

GREAT RUSH IS ON TO INCREASE OUTPUT

More Automobile Factories Enlarge Their Plants.

HUDSON PLANS FOR FUTURE

Hupmobile Makes Changes in New Model, Paige Adds to Capital, General Motors to Export.

DETROIT, Sept. 20.—The Hudson Motor Car company, like other similar high-class concerns, is far behind in its output considering the number of cars now being produced. At a recent meeting of the board of directors who

Hupmobile series "R-3" which are now being produced by the factory. There is an improved steering gear, new front axle, with Gurney ball bearings, improved lubrication of spring bolts, longer rear fenders, and new hub caps. The body changes include a higher and wider radiator, higher cowl, improved windshield and a higher back on the front seat.

Of all automobile manufacturing concerns the General Motors corporation has been particularly rapid in transition from war to peace. The concern is preparing to branch out into foreign fields on a large scale, according to those who are in close touch with the sales of the management.

Manufacture of cars by the corporation's subsidiaries has been on a large scale, and it is expected the report which it is rumored will be issued very shortly will show the six month's production to be about as follows: Chevrolet, 60,000; Buick, 54,000; Oakland, 23,000; Oldsmobile, 16,000; Cadillac 8200; Scripps-Booth, 4500, and G. M. C. trucks, 2500.

Reports are current in Detroit financial circles that Henry Ford and his son, Edsel B. Ford, will soon acquire complete ownership of the Ford Motor company by taking over the stock holdings of Mayor James Couzens, the only minority stockholder remaining in the corporation since the purchase by Edsel B. Ford early in July of the holdings of nine other stockholders.

EMPLOYEES HAVE SAY IN BIG GATES PLANT

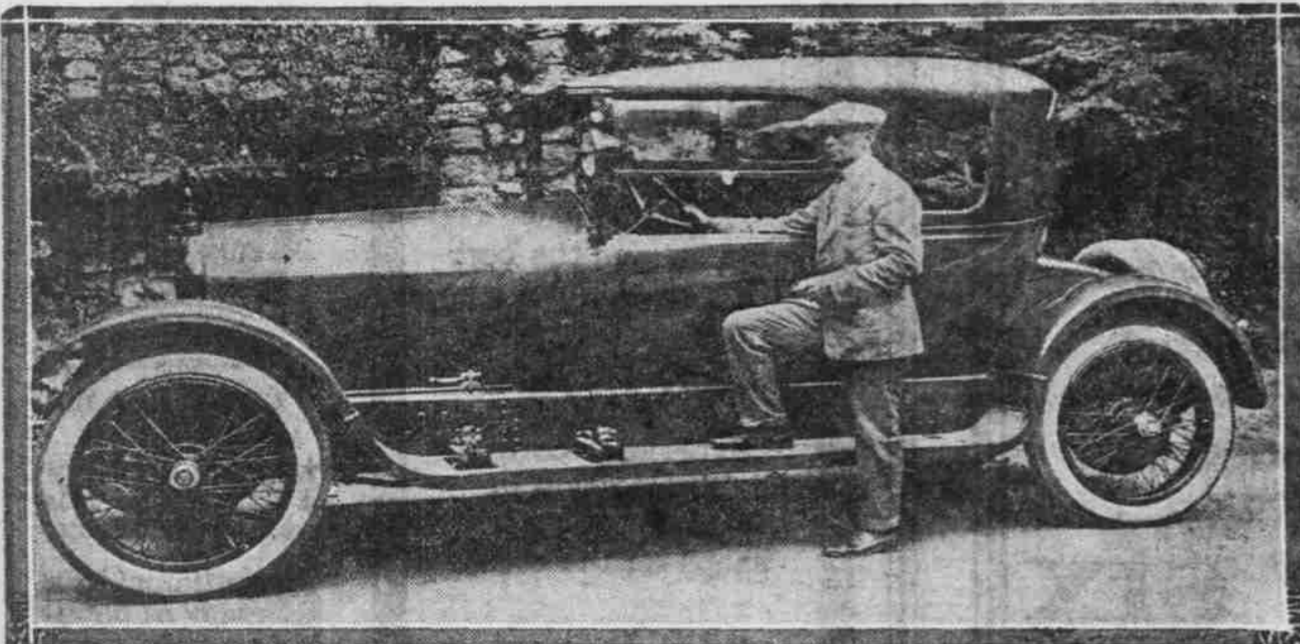
Employees' Council Governing Body at Factory.

REAL DEMOCRACY TRIED

Food, Fuel and Other Necessities All Furnished at Cost to Fortunate Workers.

DENVER, Colo., Sept. 20.—A factory founded and developed on the principles of industrial democracy and operated on the plans of the United States government is how Charles C. Gates, E. M. accounts for the phenomenal growth of

ONE WAY TO KEEP YOUR CAR YOUNG AND SPRIGHTLY.



SPECIAL TOP ON THIS 1917 MARMON, BELONGING TO FRANK MOORE OF WALLA WALLA, WASH., AND COAT OF PAINT MAKE IT LIKE BRAND-NEW CAR.

The photo shows how much can be added to the appearance of an automobile by such a top. When Mr. Moore drove his Marmon recently to San Francisco he had this special top put on it there at a cost of about \$400. One feature of the top, aside from its good looks, is the convenient convertible arrangement whereby at the touch of a finger it can be converted from open to closed car and vice versa. This is done by means of the front bioglass windows, which pull down in place or slide into the top by merely moving them up or down. The rear side windows are of plate glass and permanent. Mr. Moore bought this car through Ed Howe of the Northwest Auto company at the show here in 1917.

anticipated future needs they authorized the expenditure of \$2,500,000; \$1,000,000 of that sum to go for machinery and equipment the remainder for the acquisition of additional land and the erection of new buildings to care for the fast increasing business of the Hudson and Essex automobiles.

This action, however, was taken for future growth of the business, the present plant having proved its capacity to handle the production schedule for the current year.

The board of directors has also authorized the building of approximately 70,000 cars during the next fiscal year. A steel and concrete structure containing more than 125,000 feet of manufacturing space will be devoted entirely to the building of the Essex cars, more than doubling the present capacity. It will be in operation early in October of the present year.

Production Grows Fast. Meanwhile the present record-breaking production is constantly increasing and will in all probability continue to increase and although now over sold by many thousand cars, it is, the directors announce, essential to keep that way as the first step in preparation for the most prosperous fall business in the history of the company.

Finding it necessary to increase their production facilities, the Hupp Motor company has purchased a tract of land adjoining their present plant, to be utilized in increased production. This will give the company an additional nine acres.

During the first half of the present year the Hupp company manufactured and shipped 9125 automobiles, which was 2000 more than during the same period of 1918. The orders now on hand number several thousand although the company found it necessary, beginning the first of the present month, to increase the price of their touring cars from \$1335 to \$1450. The sedan's price, marked \$2185, experienced no increase. Eighteen thousand or more is the number of Hupp automobiles the company expects to produce this year.

Several changes are noted in the new

transaction were met with a flat denial from Mayor James Couzens while from Edsel B. Ford a statement that he had nothing to say.

For the stock held by Mayor Couzens amounting to 2180 shares, it is said, the shares were purchased, which was reported in excess of \$27,000,000 on the same basis of valuation as that on which the shares of the other minority stockholders were purchased, which was reported at \$12,500 a share or a total valuation of \$26,000,000 for the entire 20,000 shares of the company's capital stock, the shares having par value of \$100.

Paige Increases Capital. Eastern financial interests according to the reports are credited with having arranged the deal, and in this connection, it is said, arrangements for the purchase of Mayor Couzens stock in the Ford company were made at the same time the holdings of the minority stockholders were acquired, but for some reason consummation of the purchase in his case was deferred.

Prior to the purchase of the minority stock Henry Ford's holdings were said to be 1000 shares and those of Edsel B. Ford 300 shares while one share was held by Frank L. Klingensmith, the secretary of the corporation.

An increase of \$1,500,000 in the capitalization of the Paige-Detroit Motor Car company was approved at a meeting of stockholders the past week, giving the company a total capitalization of \$5,000,000. The new stock, which is all preferred, will be offered for subscription to stockholders pro rata of their present holdings, the proceeds to be used in developing new plant facilities.

Harry M. Jewett, president of the company, declares the schedule calls for 25,000 cars this year. Up to July the company has been operating on a basis of 15,000 cars and trucks for the year. The additional 10,000 is practically all in passenger cars.

Capitalization now stands at \$2,000,000 common and \$3,000,000 preferred.

Don't tamper with motor vehicles; misdemeanor.

the big rubber plant of which he is head and founder. Without industrial democracy, says Mr. Gates, it would have been impossible for the Gates Rubber company to have achieved the results that have made it the biggest industry of the kind west of the Mississippi river.

Starting six years ago as a two-man shop doing business in one small room and fighting against what rivals predicted were losing odds, the Gates plant today is a factory of 16 units, covering acres of ground, employing almost 2000 men and women and doing a business of approximately \$10,000,000 a year.

No industry in the history of the

2000 MOTORISTS TO GRAB OTHER MOTORISTS.

The Illinois secretary of state, Louis L. Emmerson, has outlined a plan for better enforcement of traffic laws and regulations. He says 2000 motorists will be commissioned by him as special investigators, with no compensation, to report all violators immediately to the local authorities. They are not required to report to the secretary of state, as he has no police power. A book of instructions has been issued to each appointee.

west has shown more rapid development. In fact, the Gates business has grown so fast that it has been almost impossible for the company's superintendent of construction to keep pace in his building operations.

Construction crews are now working on two steel-reinforced concrete buildings which it is planned to have in full operation before the end of September; and before these are occupied excavation work will have started for additional factory units.

How It Works Out.

The idea of industrial democracy, which has made this expansion programme possible, has developed into a real operating partnership between employer and employee, rather than a system of mere co-operation. Under the Gates plan, employees assist the management in all issues pertaining to working conditions, wages, education and social relationship.

An employees' council, composed of workers from every department of the factory, directs the operation of the employer-employee partnership plan. This council supervises the purchase and distribution of food, fuel and other necessities of life to employees at actual wholesale cost, the company furnishing the money to carry on the work and buy these goods in quantity. In instance of wage disputes or complaints of working conditions the employees' council also acts as a court.

Besides the council, there are several interhouse clubs and social organizations, a meeting place for which is furnished free by the company.

One of the partnership ideas put in operation in the infancy of the Gates plant is a roof garden and cafeteria on top of one of the factory units. This is conducted under direction of a committee of employees. Here a noon meal is served at actual cost, music is furnished by a factory orchestra, and part of the dining room floor is left open for dancing. Once each week those patronizing the roof garden cafeteria engage in a choral service under the direction of John C. Wilcox, Denver municipal chorister.

Free Night Schools.

A factory dance and dinner is given on the roof garden every Friday night. For employees who desire to improve their education, the company conducts night schools, paying the instructors and making no charge for tuition, books and material. At each session of the Gates girls' club, instructions are given in millinery, dressmaking, manicuring, hairdressing and other topics of interest to the women employees. Here again the company pays the instructors and furnishes material with which the young women work.

One feature of the Gates idea of industrial democracy that has attracted national-wide attention is the practice of giving employees two daily recesses of 15 minutes each at 10 A. M. and 3 P. M. During the cool season the entire office force makes use of these rest periods for outdoor calisthenics, conducted under direction of a trained physical culture expert employed by the company.

"The success of every modern business," says Mr. Gates, "depends upon a

triple partnership of employer, employee and consumer. Recognition of this principle at the inception of the Gates factory is largely responsible for the success of our business.

"We have taken our employees and our consumers into full confidence regarding our products and business methods. We have endeavored to make every member of the Gates factory family feel he or she had a deeper interest than the mere matter of daily wages. We have given them a voice in the actual conduct of business and in the forming of business policy. And under this plan our business has prospered and, we believe, will continue to prosper."

Several other big industries of the west have already adopted all or part of the Gates plan of industrial democracy.

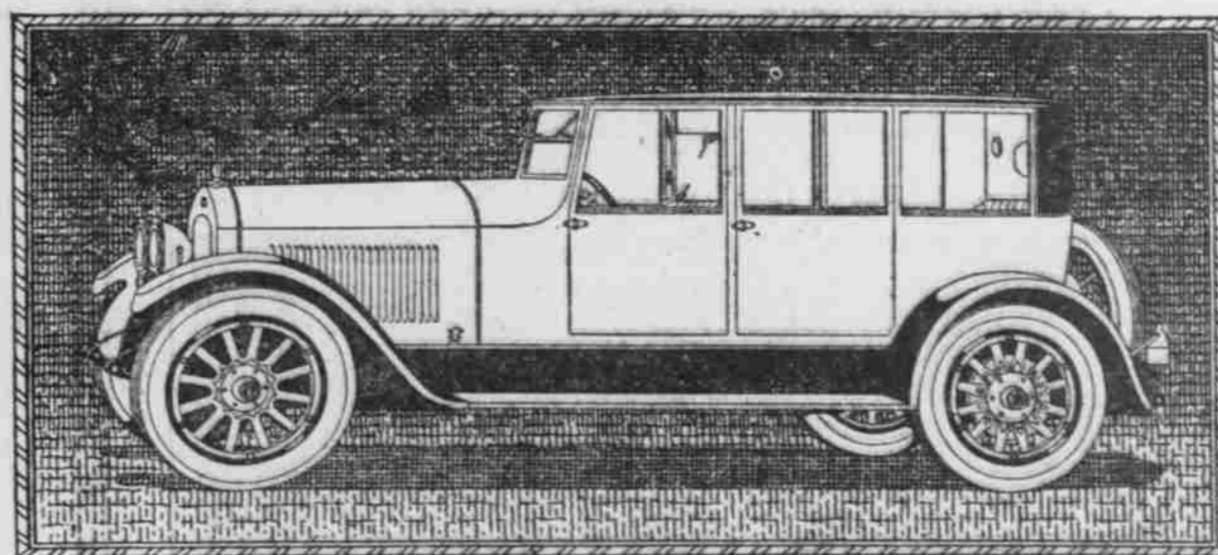
Ammeter Trouble.

When the ammeter shows a rate of charge or discharge very much higher than usual it may be accepted as an indication that there is a cross somewhere, that the battery is not getting the current intended for it.

There's a Touch of Tomorrow

in All That Cole Does Today

The Individuality of Cole's Advanced Designs Is an Inspiration



A Future Note in Present-Day Creations

WE DREAD the monotony of the commonplace. We seek, always, the thrill of the new and the original. To satisfy this desire the Cole Aero-EIGHT is dedicated.

The aim of its builders has been to be first in design—to lead the way to future improvements.

In a never ending succession of achievements the Cole has changed staid tendencies and quickened the pulse of motordom to faster progress.

Coming as a distinct departure, the Aero-EIGHT has struck a chord of broad appeal.

Individuality has been its dominant note. Originality has found expression in its classic contour and in every detail of its mechanical construction.

For ten years the Cole Company has been planning ahead—for five years it has concentrated its efforts exclusively on the development of the eight-cylinder motor car.

In the Aero-EIGHT—striking in personality, sound in principle—the experience and effort of these years find expression.

A climax in a career devoted to creating the new, it has come as the herald of an advanced vogue in motor car design.

Refreshingly New Conceptions

THE Cole Aero-EIGHT has a captivating charm and freshness about it. It is like a glimpse into the future.

As gifted mechanically as it is radiant in beauty, it adds a note of futurity to present-day standards of automobile building.

Possessed of a fund of reserve power, which gives it lightning acceleration and smooth action at all speeds; endowed with tenacious road-adherence; delivering 15,000 miles on tires and correspondingly remarkable economy in the use of gasoline, the Aero-EIGHT is a marvel of mechanical efficiency, comfort and utility, as well as the criterion of advanced design.

Flush panel construction is presented for the first time in the new Aero-EIGHT all-season cars.

They rival the open models in their spirit and style, offering a combination of restful ease and finished artistry which is instantly appealing.

The careful blending of colors, the richness of fabrics, the correctness of fittings are the work of master craftsmen.

There are six new creations in the line of Cole Aero-EIGHT all-season equipages. For whatever purpose an enclosed car is desired, there is a Cole Aero-EIGHT which answers the requirements completely.

Prompt Deliveries Assured—Prices Guaranteed Against Reduction in 1919

Cole Motor Car Company, Indianapolis, U.S.A.

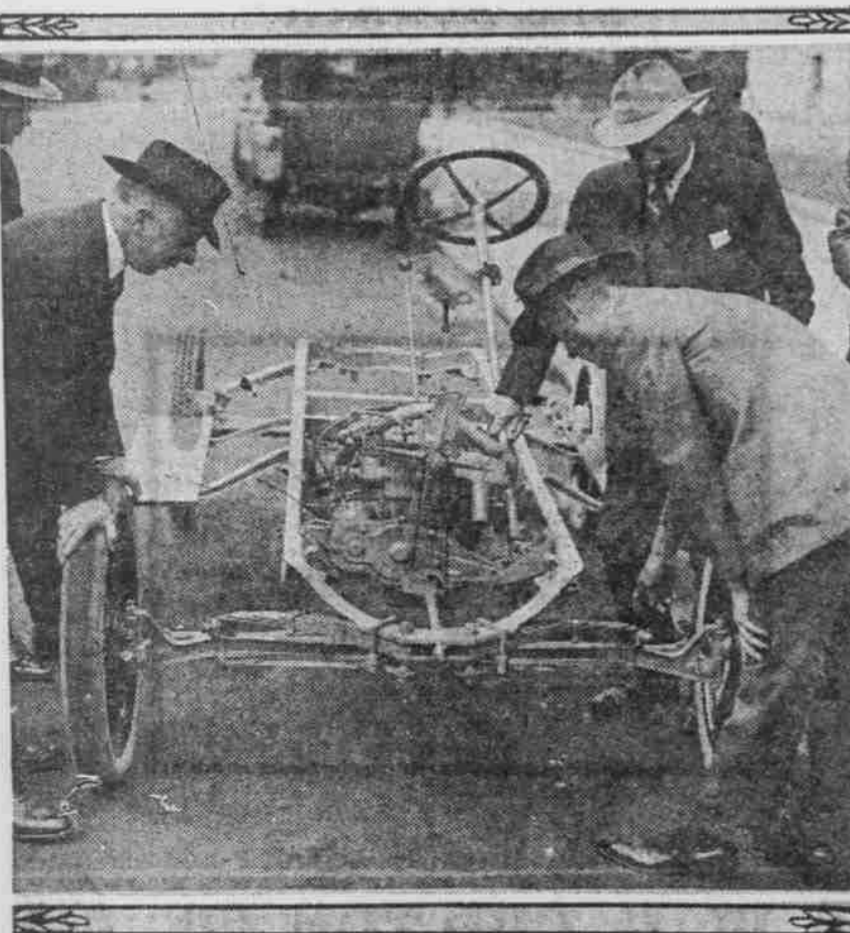
Creators of Advanced Motor Cars

NORTHWEST AUTO CO.

"The Line Complete"
ALDER AT EIGHTEENTH

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IN THIS PICTURE YOU SEE THE CHASSIS OF THE NEW OVERLAND MODEL FOUR.



IT IS ONE OF THE MOST REMARKABLE CHASSIS EVER MADE.

Note particularly the three-point suspension cantilever springs in front and rear. This is an entirely new idea in automobile spring suspension, worked out for the first time in this remarkable new Overland car by Willys-Overland engineers. It is these springs that place the new Model Four Overland car in the same easy-riding class as automobiles costing many times as much. Before they were adopted they were put through the most severe tests that could be devised, and test cars equipped with them were sent out on cross-continent tours, so that every minor fault might be discovered and corrected before quantity production started. This little car has been in process of making for two years. Though with a wheelbase of only 100 inches, its unique spring suspension gives it a spring base of 136 inches.

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