

AUTOMOTIVE NEWS

FARM PRODUCTS WORTH MORE IN RECENT MONTHS

By JOHN SNIDER.
National agricultural conditions are definitely on the upgrade. Statistics received here this week, compiled by the United States Department of Agriculture, are undisputed evidence of this fact. Based on averages of 11,809 correspondents, these figures represent a true cross-section of existing conditions of all phases of agriculture today.

The reports compare the states of Oregon and Washington with the nation as a whole. The figures show the tendency of rising prices in the past year to a level equalling and surpassing those of the period from 1929 to 1933.

Current prices of January 15, 1935 show a decided high over the prices by authorities of the agricultural world.

A reduction in milk production, together with a sharp decline in storage holdings of butter produced an unusual contra-seasonal increase in the farm price of butterfat from December 15 to January 15. Milk production per cow on January 1 dropped to a new low level for the 11 years for which information is available. Butter holdings in cold storage on the same date amounted to only about 47,000,000 pounds, as compared with 111,000,000 on the same date last year and a 5-year (1930-34) January 1 average of 61,000,000 pounds. In consequence, the farm price of butterfat rose from 32.2 cents per pound on December 15 to 30.5 cents in mid-January. The highest level recorded since December 1929, on January 15, 1934, butterfat prices averaged only 16.1 cents per pound.

Fourteen agricultural commodities other than meat animals also returned higher prices to farmers on January 15 than a month earlier. Dairy products, other than milk, and at wholesale, advanced contra-seasonally. Wholesale prices of milk showed a greater than usual gain. Work animal prices increased. Wool and chicken prices rose. Eggs showed less than the usual seasonal decline.

The general level of prices received by farmers advanced 6 points during the month ended January 15 as a result of the marked upturn registered for prices of meat animals. This advance raised the farm price index to 107.7 per cent of 1914, the highest level recorded since November, 1930. In January, 1934, the index stood at 77.

A portion of the statistics bulletin is printed below.

Commodity	Jan. 15, 1935	Jan. 15, 1934	Jan. 15, 1934
Wheat	74.80	72.00	68.87
Wheat (per 100 lb.)	6.94	7.20	6.87
Eggs, per doz.	20.23	23.35	23.35
Butter, per lb.	30.34	34.27	34.27
Butterfat, lb.	29.32	32.30	32.30
Whole milk whole-sale, per 100 lbs.	1.75	1.80	1.75
Whole milk (retail) qt.	9.00	9.00	9.00
Milk cows, each	59.45	38.00	38.10
Chickens, live, per lb.	15.11	11.12	11.12

*Not Quoted.

SPANISH COURSE OF SERA PLEASES

Keen interest is being shown in the SERA Spanish course being given at the senior high school, according to Prof. J. C. Hunter, who is conducting the classes twice a week.

The unusual interest is attributed by the professor to increased travel and trade relations with our Spanish neighbors on the south, and particularly to publication of travelogues dealing with Mexico and Central America, such as the tour to Mexico, an account of which is a special Sunday feature of the Mail Tribune. The opening of the highways into these countries is bound to effect the interest in Spanish, the professor said, and increased industrial development there will bring about an increase of interest in this country.

Professor Hunter was born and raised on the Texas-Mexican border, and he has spent considerable time in Cuba and Central America in the government service, so he is an authority of real merit on the Spanish language.

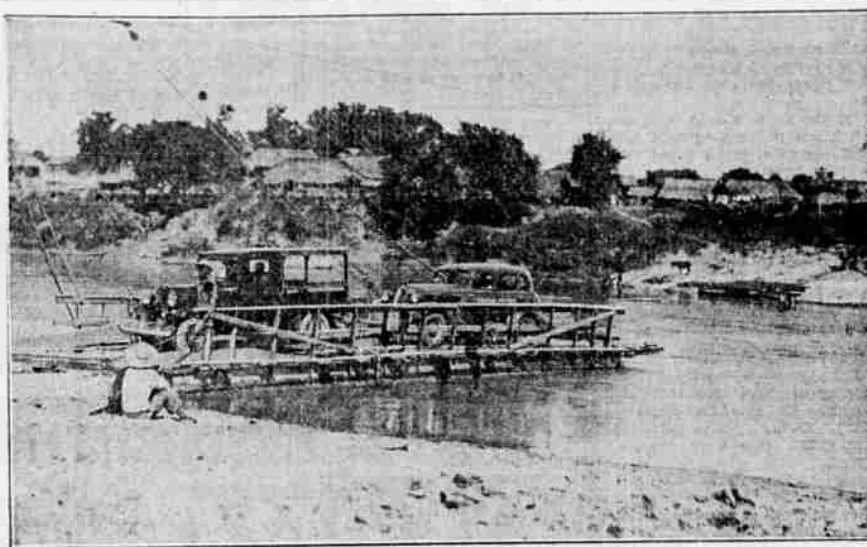
The classes started on January 22 with 41 pupils, a number which has now risen to 48, all of whom are adults. There has been some difficulty in securing text books, but the supply is nearly sufficient now, and all those interested in the course should attend the next meeting of the class Tuesday evening at room 2 of the senior high.

GATES AUTO PROGRAM
7 TO 8 ON FRIDAY

The E. Gates Auto company is sponsoring a radio program over KMED which will be broadcast from 7 to 8 p. m. on Friday evening. The program will feature Fred Waring's music and will be on the air at this time.

MORE
The program reports find that the automobile industry is not themselves as they have been. The restaurant is the smoking.

Explorer of Pan American Highway Takes Primitive Ferry Across the Valles River



The motorist traversing the Pan American highway from the American border to Mexico City, comes to the Valles river about 300 miles below the border, where the new bridge is not complete, and is ferried across the stream on a primitive raft. Ahead of the pathfinder is a work truck of the road building operations.

Splendid juicy oranges, plucked fresh from the trees, at seven cents a dozen. Papia, mango, banana, pineapple, dates and other tropical fruits growing in profusion in the country round about, many in the courtyard of my hotel, the Hotel Vega, where a room for the night for my interpreter and myself, and with two beds, was 84 cents. Deer, wild turkey, black bear, puma, jaguar and small game in profusion and an open season the year around. Five good, big rivers in the 60 miles to the north of here, with ten varieties of fish, ranging from catfish to a variety of trout. All of the rivers swift flowing. Hills that range from excellent to adequate. "Outdoor plumbing" is the only feature that will upset American tourists. Days of everlasting sunshine, but does not get above 85 degrees Fahrenheit at midday. No rain. Pleasant and courteous people but who do not speak enough American for the tourist to get along with ease. No beggars, not one so far. Road excellent for 470 miles; thereafter under light construction for 64 miles. Between here and Mexico City, barred to all cars except those with special permit until about early April.

Such is the story of the Studebaker pathfinding trip from Monterey, 150 miles below the border, to Tazauachale (514 miles) a town of 4,000 population.

I proceeded by easy stages, taking a leisurely 48 hours for the 384 miles between Monterey and here, stopping at Linares, 80 miles below Monterey, and at Villa Juarez, 180 miles below Linares. The road for the first 194 miles south of Laredo, Tex., is asphalt and rock paving, wide enough for three cars side by side. It is quite the equal of any similar road in the United States. The road for the next 180 miles is a triple rock ballast that is quite the equal of good paving. A speed of 55 miles an hour, five above the allowed speed, is safe, secure and comfortable all the way excepting for the several small mountain ranges, where it is wise to slow down a little on account of curves. From 374 miles below the border to Tazauachale, the 190 miles of road is under light construction in spots, being cut from the mountains, ballasted with rock and with five bridges under construction. Passage has to be made on three ferries and two temporary bridges. Good speeds, 35 miles an hour on completed sections, 30 to 40 miles an hour on sections being ballasted, and from five to ten miles an hour on about four miles of narrow, difficult detour, chiefly around bridges under construction.

Keep your gas tank full. At spots it is 50 and 60 miles between gas stations where you can get gas. Gas ranges from 20 to 25 cents a gallon, and the best oil is about 30 cents a quart. Two big American companies and two big Mexican companies operate the gasoline industry through this area. The products are all equally good. The Mexican gas delivers the same mileage and performance as the American. There is no high test gas. It is all the standard product on which the Studebaker Dictator six, though still new, is delivering a little better than 18 1/2 miles to the gallon.

The country immediately south of Monterey is rolling, tabular with mountains ranging in the distance on either side. Occasionally the mountains close in and one crosses through small passes.

At Victoria, about 300 miles below the border at Laredo, one comes to the Hotel Victoria, conducted by W. S. Hart, an American. It is the beginning of the heart of the game country. Many expeditions of hunters put up at the hotel, which is fine. Mr. Hart is one of the best hotel-keepers I have ever met, and I have met several hundred, from the Ural mountains on the Russian Siberian border to New Zealand.

About 25 miles below Victoria one runs into the lower jungle country and runs through it for about 20 miles. It is a complete new thing. The verdure comes to the very edge of the road, which is a high dirt fill rock ballasted and very good.

It is hard to describe the jungle. The growths will vary between 20 and 30 feet in height. I counted 19 separate kinds. They range from bunch grass to giant palms. The growth is so thick that a man could not go through it at more than 100 yards an hour, cutting his way. It is so thick from close to the ground to the top that even a small dog could have difficulty traversing it.

Out of the jungle country we come

to the Village of Juarez, with a hotel as fine as can be found anywhere. Rooms with baths, spacious lobbies and a good restaurant. The rooms range in price from one dollar single and without bath to two dollars double with bath. Meals in proportion. Juarez is distinguished by one of the largest sugar cane mills in the world, that handles 1500 tons of cane a day from the 23,000 acres under cane cultivation.

About 80 miles south of Juarez is Valles. Between Valles and Tazauachale there are five rivers, ranging from the mighty Valles, swift-running and 250 feet in full stream to smaller but equally picturesque streams. New, rock and concrete abutment, steel bridges are being built across each stream. Two are now crossed on bridges on the old single track dirt and rock road, and three are crossed on ferries. The ferries are a picturesque delight and operate by the power of the stream—the nearest thing to perpetual motion I have yet seen. It takes only

a few minutes to cross the streams and the ferries operate at all hours. The crossing for a car is 14 cents and one and eight-tenths cents for the round trip for a pedestrian.

The trip from now on goes into the real mountains, rising from the 700-foot level I am now at, to 8,400 feet in the next 100 miles. The next story will deal with the trip through the mountains, and the fifth of the stories with the journey into Mexico City.

Slipping Clutch Cause of Damage

Driving an automobile with a slipping clutch for even a short distance will cause damage, and the condition should be remedied as soon as discovered, the emergency road service of the Oregon State Automobile association advises. The clutch is slipping, it is explained, when the motor runs fast while the car moves slowly or not at all.



You can get an idea of what to expect from the states in the fact that twenty-eight states now have old age pension systems in which the average payment is \$19.74 a month.

Attorney General Cummings gave the textile labor delegation a private fill-in on his attitude toward prosecuting New Deal labor cases, a few days ago. Said he in effect: "There is an impression abroad that the justice department is reluctant to prosecute these labor cases. Nothing is farther from the truth. We are ready and eager... all we want is good cases..." He then mentioned the famous Houde and Weirton cases, now in the courts, and promised to push forward five additional cases submitted by the delegation.

The delegation left, hopeful, but not necessarily sold.

Several disinterested observers lately returned from Germany report that Hitler continues to stand merely because no one cares to take the trouble or risk of giving him a push.

The thinking classes of Germans regard him as a stop-gap, not as a permanent ruler. They consider him a good joke on France, and Goering as a joke, but not necessarily a good one. Most of the others in the government are laughed at.

Everyone keeps a Hitler picture in his office, but you can tell the varying degrees of disaffection for him by the varying degrees of prominence given the pictures.

Automatic Cut-Out Ends Battery Wear

The advent of the automatic cut-out has made the practice of burning car lights in the day to keep down the generator charging rate passé, according to the emergency road service of the Oregon State Motor association. The proper procedure is to have a competent service man adjust the charging rate in accordance with the particular driving requirements. Ex-

General Makes Plans For '35



Picture shows heads of divisions of General Petroleum Corporation who met last week at company headquarters to discuss merchandising plans for 1935, a meeting of the sales personnel and to the aggressive newspaper advertising support given the dealers.

Called for the purpose of formulating expanded sales and merchandising plans for 1935, a meeting of the general managers of divisions of General Petroleum Corporation was held last week, with divisional chiefs from Southern and Northern California, Oregon and Washington attending.

Optimistic reports of sales prospects for the current year featured the meeting, which was held under the leadership of A. H. DeFries, general sales manager of the company, and M. D. Leh, assistant general sales manager. A review of corporation activities for 1934 revealed very heavy gallonage increases throughout General's Pacific Coast marketing area, both in lubricants and gasoline. During the same period, it was disclosed, the company's retail marketing facilities, mainly through independent dealers, had been expanded to a point unsurpassed in any previous year of General Petroleum's history. Credit for the above-normal sales increases was given to the high quality of the

company's brand products, Mobilgas and Mobiloil, to the enthusiasm of the sales personnel and to the aggressive newspaper advertising support given the dealers.

Merchandising plans for 1935 again include a spectacular advertising campaign using many media and incorporating several new and striking ideas, DeFries revealed. Newspapers and radio will figure extensively. More intensive sales and service efforts will also be devoted to industrial lubricant users, for whose special purposes the scientists of General Petroleum Corporation and its international affiliate, Socony-Vacuum Oil Company, have developed highly specialized products.

Division general managers present at the conference were Don Dawson, Southern California; A. J. Donnelly, Northern California; A. L. Horn, Jr., Oregon; and Lloyd Bayly, Washington.

A second conference of members of the lubrication department of the company is scheduled for this week.

Hiccough Victim Starving
CHICAGO, Feb. 2.—(AP)—Miss Elizabeth Warner, 19-year-old Wheaton college student, entered her nineteenth day of hiccoughing today, with her relatives fearing she might die of starvation.

Key Loss Avoided For Auto Drivers

Many a motorist has been annoyed by the loss of an ignition key, but this can be avoided by hiding an extra key in some accessible place about the car, the emergency road service of the Oregon State Motor association has suggested. For the person who locks his doors, it has been found wise to conceal an "extra" inside a hub cap. It also may be put under a running mat, or, for the man who doesn't drive a closed car, it may be placed under a floor mat. Of course, the association warned, thieves also have brains.

Mellon's son Weds.
NEW YORK, Feb. 2.—(AP)—Paul Mellon, 27, son of Andrew W. Mellon, former secretary of the treasury, and Mrs. Mary Conover Brown, 30, of New York, were married today at the home of the groom's sister, Mrs. David K. Bruce.

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