

FORD COMPANY REAL OPTIMISTIC

Automobile Industry's Plans Upset Theory of Calamity Howler

By C. A. BROWNELL
OF Ford Motor Co.

It is very peculiar, this human nature of ours, because 90 per cent of the men and women are very quick to see the clouds of trouble and to miss the bright sunshine of pleasure. Let a rumor emanate from an insane asylum that there is going to be a failure of the crops, and the multitudes commence to mourn right away. Seems as if people like to be in trouble.

And so it is that there has spread over this country an almost universal belief that we had to have a financial panic, we must have a commercial depression, we were due for a period of hard times, hades was to pay and no pitch hot. Rumor upon rumor of a shortage in crops, shortage in mechanical production, shortage in labor, in fact, it seemed as if the whole world was going to be so dog gone short that it was liable to drop into a hole and disappear.

CONSIDER AMERICA. But let us just take America. Never in our history has there been so much money, real, honest-to-goodness cash, in the United States as there is today.

This country has been growing in wealth by leaps and bounds, because we have the best educated people in the world, the most moral people, the most humane people, people with more initiative than obtains among any other peoples on the earth. Then we have a country whose unlimited natural resources represent wealth untold.

We were coming to the mastery of the wealth of the world before the war. For instance, in 1913 this country produced \$14,000,000,000 more than it consumed. Then the war came on and production was hurried until in 1917 we produced \$15,900,000,000 more than we consumed.

LARGEST IN HISTORY. Then in 1919 our production was the largest in the history of the country. We produced more goods than we did in 1917, and we had an export market for everything we produced, and all we sold brought the money to America—it's here.

Take this statement by John Fletcher, vice president of the First National Bank of Chicago: "The United States is far and away the

Silver Anniversary Reached In History of Motor Vehicle

This month marks the silver anniversary in the life of the automobile.

It was on Sept. 15, 1895, that George B. Selden, a young attorney of Rochester, N. Y., obtained the first patent for the internal combustion engine as applied to the propulsion of a vehicle. With it came other patents—all to Selden—safeguarding to him the production of this motor and its combination with a clutch, gears and other mechanism, by which the motor drove the propelling wheels. And these included means for throwing the clutch in and out and for adjusting the gearing.

In this same month, September, 1895, there were on file in Washington more than 500 applications for patents on automobiles, according to the National Automobile Chamber of Commerce. But the fundamental patents were those to Selden, and on these for many years, were based the claims for every successful motor vehicle in the country.

FORD LEADS BATTLE. The wording of the claims covering the essential parts of the automobile even up to the present time, were so

richest country in the world. The aggregate deposits of its banks are billions more than the combined deposits of all the banks in the world outside of the United States. We have more actual cash than any other nation in the world. Honest business has obtained an almost unbelievable supremacy in trade.

Now with this vast accumulation of money, how can we have a financial depression; how can we have hard times? Impossible!

There was naturally a reconstruction period which must follow after a world conflict. After our own civil war of 1861-65 we were ten years passing through what was called the reconstruction period, during which our country went down to fifty cents on the dollar.

We are going through the present reconstruction period inside of three years, and our money is at a premium the world over. Talk about hard times; talk about depression—nonsense!

Let us tell you that there is one hundred years of intense prosperity right at the doors of the people of the United States. We won't have men and women enough to manufacture all that is necessary to meet the demand. We are producing more today than ever before in practically every line unless it be shipbuilding, and that will come back. We have millions of acres untilled. We have billions of lumber uncut. We have billions of gold, silver, copper and lead to be unearthed. Oil is being found in every state in the union. All the resources of the country are coming to the surface, and we are going to be the busiest people that humanity has ever known, and likewise the richest.

CENTER IN N. Y. The financial center of the world today is in New York. The center of civilization has passed from the old world to the new, and now rests with us. We are great. We don't want to boast, but we want to know our

strength and our power. If any band of bankers and politicians think they can hoodwink the American people, they have got to be mighty sharp, because the intelligence of the American people won't tolerate any speculative crisis. Honest business is too big in volume, too intense in value, for the American people to be sidetracked by the speculators and promoters.

Go to it—build and equip and prepare yourselves for a future rich in development, rich in production, rich in business and rich in profits.

SUCCESS IS HERE. Good wages; lot of work, the profiteer eliminated; cheerfulness, courage, optimism filling every nook and corner of America. Let there be no hesitancy—hang your banners on the outer walls and sound the trumpets of triumph—success is here.

The fiscal year of the Ford Motor company ended July 31, 1920, and in that year they made 595,560 cars and 50,008 Fordson tractors, which means an increase over last year's production by more than 29 per cent, and next year their plans are to make 1,250,000 cars and 250,000 tractors. Do you suppose that this company is guessing? Not for a minute. Other industries are the same. Get a hustle on. Talk prosperity and act prosperously. Keep busy and you can't help but enjoy prosperity. Spend your money—it's no good idle. Do your share and make the next century a golden era in which all humanity will be lifted up to a higher plane of productivity, comfort, happiness.

OILY SPARK PLUGS. If the spark plugs are constantly oiled, it indicates leaky piston rings, or it may be caused by the vacuum pumping oil. In this case, the vacuum produced when the engine is throttled down, draws up oil from the crankcase past the piston rings. It is a sign of an overloss of oil in the crankcase.

handed down making it unnecessary to obtain a license and pay royalty before manufacturing a new motor vehicle.

In spite of this litigation, automobile manufacture grew surprisingly. In 1899, Kamm and Bailey announced they would exhibit throughout the country a "horseless vehicle." By 1899, when the first figures were available, there were 5000 automobiles in the country. The annual production jumped from 2700 in that year to 11,000 four years later, and when litigation over the Selden patents finally ended in 1911, the annual production figure had climbed up to 210,000. From 1915 to 1916, it nearly doubled itself, and last year the total number of automobiles produced in this country amounted to 1,974,015.

There are now nearly 8,000,000 motor vehicles in the United States, and the production of new cars is moving ahead so fast that it is predicted the country's automobile registration at the beginning of 1921 will have passed the 10,000,000 mark. These are being manufactured at some 400 factories, of which 131 produce passenger vehicles.

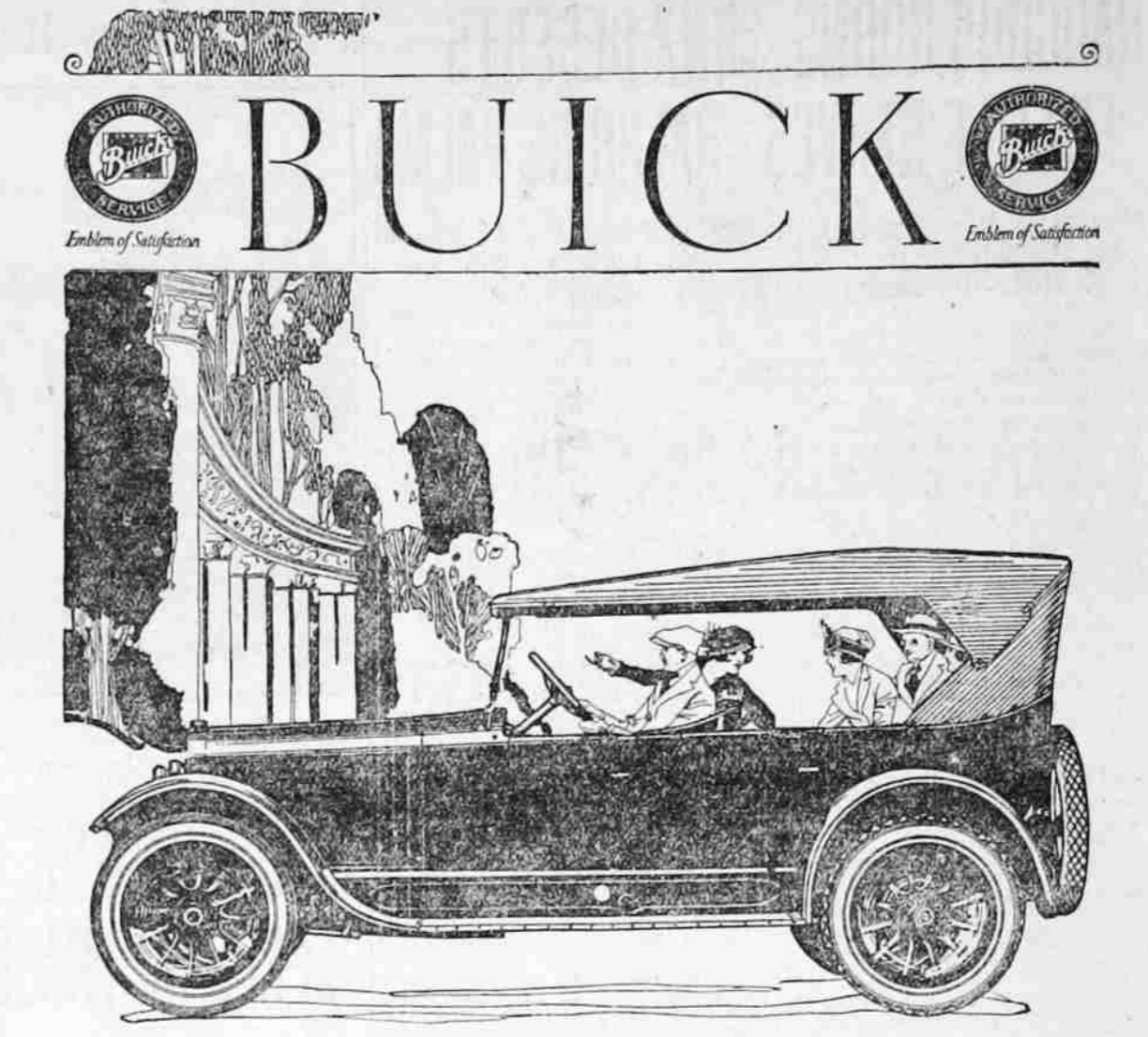
BRAKE RELINING METHOD CLEARED

Average Amateur Is Equal to Job If He Attacks in Right Manner

A good many car owners seem to feel doubtful about their ability to care for the braking systems of their vehicles, especially as regards relining them after the bands have given evidence of needed replacement. There is no reason why any car-owner cannot relin his brakes if he attacks the job in the proper manner.

It is scarcely necessary to explain to the average car owner why brake linings wear out. When it is considered that on the composition used to line the brake drums practically the whole pressure of a vehicle weighing perhaps a ton and a half is suddenly impounded, while that great mass is traveling at considerable speed, the owner will not wonder at the compound's tendency to wear out.

In actual service, every time the brakes are applied the great pressure exerted on the linings causes them to compress a certain amount. It is because of this wear and compression that the brakes, if only one adjusted from time to time, the adjustments merely compensate for the change in thickness caused by wear and compression. A time comes when the band is so thin that no adjustment remains to compensate for the condition and then the brakes must be relined. Sometimes the metal band stretches a little,



STURDILY built—designed for power and dependability, possessing grace and beauty in every line—the new Buick Nineteen Twenty One series signally upholds the traditions that have made the name Buick a notable word in the automotive industry.

Two decades have more than justified the unwavering fidelity to the accepted engineering ideals to which Buick stands committed. The same rugged Valve-in-Head motor refined is a distinguishing feature of every model.

In appearance, the Buick Nineteen Twenty One series is notable for the harmonious blending of low, graceful body lines; in appointments, for those added refinements that so materially increase the pleasure and comfort of motoring.

In addition to the general features of the new models the Buick Five-Passenger Touring Car (Twenty One Forty Five) possesses a roominess of tonneau and new arrangement of seating that afford occupants the utmost in riding comfort. For the business man or his family; for the needs of city driving or country driving, this model excels because of its capacity for varied service.

Cheesman Automobile Co.

2566 Washington Ave. Phone 325

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Nash Trucks Are Backed by Service

Quick and dependable service for Nash Trucks by skilled mechanics is one feature of our fixed policy on truck service.

We believe there is no organization better qualified than ours to assure truck owners dependable and economical hauling service over a period of years.

Incidentally the list price of Nash Trucks is made possible only because of volume production with resultant low manufacturing overhead.



One-Ton Chassis . . \$1895
Two-Ton Chassis . . 2550
Nash Quad Chassis. 3250
Prices f. o. b. Kenosha

PACIFIC-NASH MOTOR CO.
2200 Washington Avenue, Ogden, Utah
434 Main Street, Salt Lake City, Utah

A PLEA FOR RECOGNITION

Product of brain and brawn, I fill man's primary need for transportation. I serve the interests of all professions. I am the inspiration of art and of letters. I stay indebted to me for the broadening influence of travel. I provide comfort and protection on his way. Woman realizes her independence through my offices. To youth, I mean the wholesome of the great outdoors, the poetry of motion and the romance of changing scenes. To age, I bring rejuvenation through diversions other than the hearthstone. I attend man at his birth. Throughout the span of life I am the cradle the saddle and the rocking chair. I am the bearer to the final place of rest. I am the new common carrier. I am the automobile—Chevrolet Re-View.

ONE CAUSE OF NOISE. The noise in the motor can often be reduced considerably by installing new adjusting screws in the valve lifters. These points are subjected to considerable wear and often wear down to such an extent that the valve timing is affected.

I increase the value of property. I bring the country within reach of the city dweller and bring the city to the doors of the country folk. To the farmer I have been a god-send. I save him time and labor. Through me he has improved his way of living. I have brought the town close to him. The manufacturer depends on me to carry merchandise from source to factory and on to the markets. I proclaim the wares of the merchant. I swell his profits. I serve the customer. I am the feet of the salesman, bearing him to greater service, to more and greater riches. I bring the physician in time to save the stricken. I keep his mind keen and

GAS ECONOMY with CHEVROLE-High-Power Motor

Like a stove the motor in an automobile consumes an amount of fuel in proportion to its size.

Did you know—that the motor in a Chevrolet model "Four-Ninety" is smaller than that in any other car made today?

This little motor, though, is wonderfully efficient. Five persons can get into a "Four-Ninety" touring car and be whisked away and over any hill as steep as Twenty-seventh street, without shifting gears. While the car is equipped with standard three-speed transmission, 98 per cent of all driving is done in high gear.

Twenty-five miles on a gallon of gas with a Chevrolet is not unusual.

The lowest priced, complete equipped high-powered car in the world is the Chevrolet "Four-Ninety," and it is the most economical.

You owe it to yourself to ask for a ride in a Chevrolet before choosing any other car in its class.

Ogden Motor Car Company

2345 HUDSON AVE.
HUDSON ESSEX CHEVROLET

CLEAN WITH KEROSENE

After the bands have been taken off the parts at the end of the axle should be cleaned with kerosene. Worn spots should be watched for. The brake bands and all parts removed should be cleaned and put in a box so that they will not get out of the way. The old lining is next removed by first cutting off the rivets that hold it in place. A sharp chisel must be employed to avoid injuring the band or the rivet holes. After the lining is removed the brake bands should be carefully cleaned, any burrs filed off, and it should be ascertained that the rivet holes are not out of shape. In case this latter condition exists, a drift may be inserted to make them round again.

In fitting the new lining a length of it should be laid on the band surface in such a way that it fits snugly, leaving slightly over an inch at the end. Cut the lining with a hack saw. To avoid measuring over again use this piece as a pattern by which to cut off the others. Next mark the lining so that holes may be drilled at proper places to accommodate the rivets. With the lining snugly in place on the band force an awl through each rivet hole and into the lining.

This operation is very important because if the holes are not accurately drilled the band will not fit closely, as it must if it is to do its work properly. After the holes are drilled in the lining they must be countersunk a little, so that the rivet heads will be beneath the lining surface. If the car owner cannot do the countersinking, any repair shop will do it at a small cost.

OFFICER STOPS SPEEDERS BY USE OF UNIQUE DEVICE

Athenian coppers have a rather unique method of getting and punishing speeders. The town cannot afford motorcycle cops so each one is equipped with a plank studded with nails. If he sees a car coming up the lane that shows every sign of not keeping the lawful pace, he throws his plank out on the road. If the car is speeding, its tires are punctured. If not, it can stop before it reaches the plank.

LOOSE FAN BELTS.

Did you ever look at your fan belt, when you found your engine overheating? A slipping belt means the fan is going at a slower speed and does little cooling for the engine. Tighten up the belt every once in a while, or ask a harness man to do it for you.