketing specialists. They would estimate domestic and foreign production and consumption, and indicate in what commodities and what amounts the American farmer could expect to produce for domestic and world markets. To a certain extent it does that now, but it does not have the facilities to make the intensive studies for which it is expected to be called upon in the future.

State departments of agriculture, agricultural colleges, and extension workers complete the "educational" structure in connection with the farmer's own business affiliations. In the last and most important premise is the individual farmer's willingness to cooperate.

NATIONAL CHANGE WEEK MAY 5 TO 11 FOR SPARK PLUGS

Local dealers in automotive equipment are uniting with their colleagues throughout the country in urging car owners to join in observing national change week, which has come to be recognized everywhere as the annual period when motorists install new sets of spark plugs in their engines. National change week this year is set for May 5 to 11.

The number of participants in national change week has grown steadily ever since its inauguration and last year upward of three million owners were shown by reports to the Champion Spark Plug company as having had their spark plugs replaced.

It is predicted that the 1929 total will be materially in excess of the 1928 number. This forecast is based in part on the general increase of interest manifested each year about the custom. There is also a consensus of opinion among automotive experts that last winter's prolonged cold weather and the rough condition of roads in most parts of the country imposed an unusually severe strain on spark plugs, with the result that this spring, even more than after normal winters, motorists find new spark plugs needed for easy starting and generally satisfactory engine performance.

Spark plug design and manufacture have been improved very much since these devices were first made in a crude way and in recent years their advance has kept pace with the rapid development of today's high compression automobile power plants, but even with their increased strength and efficiency it is the conviction of automotive engineers that annual replacement of spark plugs is actual economy for the car owner.

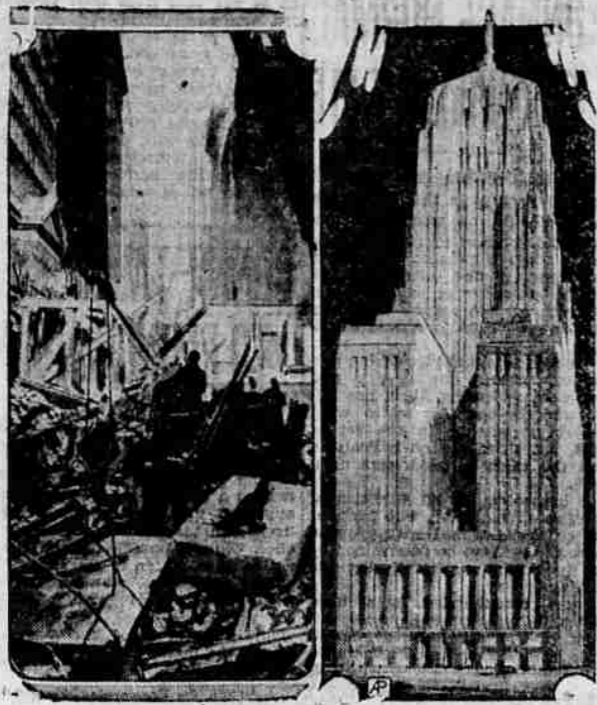
"The monetary saving in gasoline and oil more than offsets the cost of new spark plugs," says R. A. Stranahan, president of the Champion Spark Plug company. "In addition repairs to the engine are obviated, through better performance, greater efficiency and reduced oil dilution."

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FIFTY INSPECTIONS NEEDED FOR CARS

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Chicago Trade Building 44 Stories



Chicago's old Board of Trade building is fast disappearing (left) and soon the towering skyscraper shown at right will rise.

CHICAGO (AP)—The last vestiges of Chicago's most famous landmark, the old Board of Trade building, are fast disappearing under the picks and shovels of wrecking crews. Actual work on the new grain mart, which will tower over the La Salle street financial district, will be started shortly.

The new building when completed will be one of the tallest in the city, rising 67 feet above the pavement, and surrounded by a 30 foot statue a hammered metal. It will have 44 floors, the top-most an observation tower. The total investment of the board of trade in land and building is estimated in the neighborhood of \$22,500,000.

The work is expected to be completed by May 1, 1930. The first several floors will provide for offices of the board and the trading pits, where nearly a half billion bushels of grain are bought and sold annually. Renting agents report that half the available leases have been taken up.

The building is being financed through a \$12,000,000 first mortgage gold bond issue for 20 years at five per cent. The securities are being issued by the Chicago Board of Trade Safe Deposit company, a corporation organized within the board to erect the building.

In accordance with the expansion policies adopted by board members and promised by Samuel P. Arnot, president, facilities for trading in securities as well as grain will be included in the new board of trade.

asked by Mr. Henry of the Medford Motors, local Chrysler dealer.

"Years of experience prove that after a winter season of operation a motor car should be prepared systematically for the warmer weather in order that every part may function properly.

"In order to be sure that his car is placed in perfect condition every owner should insist upon fifty separate and distinct inspections. This may seem like a large order, but when handled by skilled men, such as those trained in the Chrysler Service School and working in Chrysler service stations throughout the country, it may be performed rapidly and economically to the benefit of car and owner.

"The proper care of an automobile is pleasure insurance. Spring and summer are the seasons for real motoring enjoyment only if the automobile is in good condition. Chrysler service stations in every part of the country are prepared to give owners competent and efficient service in the preparation of their cars for spring and summer driving."

THE DE SOTO SIX BUSINESS COUPE

Many a wheel has passed over the road since the days when "hatcher, baker and candlestick makers" made business calls with horse and buggy.

Time and distance, however, have taken on new meanings with the coming of the automobile. The telephone now brings the doctor to the door almost as soon as the receiver is put back on the hook. The traveling salesman counts his daily mileage in the hundreds; and his appointments and business have increased.

"Economy in operation today is one of the essential features of the business and professional man's car. It must consume a minimum amount of fuel and oil; bills for general upkeep and service charges must be low. In the matter of time, too, economy is an important factor," said Mr. Mead of the Mead Purch Motor Co., local dealer.

"The automobile is no longer a luxury, but a necessity in modern business. The business car must be an all-season, all-weather car—economical, dependable and fast. Then the question of carrying capacity is important, particularly to the salesman with his heavy load of samples. In designing the De Soto Six business coupe, special attention was paid to this feature.

"The business coupe is the logical car for the business man. Sturdy in construction, dependable in performance and the ease with which it can be parked are other qualities.

LONDON, May 4.—(AP)—Sixty-four women are running for parliament. The largest political classification is labor—28. There are three communists.

STRAIGHT EIGHT ROOSEVELT CAR POPULAR MODEL

The accomplishment of Marmon in offering to the public the first straight eight to sell at such a low price is the natural result of concentrated and highly specialized operations in the eight-cylinder field, extending back to early in 1927.

Such is the answer of Thomas E. Jarrard, Marmon general sales director, to the thousands of inquiries received by Marmon distributors and dealers from motorists who have followed their inspection of the new Roosevelt eight with the question, "How can Marmon do it at the price?"

"The Marmon factory, equipped with new and in many cases specially built machinery, has been termed by many automotive authorities an ideal 'straight eight plant,' since in entire layout and equipment it is designed for quantity production of straight eight cars and no other types," says Mr. Jarrard.

"The Roosevelt shows how broad research and practical experience has enabled Marmon to make available to all buyers the advantages of straight eights. When the Marmon 88 was introduced it treated comments of the

Padre of Rains III



Father Jerome S. Ricard, astronomer of Santa Clara, Cal., university is reported near death.

same sort that has greeted the Roosevelt, but continued record-breaking sales and outstanding performance records of this model have shown the value of intensive

development and quantity production.

"The eight-cylinder engine, of course, requires two more cylinders, two more pistons and connecting rods and four more valves than the six, but this increase in material cost is amply offset by economies of manufacturing resulting from the use of machinery particularly designed for eights alone.

"After all, the motor car buyer

who goes about selecting a new car with the wiser purpose of seeking the best value cannot overlook that it is only through concentration and quantity that this much sought-for quality may be produced. Value is impossible unless the manufacturer is qualified, by virtue of past operations, experience and reputation to incorporate in his product this priceless ingredient."

J. J. Ossebrugges is the new lo-

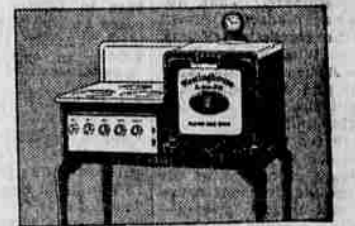
cal dealer for Marmons and Roosevelts.

OSLO, Norway (AP)—Eller Ringness, a brewer who contributed liberally to polar expeditions of Nansen, Sverdrup and Amundsen, died here at the age of 85. He financed one of the expeditions which searched for Amundsen last summer after the latter was lost while seeking survivors of the Noble disaster.

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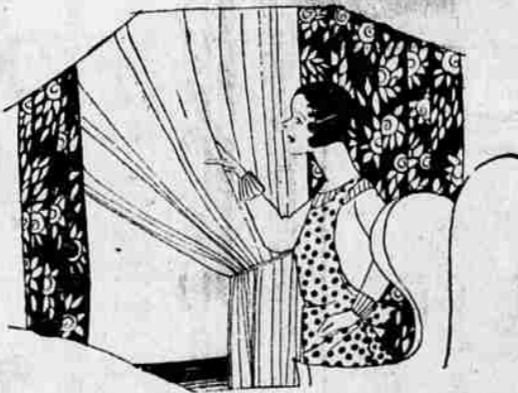
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