OAKLAND PLANT TO SCHOOL EMPLOYES

Foremen in All Departments Take Advantage of Unusual Opportunity

To maintain a standard of quality manufacturing at the highest possible peak, the Okland Motor Car company this last week has established a permanent department for foremanship training—a pioneering development among large industrial institutions.

The eighty-one fotemen who have elected to take the evening course have been divided into two classes, one meeting on Tuesday and one on Wednesday evenings of each week.

The course is divided into two sections, each to continue for 10 weeks, the first deals with practical foremanship and the second with management in the factory.

G. L. Gardiner, an authority on production management and author of two books on this subject, "Practical Foremanship," and "Management in the Factory," is in charge of the courses. Mr. Gardiner was formerly manager of the Chevrolet assembly plants at Janesville, Wis., and for three years conducted the extension courses in industrial management for the University of Wisconsin.

The first section deals with such subjects as handling men, breaking in new men, selecting men for jobs and industrial good will and stresses the human element in roduction. The second section gives a bird's eye view of the whole scheme of management, because it is believed a foreman cannot function at his highest effieciency unless he also understands the work of the co-related departments.

During the working days, Mr. Gardner spends his time in the Oakland factories, showing the practical application of the subjects covered in the course. He states that the course particularly emphasizes a manager's point of view making each department realize that he is the actual head of a large division of a business concern, the success or failure of which depends almost entirely upon him.

A. . Glancy, president and general manager and A. J. Brandt, works manager, addressed the first gathering of foremen. Mr. Glancy pointed out that more foremen are likely to fail through lack of information than through lack o ability and that the course is intended for the definite purpose o fully informing Oakland oremen of the standards of manufacturing which the management has set up for quality.

In addition to the classes for foremen, classes will also be conducted for promising workmen who have been recomended as potential foremen, in order that promotions may be made from within the ranks. Already 61 men have enrolled for these classes.

RADIO CHATS WITH Powel Crosley Jr.

THE progress of civilization has been characterized by an endless race between transportation and communication.

In 1807 when Robert Fulton sailed up the Hudson in the "Clermont" and first successfully demonstrated the practicability of the steamboat, an age of transportation supremacy was ushered in. The development of the steam railroad, the first successful American trials of which took place in 1831 in South Carline, added to this supremacy. But when Morse built his first telegraph line from Baltimore to Washington in 1844 and when Bell introduced his telephone in its first practical working form, the pendulum swung the other way and communication became the wonder of the age.

IT was not long, however, before the horseless carriage took its place among the necessities of life, and all eyes were directed toward the new marvel. The experiments of the Wright Brothers and others in conquering the air caught the public fancy, and transportation became the live issue. But quiet influences were at work which were destined to cause a greater change in American life in a shorter time than had any of these previous factors.

In 1922 the clock was withdrawn from developments that had been slowly going on, and the public raised aloft the banner of the newest achievement in communication—radio. A million radio fans were made overnight. People listened, read, talked about radio. With this new development, communication has once more come into its own.

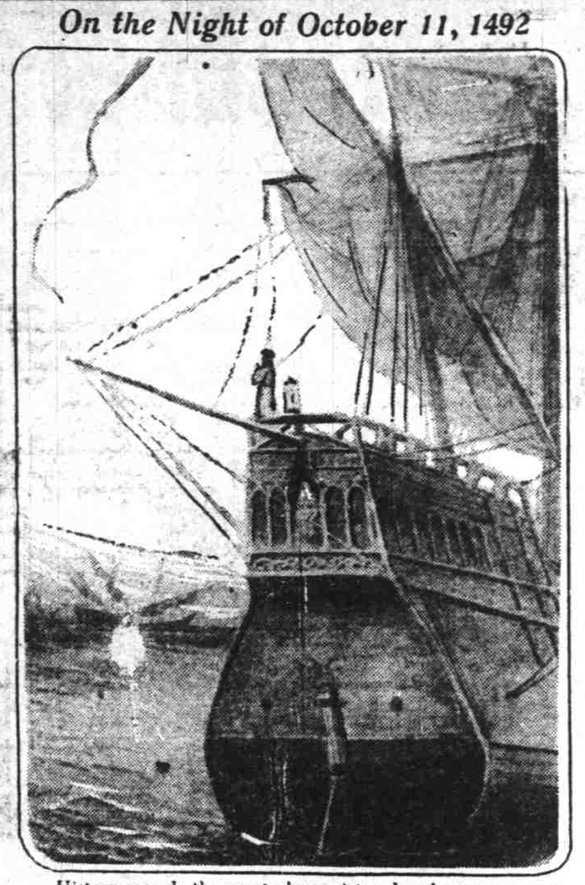
WLW Program Director

Louis John Johnen has been engaged for the new position of Program Director of the Crosley WLW super-power broadcasting station. He will alternate with William Stoess, Studio Director, in introducing the artists and numbers to the radio audience.

Before coming to Cincinnati, Johnen was an announcer on the staff of WCBS, New York City. He is a graduate of the University of Cincinnati and a Phi Beta Kappa man.

In addition to his broadcasting duties, Johnen teaches voice in the Cincinnati Conservatory of Music. He sings baritone and was in the Opera Company of Cincinnati for four years. The radio audience will hear him in several song recitals throughout the year.

On the Night of October 11, 1492



History records the event above pictured as happening on the night of October 11, 1492. Christopher Columbus, beset by mutinous crews, and himself wavering in faith, stands at the stern of the Santa Maria, his two other vessels in the distance, praying for the success of his adventure. On the following day the weary adventurers sighted land.

NEW RECORD MADE IN CAR SHIPMENTS

Studebaker Company Has Already Passed Mark Set During Last Year

At 3 o'clock on the afternoon of September 28, shipment of motor cars from the Studebaker factories passed the entire shipments made by Studebaker in the year of 1924.

This record sale was made possible by three factors of manufacture which have kept the factories running at capacity and overtime during the entire summer through September and into October.

The three factors, as set forth by officials of the corporation, are:

1. One-profit production—$60,000,000 invested in plants and equipment for the manufacture of all the vital parts of the car.

2. Uunit-built construction—all the aforementioned vital parts being designed, engineered, and manufactured by one concern for each other, they function as a unit; no sacrifice of engineeding, designing or constructing need be made to fit one part to another.

3. The conmpany's adoption of the policy of not bringing out new yearly models has stabilized the value of Studebaker cars. The company has been building a large volume of reserve mileage into its cars, yet this was wasted each year when new models depreciated the existing cars by 40 per cent. The purchase of a car now becomes a permanent investment in transportation not merely an annual outlay for style.

With three full months to go, Studebaker's 1925 sales are well on the way to establishing a new annual sales record.

NO FANCY WORK

Surgeon (to patient who has just been hit by an automobile): "I'll sew up that scalp wound for you for $25."

Patient: "Gee, Doc, I just want plain sewing—not hemstiching."—Buffalo Motorist.

SELF ADJUSTING

Criticism will not help discourteous drivers. The help comes automatically when two of them meet at high speed on a narrow road.—Indianapolis News.

CHEVROLET PLANT BREAKS OLD MARK

Greatest Production in September; Demand for Cars Greatest in Months

DETROIT, Mich., Oct. 17.—The Chevrolet Motor company built 55,865 motor cars and trucks during September, a new record for that month and only 378 fewer than the highest production month in the history of the company.

Ordinarily sales and consequently production are expected to decrease during the latter part of the year. However, the demand for Chevrolet cars which has held production at high figures throughout the year continues undimi'ished. As a result the schedule for the present month contemplates the building of more than 54,500 cars and trucks.

August deliveries to dealers in the United States alone were 41,500, an August record. This figure is exclusive of the thousands of cars shipped to foreign countries. During September deliveries in the United States increased to approximately 44,500, placing September second only to April and May of this year and exceeding the domestic deliveries for June, July and August respectively.

"I am proud of these records for two reasons," said Charles F. Barth, vice president in charge of production.

"My first reason is that since March the Chevrolet production has remained consistently at 50,000 or more without the usual seasonable fluctuations. This indicates that the automobile industry is becoming stabilized upon a regular year-round demand.

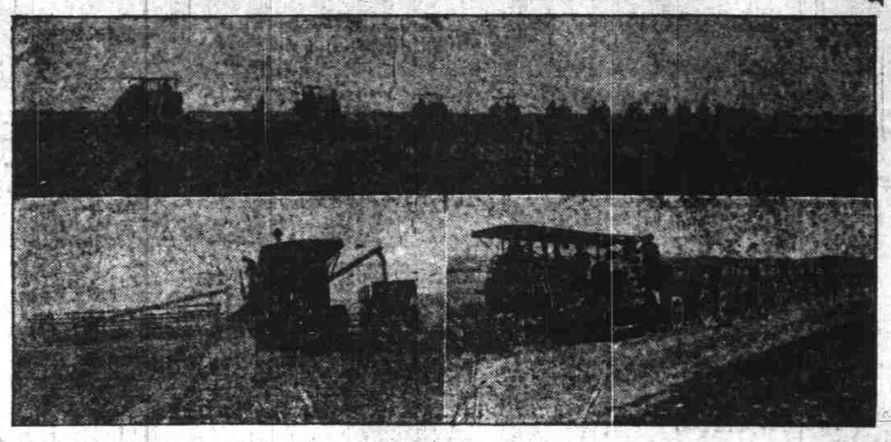
"My second reason is that the September production proved conclusively the loyalty and capacity of the Chevrolet manufacturing organization. Unceasing demand for cars from the Chevrolet dealers made it necessary early in September to increase the September production schedule nearly 7,000, th new schedule calling for 53,163 cars and trucks. A production increase of that magnitude is a severe test of any manufacturing organization. The sales department would have desired us to increase the production schedule even more sharply. The results exceeded our highest expectations. The loyal workers in the Chevrolet factories, most of them veterans who are proud of their jobs and proud of their product, responded to a man. They came through with the record September production of 55,865 which was 2,700 more cars than we had asked for even under the revised schedule."

FORD'S CANADIAN PLANT BUILDS 400 CARS DAILY

Ford Motor company of Canada, Ford, Ont., across the river from Detroit, is turning out 400 cars a day, establishing a new production peak. There are 5,000 employees on the payroll. The greatest number ever employed.

Automotive engineers are now generally agreed that it is just as essential to proper engine operation to install new spark plugs every 10,000 miles as it is to change oil at regular intervals.

Montana Has World's Largest Wheat Farm



CHICAGO.—A cut of man's labor in the wheat fields from 130 million days to 7 million days has taken place when the last wheat crop of this country is compared with the same wheat harvest had it been produced before the day of the reaper, according the Research Department of the National Association of Farm Equipment Manufacturers.

Here are scenes from the famous ranch operated by Thomas D. Campbell of Hardin, Montana. It is the greatest wheat farm in the world—110,000 acres under cultivation with 90,000 acres more in reserve for future breaking. One of his crops passed the 500,000-bushel mark, 250 men and modern machines doing the work. Each man is equipped to earn the $250 paid in cash and board with a bonus at the end of the season. A tractor pulls a plow, a disc, a seeder and a drag harrow, breaking the land and seeding it at one operation that covers 30 acres a day with but 2 men on the operation.

Another operation used hookups 60 feet of drills behind a tractor, 2 men again handling the operation that seeds 150 acres a day. A discing hookup covers a 50-foot strip and 120 acres a day with two men.

With 14 tractors following each other, 640 acres were plowed and packed each day without a stop for mechanical trouble, according to Mr. Campbell recently. The harvesting of the wheat is done by two ways, the combine thresher-header averaging 50 acres a day with 3 men involved, and the binder operation with each tractor pulling six 8-foot binders at a speed of 3 miles per hour and covering 120 acres a day. The shock loader is used when the binders are operated, these doing the work of 10 men and 20 horses.

By harvesting flax by combine harvesters from windrows, the cost is reduced from 18 to 6 cents a bushel.

In marketing the grain, good roads play a big part. Tractors pull 8 to 16 wagons each string carrying 1,000 or 2,000 bushels of wheat to the elevator 40 miles away. Deep wells furnish water for hot and cold shower baths, laundry, cooking and drinking.

OVERLAND SEDAN IS GIVEN POWER TEST

Model 91 Standard Sedan Pulls Big Trailer With Ease in Power Test

A novel power test was recently staged in Toledo which effectively demonstrated the pulling power of the engine in the Overland Standard sedan which has recently reduced in price.

A complete moving picture unit, belonging to a well known film company from Hollywood, stopped in Toledo to take photographs of the Willys-Overland factry. A special built truck towed a heavy trailer weighing 7½ tons in its trip across the continent.

An Overland standard sedan, just off the assemlbly line, was attached to the trailer by a heavy chain. Four men occupied the sedan, while two attaches of the film unit remained in the truck to operate the heavy emergency brakes. The chain tautened, and slowly the 17,000 pound trailer started down the street, towing it several hundred yards in high gear. After the rest was over, an official of the film company declared: "I would have wagered $100 to nothing that that car would not have budged that big load."

The test was the more remarkable because of its taking place on a hot day with the four huge wheels of the trailer sinking deep into the soft asphalt street. It was out of these ruts that the standard sedan pulled the huge van while hundreds of spectators looked on in amazement.

New Thousands Won by Improved Jewett

Jewett Coach

Unquestionably the finest Jewett ever produced. Months ago our sales jumped to a new high peak. Jewett Coach did it!

With even greater success the improved Jewett Coach has captured the country all over again.

August sales mounted to 131% over August sales of last year. September again more than doubled.

Easily explained. Jewett Coach offers a combination of quality—performance—riding ease—roominess—never before available at such a price.

Here is substantial day-in and day-out performance that settles its own arguments. Performance that's respected wherever motor cars are known. That's a matter of record and reputation.

Fine quality is your first and lasting impression. For in smart coloring and artistry in design Jewett Coach in outer appearance bespeaks inherent quality.

And we have added length. Amazing new riding ease is the result.

Come to our showroom today for definite facts of this car's outstanding value. Surely you want to see and drive the car that more than doubled our business. (627-2)

Now $1245

New lower prices on all improved Jewett models as follows: Coach $1245, De Luxe Touring $1320, De Luxe Coach $1400, De Luxe Roadster $1500, De Luxe Sedan $1680. Prices f.o.b. Detroit, tax extra. Paige-hydraulic 4-wheel brakes at slight extra cost

Always Making Them Finer

Harry M. Jewett

PAIGE JEWETT

TRUMM MOTOR CAR CO.

349 North Commercial Street Telephone 959

RADIO WET BATTERY CHARGERS

$9.75 —to— $18.50

We carry a complete line of low priced 'A' and 'B' Batteries.

E. H. BURRELL

Battery and Electrical Service

236 North High Street—Phone 203

ATWATER KENT RADIO

Larger than ten football fields

HERE IS the factory that stands behind our recommendation of Atwater Kent Sets and Radio Speakers. It covers more ground than ten football fields or sixty-four baseball diamonds.

It was built large to meet the demand for Atwater Kent Radio and because this company is in Radio to *stay*.

Eventually, many radio manufacturers may disappear. The survivors will be those who have the soundest product and know their business.

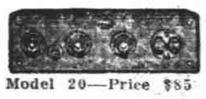
Look at this picture. And then remember that the Atwater Kent Manufacturing Company is building receiving sets and radio speakers with the skill and precision learned in twenty-five years' construction of fine electrical instruments.

On WWJ *tonight!*

The Atwater Kent Radio Artists are on the air tonight—and every Thursday night—at 9 o'clock Eastern Standard Time. We think so much of this good program of good music that it is broadcast over all these stations:

WEAF *New York* WCAE *Pittsburgh*
WJAR *Providence* WGR *Buffalo*
WEEI *Boston* WWJ *Detroit*
WFI *Philadelphia* WOC *Davenport*
WSAI *Cincinnati*
WCCO *Minneapolis - St. Paul*

Hear it tonight and you will agree that no finer program goes on the air any hour of the week.



Model 20—Price $85

Model M Radio Speakers $13 to $24

Model 10—Price $85 without tubes

Model 20 Compact Price $85.00

Model L Radio Speaker $18.00

Model 24—Price $105

VICK BROS.

HIGH STREET AT TRADE