

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

CAR SHORTAGE IS FELT NOW

Dealers Already Experience Difficulty Getting Sufficient Cars to Satisfy Public's Demands.

"One of the big motor car manufacturers predicts that we are going to have a spring shortage of motor cars. I can beat that prediction; there is now a shortage," said E. L. Ledbetter, dealer for Hudson and Essex in the La Grande territory.

"Spring has come on as all very suddenly. In the last few days the mass of orders which people have been putting off has descended on us. The registration of cars will simply bear out this statement. All the uncertainties about motor taxes and registrations—all the handicaps of bad weather—are now past, and for those lines of cars which deserve public patronage the spring rush is on. Motorists who want prompt deliveries of popular cars should take notice.

"Now there are various causes of motor car shortages. One of the ways to bring about a shortage is to shut down the factories and let the demand pile up. Some concerns have done that. But that isn't the reason for the shortage in Hudson and Essex. Probably the busiest spot in Detroit right now is the Hudson-Essex plant, with many of its departments running two

shifts a day and still others three shifts.

"This night-and-day activity follows a winter program of the largest business plant has ever known. There is a shortage of Hudson and Essex cars simply because the most energetic efforts have not succeeded in making as many as the public wanted.

"It is general all around usefulness which the public demands in motor cars today. Nothing trinkish is desired in body or chassis. The public asks for reliable transportation at the right standard of prices. When motorists are offered this combination they can be depended upon to buy. Month after month, it is this type of buying which has kept Hudson-Essex in a position of uninterrupted sales leadership and public demand.

"March will be the largest month we have ever known. The sales so far have been sufficient to prove that, and the last few days has shown a sharp upward trend in demand. This is the first sign of the spring rush. The greatest number of inquiries is for coaches—and this is true, I understand, with all lines of cars. But for a long time to come the man who thinks of coaches will think of Hudson and Essex."

REPLACING GEAR TOP

While it may appear to be a very complicated job, it is really a simple matter to replace the top of a transmission so that the shifter forks hold the gears in the proper way. First see that the two sliding gears in the proper way. First see that the two sliding gears are not in mesh with any other gear. Then slip on the top with the shift rod in "neutral."

Most successful men are too busy to think up any secrets of success.

Brother "Bill" One Man Who Dosen't Envy Henry Ford



"WHY SHOULD I WANT TO TRADE PLACES WITH MY BROTHER?"



"I RECENTLY INCREASED THE NUMBER OF MEN WORKING FOR ME TO 40"

DEARBORN, Mich. (NEA) — Would you trade places with the richest man in the world if you could?

There's one man in this old world, with its millions striving and fighting for wealth, who says he wouldn't.

And this man is William Ford, brother of Henry Ford.

"Why should I want to trade places with my brother, or any one else," he said. "I'm happy and contented.

"I enjoy my work and have a good business. I have a nice, comfortable home and a happy family. That means a lot, so I don't envy any other man for anything else he has.

"I recently increased the number of men working for me to 40. That is not many compared with the hundreds of thousands working for my brother, but I'm contented and I'd be just as happy if I had only two men working for me."

He is not connected with the Ford Motor Company, and never has attempted to capitalize the reflected glory of his wealthy relative.

Home Folks Know Him

Outside of the town of Dearborn, he probably is as little known as his brother is famous, but here, where one of his brother Henry's greatest plants is located, everyone

knows him as "Bill."

He always has stood on his own feet, and he prefers not to be "brother Bill." This doesn't mean that there is any hostility between the two brothers. They are the closest friends, but Bill always has preferred to make his own way.

"Make it clear," he said, "that I don't sell Lincoln, Ford or Fordson tractors. I sell only appliances for the Fordson tractors."

"I started in the business in a little shop on a side street in Dearborn, but the business prospered and I moved to larger quarters, at Highland Park, just across from my brother's plant there."

There is a striking resemblance between the two brothers. Both are tall and angular, with long arms and legs. Both have gray hair, and the same deep-set eyes. Both have comparatively few wrinkles for men their age, for Henry has passed the 40-year mark and his brother is close to it.

"Bill" never seems to worry about anything. Many a day will find him walking around his plant singing or humming some of the same old songs which were

favorites when he and Henry were boys together on the farm.

"Bill" like his brother, has dabbed in politics only once.

A few years ago when Dearborn was rated as a tough town and the hangout of crooks from Detroit, "Bill" was elected village president and police chief—a combination job. The town also was noted for fleeing motorists.

Cleans Up the Town

The new president cleaned out the croaks, stopped off the main street of Dearborn. You can walk right up to the door and shake hands with "Bill."

About a mile away is the big estate of his brother, Henry is forced to maintain three sets of guards which you have to pass before you reach the front porch.

"Bill" is a member of almost every lodge in Dearborn, and he's a special favorite with the town kids. He probably gives away more nickels and dimes to children than John D. Rockefeller.

SAFER TO PUSH CAR

Every car owner can do his share toward a reduction in the toll of the lives from exhaust gas poisoning by making it a habit to push his car around the public garage when desiring to change its position. Checkering cars around a public garage on their own power not only encourages carelessness in this matter, but results in impaired health for everyone who is obliged to be in the building during the process. It is often easier to push the car, and this exercise won't do any harm.

WATCH ENGINE SPEED

One of the biggest mistakes in winter driving is the idea that one should not drive fast when the car is cold, because this leads one to forget that the engine is the thing that should be pampered and not the car. At a car speed of twelve miles an hour in low gear many an engine is receiving worse punishment than it would were the driver hitting a speed of thirty miles an hour in high gear. The speed of the engine is the thing to watch. This being true, it is evident that the noise of the gears

when racing the engine at low car speed makes it all the more difficult to detect the rap of a bearing that is suddenly being a sufficient amount of lubricant.

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ROADSTER	\$1025
COUPE	\$1190
SEDAN	\$1315
COACH	\$1315

Smith's Garage

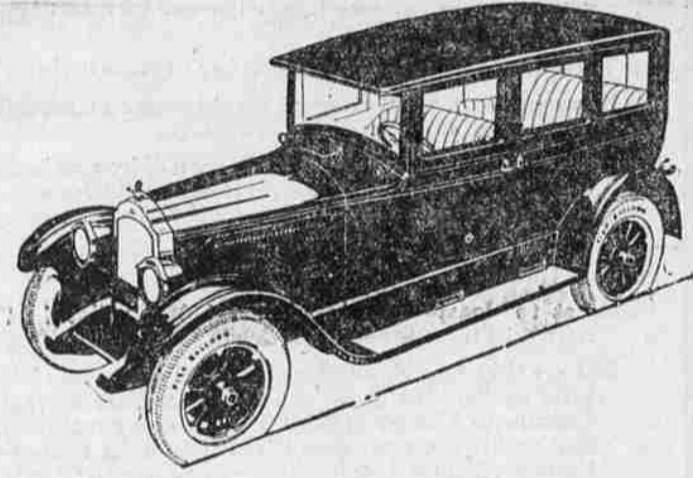
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Willys-Knight Six-Cylinder Models: Touring \$1845; Roadster \$1845; Coupe-Sedan \$2145; Brougham \$2295; 4-Door Coupe \$2345; Sedan \$2495. Willys-Knight Four-Cylinder Models: Touring \$1295; Coupe \$1495; Coupe-Sedan \$1495; Sedan \$1575; Brougham \$1695. All prices f. o. b. Toledo.

Gettings & Hanks
1312-14 JEFFERSON ST. LA GRANDE, OPE.

When Better Automobiles Are Built, Buick Will Build Them

No. 9



Question: Why does Buick use a one-piece front axle?

Answer: For safety and strength and care-free service. The Buick type is a one-piece, drop-forged I-beam. There are no brazed or welded parts to break off. In case of accident it can be easily straightened without the necessity of replacement. You can depend on a Buick axle.

Jennings & Shumate

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La Grande Filling Station	Oregon Trail Garage
Square Deal Filling Station	Rex Gamble
Auto Electric Service Co.	Brown's Garage
Oregon Tire and Battery Co.	Cove
L. C. Smith—Dodge Garage	W. F. Breshears
Jennings & Shumate, Buick Gar.	Leonard Towle
Orchard Filling Station	Imbler
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