

**DECLARE STEEL TIE-UP
WILL NOT AFFECT FORD
MOTOR CAR PRODUCTION**

The steel strike will not curtail production of Ford or Fordsons, unless it lasts longer than three months. It is reported that the Ford Motor company has purchased and holds steel for at least three months manufacturing and possibly longer.

In Detroit and other automobile manufacturing centers other manufacturers are not so fortunate. Most manufacturers have been what is familiarly described as "living from hand to mouth." The strike catches them unprepared and their production must suffer if the strike is prolonged.

Parts makers will be seriously affected if the strike continues, while the auto manufacturers have bought in quantities to keep them ahead of the part manufactured have used up material as fast as it was received.

Advices from Detroit show that for the past month the Ford Motor company has been cleaning up all the material jobbers could supply. Those who at a late date went looking for steel found that the Ford and Fordson interests had collected all stock in sight.

The steel strike, of course, will make its influence felt on the auto trade, but it is believed that before the reserves of the Ford company run low, the belligerents will be discussing a truce.

Accessories have been scarce all summer and the scarcity of steel will further demoralize the accessory trade. Bumpers, tire carriers, etc., have been practically unobtainable for some months past.

Ford dealers who passed through the terrors of a winter of war alarms, the curtailment of cars, loss of labor

etc., will not be dismayed now at a little disagreement among steel workers. If the strike had to come dealers are glad that it happened after the buying season had ended.

The strike and scarcity of material will now give the people who have been declaring that cars are costing too much, something to talk about. All cars except the Ford have been given increases during the summer and fall. If prices fall now in the face of a material stringency, it will be strange, indeed.

If the strike should continue and meet with success, the auto factories would eventually close, but none is so pessimistic as to predict, which steel factories will be closed or operating under normal production.

**GET READY FOR WINTER
SAYS LOCAL BATTERY MAN**

Right at this time one just can't help thinking about some of the things we want to do before cold weather arrives.

At any rate we'll all soon be making preparations for winter weather. "Speaking of 'Preparation'", says Mr. Otto of the Evanston Exide Battery station, "It's the one word which tells every motorist to get busy and whip his car into shape for winter service or arrange for properly laying it up in storage."

"Whatever the decision regarding the car, there's one inconspicuous part that needs special attention."

"It's that little black box of power—the starting battery. That all-important battery which has a man's size job on its hands all the time."

Mr. Otto states that if you are going to use your car, give your battery a careful examination now. Make sure that it is able to meet the demands of strenuous winter service.

Cold weather makes the spinning of your motor more difficult, and consequently means harder work for your battery. Remember, too, that an undercharged or half-charged battery means insufficient battery service, as well as possible danger of freezing.

Mr. Otto has already made arrangements with a number of north shore motorists to care for their batteries during the winter while their cars are out of service.

**ROCK RIVER METHODISTS
EXCEED CENTENARY QUOTA**

Announcement was made at the Rock River Conference session on Friday, October 10, which was Centenary Day, that each of the five districts in the conference had reached its quota in the Methodist Centenary.

This does not mean that each church raised its quota, as many churches have gone beyond and put the district over. There is much work yet to be done which will make even a finer showing, and the churches are expected to carry this work on to completion. The Rock River Conference is the third conference in the Chicago area to reach its full quota. The first one to go over the top was the North Indiana, followed by the Central Swedish. The district includes all Methodist churches on the north shore.

Some of the Chicago districts had especially difficult problems in raising their quota, but the persistency with which all hands stood by the work and are still standing by it in many sections doubtless means a magnificent showing when the work is completed.

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features such as the Arrow side lights. The coach work, furnishings and color scheme are no less notable than the body modeling. Three colors are optional, Blue, Maroon and Brewster Green, with Spanish leather and velour to match.

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Mr. Lee has well expressed the ideals upon which this institution was founded.

It has been our ambition to convey by the printed word our aims and ideals truthfully.

In the merchandising of Battery Service we have sincerely endeavored to be absolutely fair—that our customers would return again and again.

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