

COMPANY HELPS TO "SWAT" THE HIGH COST OF LIVING



Firestone restaurant at Akron, Ohio.

Helping its nearly 5000 employees to "swat" the high-cost-of-living bugaboo, the Firestone Tire and Rubber company has established across the street from its Akron tire plant, a restaurant where meals are served at cost. Breakfast, dinner, supper, and a meal at midnight are served and when the clock registers "time to eat," day or night, the restaurant is stormed by an army of men.

The serving of meals began in September. Before that, the employees had to depend for their food on the not very good restaurants in the neighborhood of the factory. Exorbitant prices were charged in those places and it was soon seen that the men must have some relief. After thoroughly investigating restaurants maintained by factories in various industrial centers, the Firestone company planned an eating house which combined the good points of all. On the first day 200 men were served in 15 minutes.

TEST TOUR THROUGH GREAT WEST CAUSES ENTHUSIASTIC WORDS

Roads Surprisingly Good, and Transcontinental Trips Likely to Become Popular.

Indianapolis, Oct. 25.—Tanned to a glowing brown, feeling as fine and strong as the cub beer that road with them, the Cole transcontinental teststers came back home. Fifteen states and the province of British Columbia, a consuming enthusiasm over the west and a speedometer reading of 8800 miles, told the story of the three months test trip. There was a long line of cars and a big crowd of friends to meet the returning trio at Plainfield, about 15 miles from the city limits. A parade through the business district and an informal reception at the Columbia club marked the conclusion of the most remarkable test trip ever attempted. For the moment Indianapolis' automobile world is discussing nothing but this trip of Charles S. Crawford, chief engineer, H. C. Bradford, field advertising manager and Lew Pettibohn,

chief tester, of the Cole Motor Car company. Since the motoring populace is intent with plans for a through transcontinental highway, it is only natural that Chief Engineer Crawford should be an enthusiastic disciple of good roads. While he is more or less inclined to laud the work of the Cole "six," every time a group of interested auditors gather around him he immediately launches into a discussion of the possibilities of transcontinental touring. Crawford predicts that within three years there will

WHY

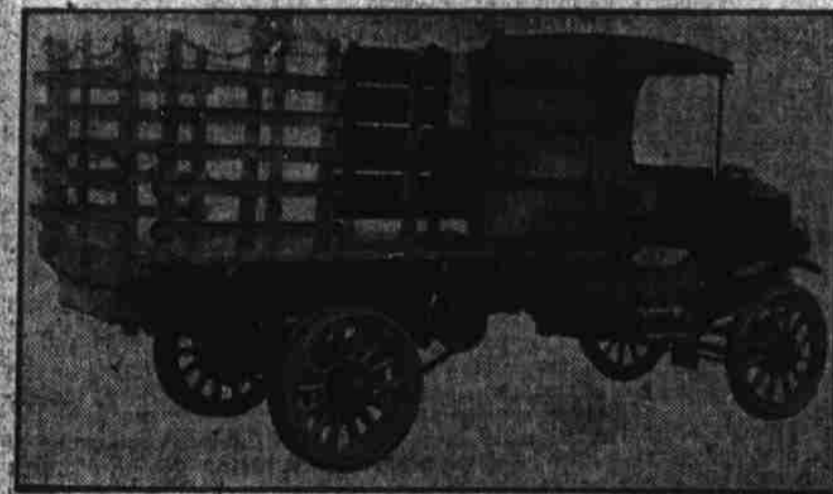
Throw your scrap rubber away when you can sell it direct to a wholesale dealer and get the highest market price. Nothing too large or small for us to handle. Phone us and our man will call and buy what you have.

J. LEVE

Wholesale dealer in scrap rubber, metal and cast iron. Office and metal place 186 Columbia St. Phone Main 5198. Rubber warehouse 307 Front St. Iron yard S. E. corner Water and Mill Sts. We are positively the largest dealers in scrap rubber in Oregon.

REO 2-TON TRUCK

\$1825 F. O. B. Portland



Great Reduction in Price

A Real Sensation for All Truck-Users

More Strength, Less Weight and Price \$1000 Less Than Any Other 2-Ton Truck

We Carry Your Paper — \$600 Down, Balance \$100 a Month.

The Dawn of a Better Business Day for Truck Users—Write Us for Agencies—We Are Factory Distributors for Oregon and Southern Washington

C. L. BOSS & CO.

615-617 WASHINGTON STREET, PORTLAND, OR.

be an improved highway from New York to the Pacific coast. He also has a vision of a steady caravan of motor cars crossing the continent to visit all parts of the Pacific coast when the world's fair is on in San Francisco.

Roads Surprisingly Good. "I got the surprise of my life," was the opening report of Crawford. "Heretofore I believed that western roads were quite impossible for pleasant touring. Now I have the correct information. The roads are far ahead of what I passed. I cannot recall any part of the trip that was particularly bad. Of course, one does not want to start across the United States and expect to find a continuous road of macadam, brick or asphalt, but if a man has any reasonable conception of what good country roads ought to be, he will not be disappointed in this trip to the Pacific coast. The best explanation of road conditions that I can give is to refer the skeptic to the report of the dismantling of the Cole test car in San Francisco after it had crossed the continent. There was no appreciable sign of wear on any part of the car. This proves in itself that a good automobile can make the cross country run without any injury, and if we could accomplish this, with days of severe testing—bumping roads and hills on which to strain our car—and much harder work than an owner would give his car, it is easy to appreciate how easily and pleasantly the trip can be made when the motorist is out for nothing but pleasure."

Westward Travel Heavier. When he declares that transcontinental touring is due for pronounced development in the next year or two, Crawford does not assume the robes of the prophet. He is just speaking from experience, he says. While on his 8800-mile trip he met a great number of east-

erners going west and westerners going east. "I cannot begin to enumerate," said Crawford, "all the fine roads we found. But I could tell you in a very minute the real bad roads we were forced to go over. Aside from the detours we made for the purpose of testing, there wasn't 500 of the 8800 miles that you could really call bad, and part of the 'bad' stretches were caused by rain." In the three months that Chief Engineer Crawford was on the road with the test car, he has learned so much that he has decided to publish in book form the results of this trip. The book will contain data concerning transcontinental touring from the automobile engineer's view point. It will be distributed among all motor car owners, particularly those interested in transcontinental touring.

GERMAN MEN SEEKING TO BECOME INTERESTING

Berlin, Oct. 25.—On the theory that the average German woman prefers an interesting man to a handsome one, a new industry is springing up in various German towns. One firm advertises thus: "How can you become interesting? Only by using our ointment, which will give you a wavy, spiritual look." Another concern is reported to be doing a flourishing business providing imitation scars, such as decorate the cheeks of university students who indulge in student dueling. The firm advertises that it will produce the scars "without pain or interruption to business." Close resemblance to the real thing is guaranteed in the advertisements.

BUILDING OF PANAMA CANAL IS TRIUMPHANT ACHIEVEMENT

(Continued From Page One.)

In case of serious illness the employee was given hospital care and free medical attendance and nursing. In his rest hours the man at work for the government in Panama had a social club with billiard tables, a club house, the bowling alleys, the pool and billiard tables. Even the club superintendent and the club stewards were on the federal payroll.

Churches were provided by the government, and the preachers were paid as a part of the government expense. Children of the men employed in canal work had free schools and free school supplies.

BACK of this plan of making the laborer more than a human machine was a master mind.

It was not until Colonel George W. Goethals was sent to the isthmus to become chief engineer and chairman of the isthmian commission that the enterprise began to assume its real measure of success.

It was his idea to get an organization of tremendous force to work in which each individual would be bent on giving to the government the very best that was in him. Recognition of the laborer's right to be considered a man was Goethals' master stroke.

Goethals has accomplished more for the elevation of the status of the laborer than can easily be understood. His achievement at Panama, doing more work in less time and better than ever before done, has impressed a lesson

upon the labor contractors, the superintendents and foremen all over the world. In his first speech on arrival at the isthmus, Colonel Goethals said he wanted no settling on the Zone; that no man would be judged by the statutes that he gave, but rather, by the work that he did. "Panama," he said, "is a new city, and from that day has never worn it on the work."

Next Colonel Goethals made a rule that every man at work in Panama should live in Panama. He then moved into a house on the brink of the Culebra cut, where he could look down on the construction train, the steam shovels, the drill machines, the manifold machinery of that vast undertaking.

Labor Problems Decided. Asked to recognize the unions and sign contracts, Colonel Goethals peremptorily refused. He said the men were not there to fight one another, but to fight the Culebra slides and the Chagres river. Besides, it was not a private enterprise for profit, but a government project, for the good of the world. He raised the scale of wages paid, but forbade strikes. The first workmen who attempted to act in concert in demanding an increase were discharged immediately.

Foremen were ordered to cease swearing at the men under them, and this rule was rigidly enforced. Officials who had carriages while others had none were suddenly told to walk.

Colonel Goethals, who will go down in history as the builder of the canal and the one man without whom it is possible such stupendous success could have been obtained, was born in Brook-

lyn, near the old Talmage church, 15 years ago. His ancestors were Irish-Americans, his grandfather a doctor. His father was an poet that the boy at 11 years was at work running errands for a broker and going to school at the same time. He started at \$3 a week, and kept the job until he earned \$15, and all the time managed to keep up with his classes, and well ahead, so that he got an appointment to West Point on merit in a competitive examination.

After years as an army engineer, Goethals was transferred to a station under Colonel Merrill at Cincinnati.

"The most unfortunate thing for you," said Merrill, "is that you are a lieutenant."

"I am here to learn," answered Goethals, and he started out as a cadet. From then on with Goethals it was drill. He rose rapidly, and built dikes, dams, jetties and canals in the tropics during the Spanish war, all the time preparing for his master work, the construction of the great waterway between the Atlantic and Pacific.

Says Father Is Banker

Eugene, Or., Oct. 25.—A young man giving the name of Ernest Bowen and declaring that he is the son of A. H. Bowen, a banker of Noblesville, Ind., is in jail here, charged with the theft of a purse at a local restaurant. Bowen was arrested in company with two other men and all of them are being held for investigation.

Baggage Transfer Service Co. Main 120. ALL THAT THE NAME IMPLIES.



Electrically Started Electrically Lighted Seven-Passenger

\$1575

No Other "Six" in the World Near this Price

The new Studebaker "SIX" stands absolutely alone and apart in the entire field of six-cylinder cars. At its price of \$1575—less by hundreds than the price of any other "Six"—it brings you vastly more than the operative advantages of the "Six." It brings you these advantages, emphasized and enhanced because this "SIX" is not only a manufactured "SIX," but a Studebaker-manufactured "SIX."

Carries Seven in Comfort

It brings you passenger capacity for seven. It brings you the manifest advantages of electric lighting and starting through a two-unit system that has proved itself on thousands of Studebaker cars. You have never before been able to buy such a car at \$1575. Today you cannot find such another car, at this price, in the entire world.

Six Thousand Manufacturing Operations

How completely the Studebaker "SIX" is the product of the great Studebaker plants you will realize when you know that its construction requires more than 6000 manufacturing operations. We build its motor, from the raw iron and steel, down through the numerous processes of casting, machining, grinding and assembling to the finished product. We build its full-floating rear axle; stamp the light though tremendously strong housing from the sheet steel; we forge, cut and machine the axle and transmission gears. Throughout the rear axle and transmission, and in the front wheels we use 13 Timken roller bearings for quiet, easy running.

Economical of Fuel and Tires

In fuel consumption we believe the "SIX" will match, if not surpass, the economy of any car of equal horsepower. Its motor size is 3 1/2 x 5 inches. It is economical because, in spite of its 123-inch wheelbase it is light, and easy on its 34 x 4-inch tires; yet it is wonderfully strong. It is generously roomy and richly upholstered, and carries its seven passengers in utmost comfort. In design and line, the "SIX" acknowledges no greater beauty and grace.

Separate Electrical Units

The starting and lighting system is the Wagner two-unit, starting motor and generator separate. Lamps are Gray & Davis' highest quality, parabolic type. In short, the "SIX" lacks nothing in style, beauty or comfort.



Electrically Started Electrically Lighted Five-Passenger

\$1050

This "FOUR" the Final Word Among Four-Cylinder Cars

This Studebaker "FOUR" has been developed from our experience in building 110,000 "FOURS." Its price, \$1050, represents the outside limit you should pay for a "Four"; because no "Four" can give you more, in actual value or performance, than this one does. So its price is right. Its capacity is right. Its power is right. It is the right type—the last word among four-cylinder cars.

A Powerful Long-Stroke Motor

Nothing that we can say here will give you an adequate idea of the power possibilities of this car—or of the things of which it is actually capable. The motor presents the latest approved engineering practice—cylinders cast in bloc, valves enclosed, exhaust and intake manifolds integral. The intake is very short and direct, placing the carburetor in a most advantageous position. In fuel, both oil and gasoline, it will give long mileage. Thirteen Timken bearings reduce friction and wear to the minimum at every point in the transmission and rear axle and in front wheel hubs.

A Car Pleasing to the Eye

The "FOUR" presents the beautiful continuous stream-line effects, with hood sloped upward to a deep cowl. Running boards are clean and free, with foot plates of aluminum. The gasoline supply is under the cowl, giving a short, direct gravity feed to the carburetor. Its rear axle is of the full-floating type, and completely accessible. The rear springs are full-elliptic, very long and easy, and with the lower member suspended beneath the axle.

Electric Lighting and Starting

It has left hand steering and center control. The electrical starting and lighting equipment is the Wagner two-unit system—two units for greater efficiency and greater dependability. Headlights are Gray & Davis' best quality parabolic lamps. The windshield is of new design, ventilating, clear vision and rain vision.

Most Modern and Complete Equipment

Rims are detachable, demountable, with one extra rim and tire carriers at the rear. Studebaker-lifty curtains are always ready for quick lowering from within the car. The dash equipment includes illuminated speedometer, oil feed and electric current indicator. Electric horn, robe rail, tools and tool box are also furnished with the "FOUR." The car can now be seen at the Studebaker store, and a demonstration arranged.

"Buy It Because It's a Studebaker"

Not because of the price mark; but because of the trade mark.

Not because of the good looks; but because of the good name.

Not because of the outside; but because of the inside.

OREGON MOTOR CAR CO.

58-60 North Twenty-third Street

- A. N. Allen.....Ridgefield, Wash.
- Allen & Riggs.....Grants Pass
- Burgett Bros.....Albany
- S. E. Crane & Son.....Woodburn
- C. B. Cannon.....Roseburg
- Col. Auto & Mach. Co.....Hood River
- John Hermans.....Forest Grove
- Ivie & Payne.....Sheridan
- J. A. Lamb & Co.....Coquille
- Medford Garage.....Medford
- Frank L. Miller.....Aurora
- C. J. Moss.....Vancouver, Wash.
- Pac. Highway Garage.....Oregon City
- M. A. Richard.....Corvallis
- Ringrose & Keyt.....McMinnville
- W. L. Soehrens.....Dallas
- So. Oregon Auto Co.....Klamath Falls
- Sweet & Drain.....Eugene
- Vick Bros.....Salem
- Walther-Williams.....The Dalles
- Ross & Brown.....La Grande
- Ross & Brown.....Pendleton

Studebaker, Detroit, Mich.

