

**MOTOR CAR PRICES
SURE TO GO UPWARD**

High Material Costs Make a Rise Inevitable.

SCARCITY ALSO A FACTOR

Details of Bonus Plan Whereby Every Ford Employee Got at the Very Least \$50.

DETROIT, Jan. 10.—The retail cost of passenger cars and trucks in general is going up. The present car shortage, coupled with high material prices, is almost certain to send prices higher, in the opinion of those close to the situation. A new schedule is to become effective in January. Cost experts in nearly every factory are at work trying to establish new price schedules and keep the increase to the lowest possible figure, but are finding the task a difficult one.

Prospective buyers desiring to place orders for spring are obliged to sign a contract which is subject to an increase in price if it comes to date at delivery. The industry, however, is headed for a most prosperous year. The present increasing demand for automobiles will continue for at least another year, according to Alvan MacAuley, president of the Packard Motor Car company. "Despite frequent predictions during the past 10 years that the limit of automobile sales was about to be reached," said Mr. MacAuley, "in my opinion no development of an industrial or financial situation can materially curtail automobile production."

Building Quality Cars.
The fact that Packard production will be doubled during the coming year is an indication of the existing demand for motor cars. The greatest trouble the auto manufacturer faces at present is in the quality of goods and the unskilled help available. "American ingenuity in machine production has done wonders in this direction, but it is being outstripped even with the utmost in machine equipment, skilled men can produce better work than unskilled."

Despite a handicap American cars are being manufactured on a basis of quality comparable to any in the world. The foreign car, although it is the more expensive because it is produced largely by hand, is no longer the best.

A new phase of automobile finance is the readiness of bankers throughout the country to accept the automobile business on even terms with the oldest and most established staple industries. Time was—and not very long ago—when bankers of national reputation were pursuing the policy of conservatism toward automobile companies. Today, funds in a reasonable amount are readily available to any recognized automobile company.

Henry Ford and his son, Edsel Ford, have announced the distribution of \$8,000,000 bonus among the 80,000 employees of all branches of Ford interests and the inauguration of an investment plan whereby every worker, from the man who works in the plant to the chief executive, may participate in the profits of the business.

Bonuses paid in cash come in addition to the profit-sharing plan which was inaugurated several years ago and which will be continued. It is the intention of the Ford organization to make the distribution of these bonuses an annual event if the earnings of the company permit.

In cash and in the number of men concerned and without counting the moral effect on industry as a whole, this act of economic justice surpasses anything in the history of labor.

The lowest award paid goes to men who are receiving the minimum pay of \$6 a day and who have been in the employ of the various companies three months. It amounts to \$50. The highest award goes to the skilled workers who have been with the company five years and who are receiving \$10.50 a day. The bonus received by the latter amounts to \$270.

Length of Service Counts.
Employees who receive a salary will also receive bonuses. Ability and length of service will be the standard on which the awards are based.

In announcing the plan which permits employees to invest up to one-third of their pay in the organization and share in the prosperity of the company, the allied interests of Henry Ford are carrying out the ideal of Mr. Ford that labor has a right to participate in the benefits of the prosperity which it helps to create and, in the words of Henry Ford himself, "should have a share as well as a job."

When the complete ownership of the Ford Motor company was acquired by Henry Ford and his son last summer, plans were immediately taken to work out the details of the bonus and investment plans announced today.

It always has been the Ford policy to discourage big dividends to non-producing stockholders and to use profits in rewarding labor and in expanding industry.

This policy, as Henry Ford regards it, means not only good pay and a share in the profits for the workers, but the employment of more and more people as the business grows.

USE PNEUMATICS ON DESERT

Trucks Travel Over Old Apache and Tonto Trails.

The old Apache and Tonto trails of Arizona are no better now than in the past, but today a motor truck on pneumatic tires is making prompt hauls over these rocky deserts for a trio of ranches, totaling 70,000 acres, owned by the Harbour brothers, near Roosevelt. Formerly the trip on trucks equipped with solid tires, to Phoenix and return, involving 127 miles, required 12 hours, but now on Goodyear cord tires this has been cut to 10 hours, and a gallon of gasoline which formerly propelled the truck 2½ to four miles, now allows it to travel seven miles, and the pneumatic tires have now delivered twice as much mileage as the discarded solids.

DON'T OIL THE COMMUTATOR

If It's Rough, Smooth It Off With Fine Sandpaper.

A generator commutator in good condition shows a smooth, glossy surface of dark purple hue. If it is dull and rough, it should be smoothed by passing a strip of fine sandpaper the width of the commutator under the brushes, but do not hold the sandpaper on the part with fingers or block of wood, as this tends to make an uneven surface. Never put oil on the commutator. If it appears dirty clean it with a little kerosene on a cloth and wipe it dry with a clean cloth.

Big Auto Supply House

Throws Entire Stock on Sale to the Public

FORCED TO VACATE—Great Stock Will Be Sold

Thousands upon thousands of dollars' worth of all kinds of auto supplies, accessories, etc.; everything from spark plugs to complete engines, tires, tools, jacks, pumps, bumpers, spotlights, greases, oils. Complete line of supplies and accessories for both autos and trucks.

GOING

Absolutely on Sale

We are forced to vacate—just 12 selling days of this great sale—a whirlwind while it lasts

As an Idea of Prices Only a Few Are Quoted

- Reg. Standard Auburn \$1 Spark Plugs **60c**
- Set of four **\$2**
- Reg. 75c Spark Plugs **39c**
- Reg. 90c Spark Plugs **49c**
- Regular 50c Spark Plugs, four for **\$1**
- \$1.50 Gas Gauges for Fords and Chev. **85c**
- \$1.00 Grease Guns. **45c**
- Ford Radiator Cap **22c**
- \$7.50 Chime Horns, complete set **\$4.85**
- \$2 Single Action Tire Pumps at only **\$1.45**
- \$3.75 Double Action Tire Pumps at only **\$2.85**
- \$4 Extra Big Single Action Tire Pumps **\$2.90**
- Triple-O Grease Cups, each **4c**
- Double-O Grease Cups, each **5c**

- Ford Front Radius Rods, list price \$3.00, sale price **\$1.95**
- \$2.50 Ford Auxiliary Rods, sale price **\$1.25**
- 40c Ford Cylinder Head Gaskets **27c**
- Reg. \$6 Steward Speedometer Heads **\$2.45**
- Body Sponges, big sizes, worth 35c to 50c, on sale at **15c**
- Ford Nickel Hub Caps. **17c**
- Channel Bumpers, special **\$5.85**
- 50c Grease Tubes **39c**
- Big reduction on all Greases and Oils.
- \$57 Bosch Magneto. **\$45**
- Heco—High Tension Magneto **\$27.00**
- Special—Size E Presto Tank, fully charged. **\$9.50**
- Special Offer
- 6-volt Starting and Lighting Batteries **\$22.50**

- 12-Volt Batteries **\$31.75**
- Medium size Lighting Batteries **\$15.75**
- Large size Lighting Batteries **\$17.95**
- \$3.00 Ford Combination Oil and Electric **\$1.90**
- \$2.50 Mirrors **\$1.45**
- \$1.75 Mirrors **95c**
- 25c Pet. Cock Wrenches at **15c**
- 50c Tire Irons **25c**
- 30 by 3 and 3½ Tire Patches **29c**
- 4 and 4½ sizes, Tire Patch at **39c**
- \$1.25 Outside Boots, 3-inch, at **69c**
- \$1.50 Outside Boots, 3½-inch **75c**
- \$1.75 Outside Boots, 4½-inch **89c**
- \$3.75 Special Heatometer for all radiators. **\$1.75**
- Reg. Ford Piston Rings 7c
- Other Rings to 4-inch, 15c
- Above 4-inch Piston Rings at **23c**

- Great big reductions on all tool kits. Sets of all kinds at wonderful bargains.
- Inner Tubes
- List Price.
- 30x3 \$3.50 Tubes **\$1.95**
- 30x3½ \$4.10 Tubes for only **\$2.45**
- 32x3½ \$4.60 Tubes for only **\$2.85**
- 33x4 \$5.65 Tubes **\$3.20**
- 34x4 \$5.85 Tubes **\$3.30**
- Big HONEST REDUCTION ON ALL TIRES
- \$15 Gas Spot Light and Search Light for Trucks at **\$9.60**
- \$7.50 New Tone Electric Horn **\$4.85**
- \$1.50 Jacks for only **95c**
- \$3.50 Jacks at only **\$2.65**
- \$2.25 Jacks at only **\$1.45**
- \$5 Truck Jacks at **\$3.75**
- Ford Cast Iron Brake Shoes, set **75c**
- Assorted Cotter Pins, 100 in box **15c**
- 75c Wind Shield Cleaners **39c**
- Ford Timer, reg. list price \$1.50, sale price only **75c**
- \$7.50 Silver Beam Spot Lights **\$5.45**

Hundreds, yes, thousands, of other wonderful bargains—entire stock marked in accordance with prices quoted above.

By a very fortunate purchase, we have obtained 2 carloads of the splendid Maxfer Attachment, which can make a truck of any used car. These regularly sell at \$350, but because we made a special purchase, we are able to sell them at this sale.

\$175.00

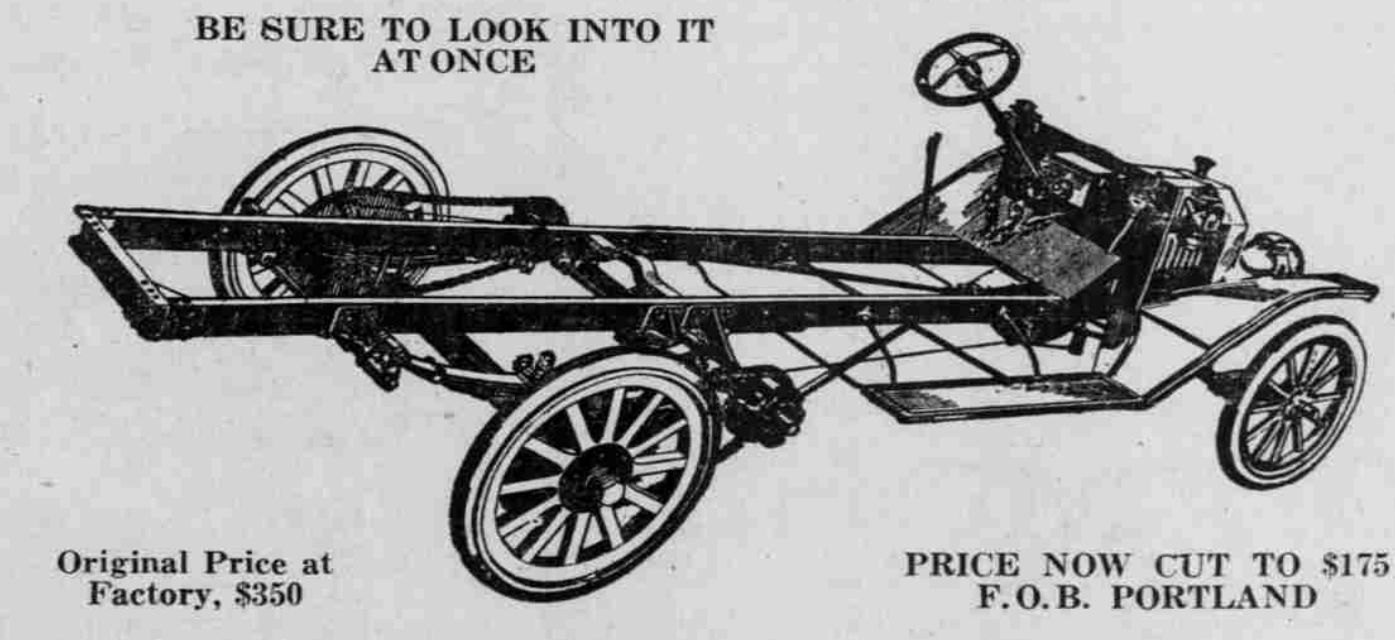
Make a Truck of any Make or Obsolete Model Passenger Car

If you want a truck for little money, you can make one without any trouble or delay—no matter what the make of your car—with the Maxfer Attachment. One-half of your truck is right at your door—get the other half in the form of a Maxfer Perfected Universal Attachment. It makes a perfect truck of Fords and can easily be adjusted to any make of car. There is not another attachment like the Maxfer on the market.

If you want a truck at a very small cost, the attachment we offer at this price will solve the problem.

Every car owner, every truck owner or any man interested in either car, truck attachment or trailer should make it a point to attend this great sale

SPECIFICATIONS.
Axle—Heat treated, 2½x1½ in. section.
Bearings—Roller, 4 on rear axle; rated for 7000-lb. load.
Brakes—2½x12 in. internal expanding on rear wheels.
Capacity—2000 lbs. in addition to body.
Chains—Baldwin, ½ in. roller, ¾ in. wide, 1 in. pitch; guaranteed for 4000-lb. load.
Frame—4 in. steel channel, heavily reinforced in four places.
Gear Ratio—7:1 to 1 on high speed; 15:1 on low speed.
Loading Space—9 to 11 feet back of driver's seat; 4 to 6 feet wide, according to body.
Radius Rods—Special analysis, heavy steel, adjustable.
Springs—Side Springs, 42 in. half elliptic, 10 leaves; relief spring 22 in. special, 6 leaves.
Sprockets—Baldwin special analysis steel, heat treated.
Tires—32x½ in. solid standard equipment; 32x4 in. special equipment. Any standard make.
Tread—Standard, 56 in. front and rear, 80 in. when specified.
Weight—Chassis, including Ford car, 2100 lbs.
Wheelbase—125 in.
Wheels—Artillery type, 2 in. spokes, second growth hickory guaranteed.



Thousands of Wonderful Bargains

SALE STARTS TOMORROW

Monday, Jan. 12

Promptly at 9 A. M.

Entire Stock Going on Sale

THE DAVID HODES CO.

The Home of a Million Parts Corner Broadway and Flanders

NOTICE—Just 12 days of selling on this great sale, after which time we will be at our new location of parts, dismantling and auto wrecking, at 105-107 North Eleventh, near Flanders—THE HOME OF A MILLION PARTS