

## Auto Makers See Even Better Year Coming in 1956

Detroit — (U.P.) — The automobile industry, turning out 8,000,000 cars for the first time in history in 1955, thinks right now that 1956 will be an even better year.

In the giant industry, where even minor mistakes can cost millions and millions of dollars, most officials are quick to admit they misjudged the tone of the market in planning for 1955.

Cars started selling at a record rate and kept right on moving at a fast clip. Sales were helped along by a steady spurring of dealers to forget individual mark-ups and concentrate on volume operations.

But after readjusting for last year's mistake, the industry feels confident it has things pegged right for 1956. All car makers expect to do even better than in 1955.

### Big Potential Market

They figure there are 4,000,000 and more cars older than World War II which need replacing, that the economic boom will continue with more people stepping into the new car class and two-car class and that the move to the suburbs will find more people entering the market for the first time.

The boom at the factory hasn't been reflected by happiness at most dealerships, however. Dealer profits have been low in the all-out buyers' market. Dealers who lost \$93 on each car trade-in and \$162 on each new car trade-in in 1954, found themselves losing \$170 and \$262 respectively this year.

The pressure on dealers to sell in high volume hasn't improved factory-dealer relationships, however. The factory story is that the dealers are well off — "at least our dealers are."

### To Redesign 1957 Models

This will be a key for the industry. The 1956 models weren't drastically restyled. If sales and production reach the same levels or better than in 1955, it will be interpreted as a sign a new, higher plateau of auto sales has been reached.

The 1957 models, to be introduced next fall will be radically redesigned again. They'll be "dynamic obsolescence" in action at its best again.

If the factories can keep dealers pushing for volume sales and unless there is a crackdown on credit by a tightening of money, the industry expects another 8,000,000 car year and better in 1956.

A crackdown on credit could change that however.

The Mississippi river delta covers about 12,300 square miles.

## American Farmers' Outlook In 1956 More of the Same

Washington — (U.P.) — The American farmer closed out the old year caught in a crushing cost-price squeeze.

His 1956 outlook is for more of the same.

His all-around and livestock production of food, feed, and fiber for 1955 was of record proportions. The outlook for next year is for production of similar size — or greater.

The farmer's well-filled horn-of-plenty is arguing him. He has produced too much for consumption demand, and the price he had to pay for production costs was too high in relation to the money he received for his effort. Agricultural economists foresee little change in this situation in 1956.

Surplus, over-production, and declining farm income marked the 1955 marketing year. Surpluses piled on top of surpluses, especially in cotton, wheat, tobacco, feed grains, and hogs. Cattle marketing was heavy and prices depressed.

**40-Cent Farm Dollar**  
Farm income dropped 10 percent from 1954, and end of the decline is not in sight. The spread between the price the retail buyer paid and what the

## Upward Trend Seen In Cost of Living

Washington — (U.P.) — Government economists look for the cost of living to tend upward in 1956 following a stable 1955.

The 1955 cost of living averaged slightly under 1954 because of lower food, clothing, automobile and house furnishings prices.

In 1955, the consumer price index, issued by the Bureau of Labor Statistics monthly averaged 114.5 per cent of the 1947-49 average. The peak of 115.4 was set in Oct. 1953.

The index, steady in the first half, moved up slightly in the second. In 1956, government economists look for a similar rising trend on the assumption of further wage increases and some price increases.

Stiff competition is seen as a reason for staying off inflation, giving a big lift to purchasing power which set a new record high in 1955.

Farm prices, it is held, could carry the cost of living up in 1956. In 1955, however, food prices have been a stabilizing factor in the cost of living according to the BLS. Consumer durables declined in 1955, with discount houses playing a part. Auto prices also declined early in the year, and were held down by higher dealer concessions later.

farmer got expanded and cut the man-on-the-farm's share of the consumer's food dollar to 40 cents. Economists say he won't get any more than that next year.

The farm situation already is a prime political topic, and by campaign time in the coming presidential year the politicians undoubtedly will have it whipped into a white-hot issue.

Major changes in the administration's farm policy already are under consideration in the Agriculture Department. The changes involve a soil fertility bank to store surplus farm land from crop production through government payments; a ceiling on government aid to big farmer-producers; crop control through bushel and pound limits on marketing; and sale of cotton abroad at competitive prices.

Throughout 1955, Secretary of Agriculture Ezra T. Benson hammered on the theme that high rigid price supports were responsible for present heavy surpluses. He said they were useful in wartime, but a failure in peacetime. His alternative was flexible supports wherein government aid was to move up and down as production conditions demanded.

### Can't Control Output

But by the last of November, Benson said, regarding flexible supports, "in view of present surpluses they are not and never will be enough" to control production. Shortly before the statement on flexibles, the cotton production report showed 1955 yields per acre were 90 pounds more than the previous record. Cotton acreage was 14 per cent smaller this year than in 1954, yet production was seven per cent higher.

A pork purchase program was inaugurated in the late fall to bolster live hog prices. It began in the midst of the marketing and slaughter season and apparently had little if any effect on prices. At any rate, during the first month of the program, live hog prices dropped \$2.75 a hundred pounds. The program will continue through August, 1956.

Here is a thumbnail version of the department's view of the farm situation in 1956:

Supplies of farm products will be heavy. Demand strong. Food spending holding up. Exports up except for cotton. Costs continue high as farmer's prices decline. Farmers will have larger debts, less cash, or both, but a higher total value in farm assets. Crop receipts will be lower with receipts from livestock about the same. Farm real estate (land and buildings) up. Farm debts up, but the "farm, debt situation is generally considered to be sound."

### Man Overcome By Carbon Monoxide

Paul Martin, 405 Beatty st., was apparently overcome by carbon monoxide poisoning Saturday morning while working on a truck in the service department of Courtesy Chevrolet, 227 East Ninth st.

According to relatives, Martin was working inside the cab of a truck with the engine running and the doors closed when he was overcome by the fumes. He was taken to Sacred Heart hospital by Medford Ambulance Service where his condition was reported as good last night.

### Corporations Pay Out Record Dividend Sum

New York — (U.P.) — American Corporations disbursed a record breaking total of \$11,000,000,000 in cash dividends in 1955, establishing a new all-time peak. This compared with \$10,000,000,000 in 1954 and with \$5,823,000,000 paid in 1929.

General Motors Corp. led all companies with a cash payment for the year of \$595,955,406, the highest dividends ever paid in American corporate history.

Aircraft, automobile, automotive, building, chemical, electrical equipment, machinery and metals, paper, petroleum and natural gas, railroads, rubber, steel, utility, shipbuilding and miscellaneous business companies increased payments. Stock dividends ranging from 2½ per cent to 100 per cent and extra or special dividends were distributed in volume.

Of the 1,533 issues listed on the New York Stock Exchange, dividends were paid on 1,403, involving 965 common and 438 preferred stocks. These aggregated \$7,691,491,000, a record. In 1954 dividends of \$6,806,627,000 were paid on 964 common and 436 preferred stocks.

American Telephone with payments of \$458,910,000 ranked second in this year's big payers, followed by Standard Oil Co. (N.J.) with payout of \$344,842,540, and Du Pont next with \$319,850,000.

### Careful Check by Duck Hunters Wasted Time

Allegan, Mich. — (U.P.) — Eldon Phillee and Lawrence Morgan carefully checked off a list of things they needed for their duck hunting trip — ammunition, boats, boots, a binoculars of coffee, license and thermos.

When they arrived at their favorite hunting spot — deep in the center of a big marsh — an hour later, Morgan realized what it was he had kept thinking he had forgotten — his gun.

On the average day there are approximately 7,000,000 Americans who are suffering either temporary or permanent degrees of disability.

# SPORTS

## Rocky Wins Fight Award

New York — (U.P.) — Rocky Marciano was named "Fighter of the Year" today by the Ring magazine.

It was the third time the unbeaten heavyweight champion from Brockton, Mass., had won the award. He received it last year and in 1952. Carl (Bobo) Olson interrupted in '53.

Sugar Ray Robinson was ranked second in consideration for fighter of the year because of his "upset of 1955," in recapturing the middleweight crown, for the second time, at the age of 35, on a second-round knockout over Bobo Olson at Chicago Dec. 9.

Welterweight champion Carmen Basilio, received third consideration because of his two great title fights with Tony DeMarco, who was kayoed each time in the 12th round. Their second thriller at Boston, Nov. 30, was designated the "Fight of the Year."

## Miller Captures Ski Championship

Spout Springs — (U.P.) — Mack Miller of McCall, Ida., won the national cross-country skiing championship here Friday and apparently also cinched a berth on the U.S. winter Olympics ski team.

The former Western State College skier covered the tough nine-mile course in 64 minutes, 53 seconds. This was 18 seconds better than the second place time of 65:11 set by Larry Damon of Burlington, Vt. Marvin Crawford of Steamboat Springs, Colo., was third in 65:41.

## SUGAR BOWL TRACK MEET

New Orleans — (U.P.) — It's Olympic year and some 59 star athletes from 15 colleges will have their eyes on Australia as they back into the blocks here today in a six-event Sugar Bowl track meet being run over metric distances.

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## South Drops North 20-19

Montgomery, Ala. — (U.P.) — The South reached into a "Border" state for ammunition to reverse the Civil War script and pull out a 20-19 victory Saturday in the annual Blue-Gray football classic.

Kentucky teammates Bob Hardy and Howard Schnellbacher scored one touchdown each and Hardy directed the Gray 56 yards for a score in the last 15 minutes of play to give the South its first win against five losses to the Yankees.

Halfback Vince Gonzales of Louisiana State kicked the winning point after touchdown for the South.

The superbly-conditioned Blue team, coached by Don Faurot of Missouri staged a last half rally after giving the Rebels a 13-0 lead, but the cool and collected Hardy pulled the game out for the Rebels.

Big Don Goss, a 260-pound tackle from Southern Methodist, set the stage for the South's game winning touchdown by recovering a fumble late in the fourth period, on the Gray 44 yard line.

The Gray's ground game carried the ball to the Blue 45 from where limping Ari Davis of Mississippi State went 16 yards on an end run. A few plays later, Hardy caught Davis open on the sideline and reached him with a 13-yard pass to the two. Ken Keller of North Carolina rammed the ball over.

## Basketball

### SATURDAY (Queen City Invitational)

Lafayette 72, Westminster (Pa.) 63 (consolation).  
Villanova 68, Oregon State 63 (Dixie Classic, consolation).  
Niagara 68, Georgetown (D.C.) 53 (Queen City Invitational, consolation).  
Pittsburgh 84, Utah 81 (All-American Tournament, consolation).  
Minnesota 70, Wyoming 66, (Dixie Classic, consolation).

### Oklahoma Named 1955 Outstanding Team

Washington — (U.P.) — The Washington Touchdown Club named unbeaten Oklahoma Saturday as the outstanding college football team of 1955.

The club also named Lt. Menil Mavraides of Bolling Air Force Base as the outstanding service player of the year. Mavraides, a former Notre Dame star, played offensive guard and defensive end for the undefeated Bolling team.

### Linfield Wildcats Nip St. Martins 78-76

Olympia — (U.P.) — Linfield edged St. Martin's, 78-76 at nearby Lacey last night in a non-conference basketball game.

Porter tossed in 33 points to lead the scoring. Ed Snell was high for St. Martin's with 15. Linfield led 33½ half-time, 41-38.

### BOUT SCHEDULED

Boston — (U.P.) — Bobby Murphy of Brighton, Mass., who recently was named boxing's "Rookie of the Year," signed today to meet Jackie O'Brien of Meriden, Conn., in a 10-round bout for the vacant New England welterweight title Jan. 12 at the Mechanics Building.

### NATS SIGN TWO

Washington — (U.P.) — Chuck Stobbs, a veteran southpaw who had a poor 4-14 season in 1955, and Hal Griggs, a rookie right hander who had a 15-9 record this year with Chattanooga of the Southern association, signed 1955 contracts today with the Washington Senators.

### FORTY-NINERS AGREE

San Francisco — (U.P.) — Fullback Joe Perry and Center Bill Johnson have agreed to terms for the 1956 National Football League season with the San Francisco Forty-Niners. Both have been with the club since 1948.

### KNOX WON'T PLAY

Los Angeles — (U.P.) — UCLA Coach Henry (Red) Sanders said yesterday he feels at this point that his star passer, Ronnie Knox, will be unable to play against Michigan State in the Rose Bowl Monday.

### WOJEY, CRISTANTE TRADED

Detroit — (U.P.) — The Detroit Tigers Friday acquired right handed pitcher Pete Wojey, 33, from the Brooklyn Dodgers in exchange for pitcher Leo Cristante and an undisclosed amount of cash.

### Sports Broadcasts

Cotton Bowl — 10:45 a.m., KBES-TV, KMED radio.  
Orange Bowl — 11 a.m., KYJC radio.  
Rose Bowl — 1:45 p.m., KBES-TV, KMED radio.

## MIBL Frays To Resume On Tuesday

MIBL STANDINGS:

Team	W	L	Pct.
Prospect	5	0	1.000
YMCA	3	1	.833
Hawkinson Tire Tread	3	2	.667
Butte Falls	2	3	.500
Company A (NG)	2	4	.333
Headquarters Co. (NG)	2	4	.333
Moose Lodge	0	6	.000

Phoenix Merchants, strong contenders for Medford Independent Basketball league honors after holiday period non-loop victories, lead off against Headquarters Company of the National Guard this week as play in the MIBL resumes.

The Merchants, who rank third in the loop, and the Guardsmen, who are tied for sixth, tussle at 7 p.m. Tuesday at McLoughlin junior high.

Hawkinson Tire Tread, the fourth place club, goes after fifth place Butte Falls in the 8:30 p.m. game.

League leading Prospect will entertain tail-enders Moose Lodge at 8 p.m., also on Tuesday.

Phoenix defeated both Prospect and second place YMCA in non-counting practice scuffles during the past week at Phoenix. The Merchants whacked Prospect 76 to 55 on Wednesday and nicked YMCA 72-70 on Friday.

### Fenton Scores 19

Joe Fenton with 19 points, Keith Thompson with 16 and Ted Yarnell with 14 led the win over Prospect. Ted Greb got 15 for the losers. Phoenix led 36 to 31 at the half. Prospect was without two of its high scoring players, Dick Price and Wes Stauffer.

Max Hite got 20, Yarnell 16 and Max Hite 15 against the Y. Weber was the top YMCA man with 15. Halftime count was 36 to 28 in favor of Phoenix.

In Wednesday league games this week, Company A of the National Guard will oppose the YMCA in the early game at McLoughlin and Headquarters will follow against Hawkins's. Prospect will go to Butte Falls.

LINE-UPS:  
Phoenix 12 70  
Hite 15 11  
Madden 11 2  
K. Thompson 20 6  
Furry 4 8  
T. Yarnell 16 8  
Substitutions — For Phoenix, Bertrand 4, Schmelzer 2, Schroeder, for YMCA, Singler 9, Weber 15, Mintz 10.

There are 4,647 miles of railway in Alabama as compared with 2,152 miles in Arizona which contains more territory.

## Brooklyn Dodgers Win Most Baseball Awards

St. Louis, Mo. — (U.P.) — The World's Champion Brooklyn Dodgers swept just about all the man-of-the-year awards in baseball that the Sporting News has to give, the baseball weekly announced yesterday.

Walter O'Malley, president of the Dodgers, was named Outstanding Major League Executive; Walter Alston was selected Manager of the Year, and outfielder Duke Snyder was chosen Player of 1955.

## Red Raiders Lose 98-72 To Pioneers

Portland — (U.P.) — Lewis and Clark evened the count with Southern Oregon College of Education by defeating the Red Raiders, 98-72 here last night in the second of a two-game basketball series.

Southern Oregon nipped the Pioneers, 68-67, Thursday night. Lewis and Clark shot a sensational 516 last night in routing the Red Raiders.

Joe Boutin and Duane Brady led the way for the Pioneers. Boutin scored 22 points and Brady 13. Bill Hollingsworth was high for Southern Oregon with 21.

Lewis and Clark led at halftime 48-30.

## Bill Bowerman Off for Pakistan

Eugene — (U.P.) — Bill Bowerman, University of Oregon track coach, left here Friday night for Pakistan where he will conduct a series of track and field clinics.

The three two-week-long clinics will be sponsored by the State Department and a group of universities and track clubs in Pakistan.

## Pelican Bay Area Ski Bids Asked By Rogue Forest

Permit for commercial operation of skiing facilities is planned on Rogue River National forest near Pelican Bay, Upper Klamath lake. It was announced by Supervisor J. H. Wood.

The proposed area is 24 miles from Klamath Falls, on surfaced highway near the road junction to Lake of the Woods.

Permit will be awarded on the basis of sealed bids which will be opened March 1, 1956. Bidders will be required to show qualifications to conduct the enterprise, and to indicate the percentage of income they will pay the Government for use of the ski area. Award will be made to the qualified applicant who bids the highest percentage return.

Permittee will be required to provide improvements including service buildings, ski lift and water supply. Cost of the required investment is estimated to be \$50,000. A prospectus and forms for submitting bids will be furnished interested persons at the forest supervisor's office, Medford.

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# SEITZINGER WINS FREE 1956 FORD

W. F. "Pete" Seitzinger of 507 5th Street, Phoenix, Oregon, claimed a New Ford this week. He is Office Manager of Norton's Lumber Company in Phoenix, his wife Audrey and three children, David, James and Marilyn Jean were happily surprised by the unexpected Christmas present.

Mr. Seitzinger jokingly remarked to "Red" Norton, that he thought he would make a trip to Medford to pick up a New FORD... HE DID, TOO! And with ticket Number One!

## ANOTHER FORD Given Away Feb. 29

IT'S FUN TO BUY GAS AT FORTUNE

"On the Point" — South Central and South Riverside  
FREE Ford Tickets From So. Oregon Fortune Stations, Central Market, Crater Lake Motors and Bell Motors, Grants Pass.

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