

FORD EXPANSION SHOWS FAITH IN BUSINESS FUTURE

Continuance of 1939 Increase Expected; Millions Spent in Plant Expansion.

By Edsel Ford (President the Ford Motor Company) Here in the Rouge plant in Dearborn we are in constant touch with the pulse beat of business through our branches and dealers in all sections of the United States.

In looking ahead we always consider both the immediate future, and what is even more important, the long run future. For 1940 the outlook is definitely favorable. From the branches and dealers we continue to receive evidence that business in general will be good throughout the country. Our retail sales of cars and trucks during 1939 were approximately 45 percent greater than the preceding year and indications point to a continuance of this increased pace as 1939 makes way for 1940.

Another encouraging indicator is that the number of used cars in the hands of our dealers is unusually low for this season of the year. So there is no used-car clog in the stream of new business. To meet current demands we are now producing about 5,000 cars and trucks a day. In addition we are beginning volume production of the new Ford tractor which is already coming off the line at the rate of 175 a day. We expect to double that figure during 1940.

So much for the immediate future. We have been looking far beyond 1940, however, in what we have planned and done in the Rouge plant in the past year. Ever since the Ford Motor company was organized in 1903 it has enthusiastically and unflinchingly believed in America and its future. As evidence of our faith may I point out that we have spent literally millions of dollars during 1938-1939 in substantially increasing the productive capacity of the Ford Rouge plant.

Make Own Steel Some of these millions have gone into our Open Hearth building. You see, we make right here at the Rouge much of the steel that goes into our cars. In order to assure an ever greater output of this product we are rebuilding our furnaces one by one and when in the near future all will be completed each will hold 180 tons of molten steel instead of 110 tons. Although we have done all this with the unshakable conviction that future business prospects warrant such added heavy investment, we also derive satisfaction in the knowledge that the spending of millions in a period that did not warrant it has provided work for an increased number of people, not only the numbers of engineers, bricklayers and other workers we employed here directly, but also the spread of employment necessary to manufacture the great quantities of materials.

New Press Shop I might also mention as further evidence of our faith in the future that we have built and equipped a new press shop, where we shape steel into body parts.

The best obtainable tools and dies are a prime requisite to car manufacture. I am happy to say that our new tool and die building was completed in 1939. It is a quarter of a mile long, and at present approximately 2,000 toolmakers are employed in it.

We have also added during the past year the half-million dollar drive-away garage, which will enable us to put 800 cars under cover during the brief period required for headlight testing, water testing, radio testing and shipping.

To our power station, which supplies electricity to the entire Rouge plant, we added a new turbo-generator.

We have always realized here that steady employment, rather than peaks and valleys, takes a vast amount of worry off one's mind. It is also better for the national economy. So in Dearborn we shall continue to spare no effort to hold fluctuations of employment down to the lowest possible point.

Closing time for Too Late to Classify Ads is 1:30 p. m.

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ADVISER—Brig. Gen. Walter Kilner (above), U. S. army air corps retired, was named by F.D.R. to National Advisory Committee for Aeronautics, succeeding Charles Lindbergh.

INVITE FARMERS TO FREE MOVIES AT HUBBARD-WRAY

Final details of the annual Hubbard-Wray free show to be held tomorrow at their building, 29 North Riverside, were nearing completion, according to an announcement made today by Tom Wray.

"Joel Gentry in Hollywood," the feature attraction of the show, will be augmented with four other interesting and instructive talking pictures:

"Making Tractor History," an interesting picture on the development of the farm tractor. "Horses and Mules for Sale," a picture that points the way to the elimination of animal power on the farm. "A Short Cut Through Harvest," an educational picture on the ability of the combine to save time, hard work, grain and money on both large and small farms, and a short newsreel on "What's New in Farm Equipment."

In addition, special interesting implement exhibits featured with John Deere tractors and farm equipment and "Caterpillar" tractors will be on display. At noon, a free lunch will be served to Hubbard-Wray's farm guests, the tasty meal being prepared by Four-H Club Leaders' association, Mr. Wray said. A cordial invitation has been extended to all farmers, their families and persons interested in farming, to attend the popular farmer day program.

Weather
Northern California: Cloudy or partly cloudy tonight and Wednesday; rain extreme north portion tonight; local valley fogs Wednesday morning; decreasing southwest wind off the coast.

Sewers and sewage are receiving increased attention in Germany. Sewage sludge is being used for fertilizer on farm lands. Scientists are interested in sewer gas as a motor fuel.

Young Mothers! Do What Your Mother Did About COUGHING COLDS

3 Out of 5 Mothers Use This Home-Proved Treatment

You are right to worry when a cold strikes your family. You should take steps, at once, to relieve the misery and suffering. But you want to be sure that what you do is really helpful. You don't want to take needless risks. Now here is what most mothers do. They use Vicks VapoRub. Since 1893 Vicks and their doctors have studied ways to treat the distressing symptoms

MINES OF ALASKA PRODUCE LESS IN YEAR JUST ENDED

Decrease of \$3,700,000 Reported in Mineral Production Compared With 1938

Washington, Jan. 2.—(AP)—Mineral production in 1939 in Alaska had a value of \$24,888,000, a decrease of \$3,700,000 compared to the preceding year.

The Geological Survey, announcing preliminary figures today, said great copper-silver mines which, in the previous year produced nearly \$3,000,000 worth of copper, were not in operation in 1939 but "results as a whole were good, and encourage the belief in the continuing high rate of output of minerals from the territory." Production in 1938, it pointed out, was fourth highest in the history of the territory. The total worth of minerals produced since 1880 the survey set at \$800,000,000.

Gold production was second highest in value in history with only 1938 topping, by \$270,000, the \$22,900,000 worth produced in 1939. Before 1934, gold brought \$20.67 an ounce compared to \$35 an ounce after that date. The survey said on a quantity basis this year's production had been exceeded not only in 1938 but in each year from 1905 to 1937 inclusive. Gold produced in the territory since 1880 was said to be worth \$535,557,000.

BLISTER RUST IS WORST DISEASE

Washington, Jan. 2.—(AP)—White Pine blister rust is damaging American forests to an extent greater than any other forest disease, fire, or, in some districts, commercial logging. Secretary Wallace said yesterday. The disease has been checked in northeastern states but is still out of hand in the west. A total of 2,288,251 acres of federal lands in national forests is being treated but more than 1,500,000 additional acres are in need of attention, he said.

White Pine beetles killed nearly as much Ponderosa pine as was cut and 15 times as much as was burned from 1931 to 1935 in Oregon and Washington, Wallace said.

New Year Chill
Tillamook, Ore., Jan. 2.—(AP)—Henry Spiess, hotel clerk, and Charles Isaacson, stage driver, started the new year by taking a plunge in the chilly Pacific surf off Rockaway yesterday. They have been swimming daily since December 18.

To Shanghai Command
Shanghai, Jan. 2.—(AP)—Col. Dewitt Peck arrived today on the liner President Coolidge to take command of the Fourth regiment here, largest United States marine corps force overseas.

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