Social News and Events of Cambridge

WPB SEES LACK OF MACHINERY PARTS IN 1944

High officials of the War Production Board say that ball bearings, gear, axle and transmission assemblies will have the featured roles in the "bottlenecks of 1944."

They will supplant equipment for aviation gasoline and synthetic rubber plants and ship machinery parts, which were 1943's major production headachs.

Informed sources say these factors have boomed demand: (1) Military trucks have had to take over the whole burden of frontline supply as the Nazis ibliterated railroads in their retreat; (2) requirements for amphibious landing equipment have been expanded in the light of 1943 experience; (3) domestic truck transport faces a breakdown without major replacements; (4) plane requirements, which compete with trucks and amphibious craft for similar or identical components, show no sign of diminishing.

Shortages of manpower facilities and materials—in that order—are the greatest threats to the components program, in the view of WPB executives.

The raw materials problem is least pressing. Scarcity of metals was the big bottleneck of 1941-42, but now there are surpluses of some metals, and supplies of all others are in sight for high-priority 1944 needs.

R. Lawrence Vaniman, Director of WPB's Automotive Division, is now in Detroit on a our of automotive production centers surveying facilities.

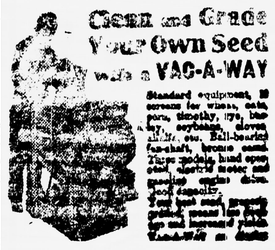
When WPB converted the automobile industry to war production in March, 1942, enough truck assembly lines were retained to fill military truck requirements as of 1942, plus a margin of safety. No such expansion of truck equipment as now seems necessary was envisioned.

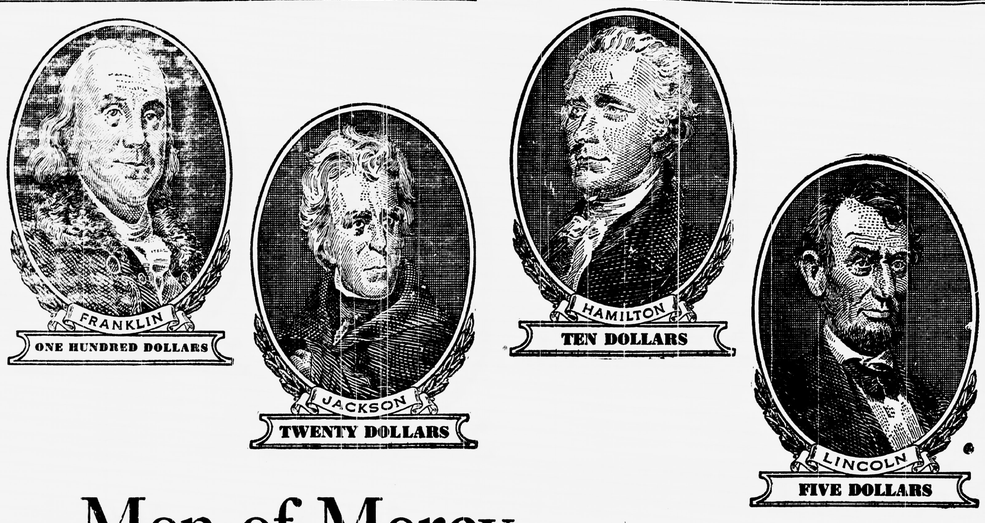
Combat experience has shown that every truck must have a full set of axle and transmission replacements, which doubles a production load already more than doubled by conversion from civilian to military trucks. Two-wheel-drive civilian trucks require only one transmission. Four, six and eight wheel drive military trucks require two, three or four transmission assemblies, plus 100 per cent replacements.

TO CONSIDER INCREASE OF SHOE PRODUCTION

The War Production Board today announced it would consider appeals from footwear manufacturers for permission to increase their production quotas of shoes for infants, children and misses.

Because supplies of these types are partcularly short, a twenty-fve per cent increase in quotas was authorized July 28. WPB said this eased the situation in part, but it was felt that further output should be allowed wherever possible.





Men of Mercy...

THESE were great Americans. They are gone...but through you their power is still great. You have some of these portraits in your purse or in your billfold. They hold the power to spread compassion and comfort throughout the world.

There are children to be clothed in Russia...broken spirits to be mended in Greece...prisoners to be cheered and comforted in barbed-wire enclosures.

There are needy neighbors right here at home to be helped—many of them indirect casualties of this war.

There are torpedoed seamen to be warmed and fed on the docks.

There are wounded lying on the plains of China who need medical supplies.

Take some of these bills from your pocket now. Then send as many of them as you can afford on an errand of great mercy...for war relief through the National War Fund.

When you give this month, to our community's war fund, you also give to the National War Fund. You give ONCE for ALL these agencies listed below. Your gift is divided in many ways...in proportion to the need! Some will go to the needy here in your own town. Some will go to relieve distress and sustain the morale of our allies. Some will go to provide the comforts and pleasures of home for our own troops, through the USO.

Look at the names of the agencies below. You have given to many of them before...small gifts perhaps when your heart was touched. Add up what you gave before...then double it. You cannot give too much. The need is so great.

Give ONCE for ALL these

USO
United Seamen's Service
War Prisoners Aid
Belgian War Relief Society
British War Relief Society
French Relief Fund
Friends of Luxembourg
Greek War Relief Association
Norwegian Relief
Polish War Relief
Queen Wilhelmina Fund
Russian War Relief
United China Relief
United Czechoslovak Relief
United Yugoslav Relief Fund
Refugee Relief Trustees
United States Committee for the Care of European Children

NATIONAL WAR FUND

There Is No Key To Our Front Door

We're Open for Business Day and Night

SERVICE is our middle name here at VIMPEP SERVICE STATIONS and twenty-four hours of every day you'll find us ready and anxious to SERVICE your automobile .... Whether your tires need checking or your car needs a complete over-haul job you'll find our facilities and our staff raring to go.

Our VIMPEP SERVICE STATION Staff is ready at your beck and call to render SUDDEN SERVICE at this "one-stop service center."

VIMPEP GASOLINE AND OIL

Don't take our word for it that VIMPEP Gasoline and Lubricating Oils give you the best service .... Give them a trial and prove it to yourself. Make that next tankful VIMPEP. You'll appreciate that PEP on the start .... PUNCH on the get-away and POWER on the hills.

AUTOMOTIVE REPAIR

In our repair department competent mechanics are prepared to handle every conceivable type of automotive repair work. From a new Spark Plug to a complete overhaul job, you'll find our workmanship dependable and our prices attractive.

BODY AND FENDER WORK

A complete body and fender repair shop is maintained at VIMPEP SERVICE STATIONS .... Competent craftsmen are equipped to handle any job, regardless of size .... There's a paint shop too—ready to dress up your car at a minimum of cost. We'll be pleased to quote you prices on body and fender work and automobile paint jobs also.

24 HOUR ROAD SERVICE

Raring to go is our big, modern, fully equipped road service truck and go it does twenty-four hours a day. Whether you need towing service or tire service a phone call to Cambridge 177 will bring us on the run.

WASHING AND GREASING

The latest style AERO Greasing Equipment and High Pressure Washing Equipment insures the best in workmanship at VIMPEP SERVICE STATIONS .... Operated on a twenty-four hour basis our service department will be pleased to wash and grease your automobile or truck at any time of day or night.

MOTOR ANALYSIS

At a cost of hundreds of dollars VIMPEP SERVICE STATIONS have recently installed a complete WEIDENHOFF Motor Analyzing Department. You'd be amazed at the careful check-up it gives your automobile's performance. Let us explain this new WEIDENHOFF test and its advantages.

VIMPEP Service Stations

"THE ONE-STOP SERVICE CENTER"

Twenty-Four Hour Service
MUIR STREET

Phone 177
CAMBRIDGE

In offices, factories, shipyards and workshops, *the pause that refreshes* with ice-cold Coca-Cola is a pleasant moment on the sunny side of things. This welcome drink is the way to turn to refreshment without turning from work. When you work refreshed, you do more work and better work.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

You trust its quality

FORD

"6" OR "8"

IN THESE UNUSUAL TIMES we invite you to inspect an unusual new car—new in its beauty, its comfort, its choice of two fine 90 horsepower engines, 6 cylinders or 8.

See it and you sense at once that here is new style that will *stay* good for years. On a lower, wider chassis, we have designed new long, low, wide and modern lines.

Interior treatment is entirely fresh, distinctive, pleasing. The beauty of this Ford will more than hold its own in any company.

Inside, the car is *big*—wide across the seats, generous in knee-room, leg-room, elbow-room.

On the road this year you find the "new Ford ride" still further advanced in its softness, quietness, steadiness and all-round comfort.

At the wheel, you will find driving easier than ever. Steering, gear-shifting, action of the big and sure hydraulic brakes have all been made smoother and easier.

In quality, the car is sound to the last detail. Defense requirements have all been met without a single reduction in the basic and lasting goodness of the Ford mechanically. Some new materials have replaced old ones, usually at a greater cost to us, *but in every case the new is equal to or better than the old.*

If your family needs a new car, go see and drive this Ford. *For what it is today and for what it will be through the years ahead, we believe that you will find in it more and better transportation for your money than you have ever found before.*

Ford NOW ON DISPLAY