

AUTOMOTIVE NEWS

PREDICT GREATER TOURIST TRAFFIC FOR 1935 SEASON

Tourists will flock to Oregon this summer in numbers far greater than during any season in the past five years, according to Dr. E. B. McDaniell, president of the Oregon State Motor Association, who recently returned from a conference of enthusiastic executives of northwest motor clubs in San Francisco.

An increase of fully 25 per cent over last year has been indicated in tourist inquiries, which this year arrived more than a month ahead of schedule, he reported. Business of the conference was devoted almost entirely to discussion of closer co-operation of motor clubs in caring for the increase in travel.

"The California motor clubs especially are experiencing an earlier call for travel information," said Dr. McDaniell. "Particular inquiries have indicated that tourists will surge into the northwest from California."

"The recently completed coast highway is expected to carry a greater flow of visitors than ever before."

Those who want to "spend our money while we have it," and business men, tired from several years' straight in the harness and "ready to get a rest," largely will be responsible for the greater volume of tourist business, Dr. McDaniell explained. Better economic conditions, of course, will add great impetus to the season.

Because of the early season—many persons already have begun to travel—maps and supplies are being rushed to the motor clubs and their branch offices. The Oregon association will have complete and up-to-the-minute information on hand for visitors to this state.

The San Francisco conference, held in the executive offices of the California State Automobile association, was attended by Thomas P. Henry, president of the American Automobile Association, and Ernest N. Smith, executive vice-president, who gave encouraging reports on tourist business in other parts of the nation.

Travel into Florida, they reported, increased 60 per cent this winter over the previous season. Inquiries and reservations for European travel indicate there will be 30 per cent rise in trans-Atlantic tourists.

Although inquiries regarding travel into Mexico indicate a tremendous increase, motor club officials, Dr. McDaniell said, are not advising the trip because of unsettled political conditions and because of postponed completion of the road north of Jacala.

GRANGE PROTESTS PRICE DESPARITY

WASHINGTON, April 13.—(AP)—Farmers, speaking through the national grange, protested to the senate finance committee today that recovery had been retarded by a disparity between agricultural and industrial prices under NRA. They demanded elimination of monopolistic code provisions if the recovery law is extended.

Frederick B. Wenckmann, Washington representative, was spokesman for the grange. He told the senate NRA investigators that disparities between farm and industrial prices had been prolonged as a result of "artificial and arbitrary regulation and regimentation of industry under the NRA."

CHINESE MOVIE FANS STRONG FOR ACTION

WASHINGTON.—(UP)—Chinese motion picture fans like films packed with action, Vice Consul John C. Pool reported to the commerce department.

Pool said American pictures are the favorites in Hong Kong. Approximately 75 per cent of all films shown in Hong Kong theaters during 1934 were made in the United States.

The type of film most acceptable to the Chinese, Pool said, is that with the most action and least dialogue. News reels, musical comedies and animated cartoons are especially popular.

NEW HUDSON SIX MAKES BOW



Six Cylinder Sedan, latest addition to the line of Hudson cars which have been distinguished by many notable features, including the Electric Hand, this year. The car lists for \$695 f. o. b. Detroit. It is equipped with a 93 horsepower engine with 100 horsepower available as an option.

'G-MEN' DISPLACE MOVIE MOUNTIES AS REAL HE-MEN

HOLLYWOOD, Cal., April 13.—(AP)—The G-Men are coming. Motion picture fans have seen the Northwest Mounties and the Texas Rangers get their man, and now the department of justice agents are being rapidly transferred from the headlines to the screen. They are the G-Men.

Although studios here will not admit a race to get their offering to the theaters first, a new cycle of these pictures is on the way.

R. K. O. got the jump by releasing the independently produced "The People's Enemy," made in New York with Preston Foster, Lila Lee and Melvin Douglas. Warner Brothers is just completing "G-Men," featuring James Cagney, Margaret Lindsay, Ann Dvorak and Robert Armstrong.

As United Artists Richard Arlen, Virginia Bruce, Alice Brady and Bruce Cabot are making "The Legion of Valor." In two weeks M-G-M will have completed "Public Hero Number One" with Chester Morris, Joseph Calleia, Lewis Stone and Lionel Barrymore. Paramount has just started "Federal Dick" in which Fred MacMurray, Madge Evans and Herbert Rawlinson will appear.

Scripts for the pictures in each instance have been based on news headlines. The life of John Dillinger and the San Quentin prison break furnished the ideas for the M-G-M story. Warners incorporated in their story the Kansas City railroad station massacre, the Little Bohemia gang roundup in the Wisconsin woods and a half million dollar New York bank truck holdup.

JACOBS PURCHASE NASH FROM ABBEY

Mr. and Mrs. J. W. Jacobs, who recently purchased a new 1935 Aeroform Nash sedan, have tried it out on all kinds of roads and have become enthusiastic boosters for this new car, according to Walter W. Abbey, local Nash dealer.

Mr. Jacobs says: "We looked at them all before buying a Nash. We think it is the most comfortable and luxurious car on the market. The new balanced weight, mid-section seating and synchronized springing certainly irons out the bumps. The maximum safety, strength and durability of the Nash all steel one piece body of steel arch construction especially appealed to us. We are proud of this new car."

Mr. Abbey reports the sale of two new International panel delivery trucks to the Medford Ice and Storage company, a new two-ton International truck to Clarence Kasfner of Jacksonville, and a new Aeroform Nash sedan to Everett Elmore, during the past week.

Ted Semelner, who has been in the automobile business for twenty years and recently arrived from Denver, Colo., has joined the sales force of Walter W. Abbey Inc. Mr. Semelner, who is very happy to get away from the dust covered middle west, says local people do not seem to realize what a great country this really is.

JAPAN THREATENS COTTON REPRISAL FOR LATIN TRADE

TOKYO, April 13.—(AP)—Japan hinted plainly today that the United States' reported efforts to deprive her of her Latin-American markets might cost the American cotton grower some of his big market in Japan.

A statement the foreign office handed to the Japanese press said United States commercial interests were agitating to exclude Japanese products from Central and South America.

If Nippon's efforts to those markets are restricted, the statement added, "it will affect our purchasing power, especially with reference to United States cotton, and will consequently react unfavorably upon America's export trade to Japan."

United States cotton sales to Japan average some \$100,000,000 annually. They constitute the largest single item in America's agricultural export trade. Sales last year totaled slightly more than all Japan's exports to the United States—\$41,000,000 yen against \$39,000,000 yen (the yen is currently quoted at about 25.3 United States cents).

Lending point to the foreign office's hint is the fact that Japanese commercial and industrial leaders are seeking to improve trade with Brazil, buying larger quantities of Brazilian cotton and selling more Japanese products there.

If the plan proves feasible, it is expected to remove the cramping effects on Japanese export trade of Brazil's rigid control of foreign exchange, which makes it imperative for any country wishing to sell goods in Brazil to buy there first.

Heretofore this control, coupled with Japanese ability to find use for any considerable amount of the products of the Amazon country, has nullified all efforts of high pressure Japanese commercial machinery to find in Brazil the welcome its goods have claimed elsewhere in Latin America.

The AUTO WAY.



By Cyril Sander

Walter P. Chrysler has recently added three new body models to the DeSoto and Plymouth lines. They are a convertible Plymouth coupe, a convertible DeSoto coupe, and a Plymouth two-door sedan which is convertible from a two-door sedan to a sedan delivery. All of these models should meet an immediate response because they meet the special requirements of quite a large group of car buyers. This is especially true of the Plymouth and DeSoto convertible coupes—now that spring is here people like to get out and enjoy the sunshine and fresh air.

Both the Plymouth and DeSoto convertible coupes have a new feature which is entirely different from anything introduced on an open car before. This is a body frame. Of course everyone knows that all cars have a frame and nearly all of them are now very rigidly braced with X's or A's or K's in order that they will withstand the bumps and turns and twists that many owners put their cars through. Well, these new coupes have that same kind of frame, but in addition

they have still another one! This is called a body frame which is also braced by an X member. This latter frame is just beneath the all-steel floor and is mounted to the other frame. Of course this makes the body of the car as a whole just about twice as strong, which means that the body will not develop so many rattles or get out of shape like many open cars that we have seen before. Another condition that is exceptionally prevalent on the older type of frame was the tendency for the doors to sag so they would not close like they should. This is supposedly entirely eliminated in these new cars. In our opinion these cars are very good looking and they should rank high among the really smart cars of the world.

The Plymouth convertible sedan is built primarily for the business man or salesman that needs a lot of space for luggage or samples and who also wants a family car for the week ends and vacations. This is especially in this car because the complete rear seat is easily removed and the space formerly occupied by it can be used for the necessary articles. Although this car has a large rear door for easy access to this space it does not detract from the smart appearance of the car. The interior is identical to the regular two-door sedan, and the exterior is only slightly altered by the lines of the door and the spare tire which is mounted in a fender well.

Although this year's Chevrolets were very late in coming out they seem to be forging right ahead and winning sales again. Even though

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Honest Value—Liberal Guarantee

SALEM, April 13.—(AP)—Governor Martin late yesterday reappointed E. C. Sammons of Portland as a member of the state board of higher education. His new term expires in four years.

Card of Thanks
 We wish to thank our friends and neighbors for their kindness and sympathy during our late bereavement. Also for the beautiful flowers. Mrs. Loreta Swinden, Mrs. Mary Jane Swinden, Mr. and Mrs. E. R. Paxton, Mr. and Mrs. Frank Robinson, Miss Capitola Swinden, Mrs. Ada Ruten.



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