

AUTOMOBILES

CAR SHORTAGE HERE ALREADY

"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 Charles Boughner, of Boughner Bros. Garage, distributor for Hudson and Essex in this territory. Spring has come on us 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 amply bear out this statement. All the uncertainties about motor taxes and bad weather—all the handicaps of those lines of cars which deserve public patronage the spring rush is on.

Motorists who want prompt deliveries of popular cars should take notice. Various Causes "Now there are a number of causes of motor car shortages. One of the ways to bring about a shortage is to shut down the factories which make the cars. Some concerns have done that. But that isn't the reason for the shortage in Hudson and Essex. Probably the biggest spot in Detroit right now is the big Hudson-Essex plant, with many of its departments running two shifts and day and still others three shifts.

"It is generally all-around usefulness which the public demands in motor cars today. Nothing freakish is desired in body or chassis. The public asks for reliable transportation at the right standard of prices. Buying Combination "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.

to cut down a number of trees and build a 200 foot stretch of roadway road. They shot some delicious pheasants for lunch. For 25 miles the next day the car was hardly ever out of low gear as the journey was continually up-hill—sand hills, which made the going most difficult. Killing a zebra, walking five miles to hunt game only to find a solitary pelican, crossing more bridges and helping a sick man to go 100 miles to a doctor constituted the outstanding adventures during the remainder of the trip.

Always telephone your "Classified Ad" to the Economic before 1 o'clock, night of each week. Our number are 11 and 12. adv.3861.

25 Miles to the Gallon 58 Miles per Hour 5 to 25 Miles in 8 Seconds

Never before has there been an organization capable of producing at anywhere near the low Maxwell price such speed and power, economy and absence of vibration in a 4-cylinder car.

Chrysler engineers have combined with unprecedented smoothness a speed of 58 miles per hour and a flashing acceleration of 5 to 25 miles in 8 seconds.

They have engineered into this motor a gasoline economy of 25 miles to the gallon, and an upkeep economy which brings replacement and repair costs close to the zero mark.

We are eager to prove these Maxwell facts in a demonstration drive.

- Touring Car - \$ 895
- Club Coupe - 995
- Club Sedan - 1045
- Standard Four-Door Sedan \$1095
- Special Four-Door Sedan - 1245
- All prices f. o. b. Detroit, tax extra

We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan. Maxwell dealers and superior Maxwell service everywhere.

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129 W. MAPLE AVE. PHONE 674
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The New Good MAXWELL

DODGE BROTHERS TYPE-B SEDAN

Popular with women because the seats and springs are restful, and because the lines of the car have genuine distinction.

Popular with men because the body is all-steel, the finish Dodge Brothers enduring black enamel, the upholstery genuine leather—factors which make for long life at lower first and after cost.

Evans-Jackson Motor Co.
119 SOUTH WOODWARD AVE.
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Travel 2000 Miles Through An African Jungle In Chevrolet

Within a few months the fly tents and the cooking utensils will have been strapped on the car and that new species of traveler—the Auto Tourist—will be on his way to live in the open and see the hidden glories of this country as they are seen only in a gypsy kind of wandering.

If you chance to be one of them and think that there are many irksome duties connected with primitive living in the open, take to the tale of a 2,000 mile trip of Mr. and Mrs. I. Blake Jolly in the Broken Hill country of northern Rhodesia, Africa. Mr. Jolly is chief recruiting agent of the Rhodesia Broken Hill Development Company, Ltd., North Rhodesia, Africa.

Even the worst roads you may have encountered are veritable prairie paths of down compared to the bush country in the land of the tom-tom and the teetee-ty. The Jollies encountered every type of surface and adventure in their journey of more than two months.

At the time of this trip, the middle of last summer, the Chevrolet touring car they used was the only one in their country and the only car that ever successfully left Broken Hill and got safely through to Lake Tanganyika.

Food for two weeks had to be carried, beside complete cooking and sleeping equipment, while gasoline and extra food had to be sent on ahead by 40 carriers. In addition to the tremendous weight of equipment, four persons were carried in the car through "tracks cut" through the brush full of pits and holes.

The first day out the only road was a native foot-path, at times hardly visible and every few miles a dambo (plain) was encountered, which is very marshy ground with a bog in the middle and which becomes a veritable river in the rainy season. Often a native boy had to be sent ahead to reconnoiter and then the car was piloted through.

Though the diary of the trip contains more than 3,000 words, only the most interesting extracts will be taken.

On July 22, grass from six to seven feet high, intermingled with bushes, was encountered, to say nothing of ant hills and holes which shook the car to its very limit. The sub was so hot that the gasoline had to be completely covered by the equipment.

On the following day the car became stuck in a bog and it was necessary to send back for a dozen natives to push it out. It never rains but it pours, it is said, and next 12 feet elephant grass was encountered which filled the radiator with grass seed, so that it was necessary to stop every few miles and dislodge the seeds to prevent the motor from boiling. Later this same day, the party ran across a great bush fire—flames from horizon—and only avoided danger by hitting a large patch of ground where the grass had already been burned.

The next day the only thing exciting was meeting a jackal, a wild cat and python crossing their path and a group of baboon which the superstitious natives never kill for fear of bringing bad luck.

"The next day," writes Mrs. Jolly, "my husband went over the car which had extraordinary little the matter with it."

Mrs. Jolly explained in her diary that they often encountered great patches of burnt down timberland. The natives burn down miles of trees to fertilize the ground—a lazy way to prepare the ground instead of hoeing it.

A raft made of old gasoline cans ferried the Chevrolet across a river the next day. Two days later another river was encountered and the wheels of the car went through a bridge up to the axle and it took two hours to unhook the car and get across. About six miles farther the same day a second bridge was encountered, and the same strenuous exercise was needed to get the car out of the rotten timbers.

FORD PRODUCES NEARLY TWO MILLION TONS COAL

Ford coal mines in Kentucky and West Virginia last year produced 1,862,963 tons of coal, of which 1,444,536 tons were used at Ford Motor Company's plants. The 418,427 surplus tons over the company's requirements were sold to the public. More than half the output of the Ford coal mines was shipped to the River Rouge plant at Detroit. There, practically all of the coal went into

Announcement

We have moved to our new enlarged quarters located at

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Ford

Own a Car This Summer Enroll Now!

It soon will be a temptation to get out on the road in your own car. Many a time you will wish you had a Ford—a wish almost anyone can make come true through the Ford Weekly Purchase Plan.

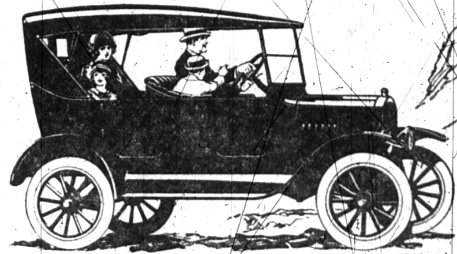
This plan was evolved to put car-buying on the simplest and easiest basis. Now no family need be handicapped for lack of a car; it may be paid for out of weekly earnings.

By enrolling now, you can have your car for summer use. Have a Ford Dealer explain the Weekly Purchase Plan in detail or write us direct.

- Runabout \$260
 - Coupe \$520
 - Tudor Sedan \$580
 - Forward Sedan \$660
- On open car demountable tires and starter are extra. All prices f. o. b. Detroit.

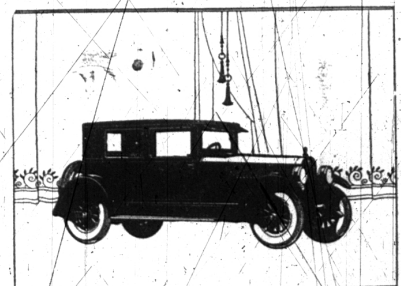
Ford Motor Company Detroit

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Hudson is not called "the World's Greatest Buy" for today alone. That is acknowledgment of ten years' constant refinement of a great car around the famous patented Super-Six principle. The largest production of 6-cylinder closed cars in the world give it unequalled value advantages.

All now know that higher price can buy no smoother performance than Hudson's. It cannot buy more brilliant results in pick-up, power or speed. It cannot buy greater reliability or endurance. At today's prices need you own a lesser car? Can a costlier car satisfy you more?

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