

### WASTE REDUCTION IN AUTO INDUSTRY

#### LEADING IN EFFICIENCY

#### Elimination of Unnecessary and Expensive Operations and Economy in Use of Time Are Factors

(By H. Clifford Brokaw, technical adviser of the New York City West Side Y. M. C. A. Automobile school.)  
The war on waste which is going on in industry and the accomplishments in this field to which President Coolidge referred in his recent address to Congress finds its most outstanding results in the manufacture and distribution of automobiles. This industry is proud of its accomplishments and has been complimented in figures recently produced by Mr. Herbert Hoover of the U. S. Department of Commerce.

One of the most conspicuous causes of waste elimination appears to be the ability of workers to accomplish more in the same amount of time than heretofore. The workers also receive more pay than formerly because of the fact that they accomplish more. The increase in wages in numerous industries has been fully as conspicuous in the automobile field as in other lines of endeavor. Workers operating under a gradually perfected technique are now definitely increasing output — in many cases, by remarkable margins.

Recent studies made by the U. S. Bureau of Labor Statistics indicate that the automobile industry leads in this technical efficiency. For instance, in 1914, using 100 as the index of output per man-hour in making automobiles, in 1925 this had increased to 310, whereas in the industry with the second largest increase the 1925 index was only 158. Consequently, it appears that where one man produced an automobile in 1914 he now produces three plus in the same working time.

This fact is of tremendous value to the public and especially to that part of the public interested in owning an automobile or already in possession of one or more of these machines. Through the extensive elimination of waste in this industry the manufacturers can not only pay their workers a sub-

stantial wage and improve the quality of the material which goes into the construction of automobiles, but they can sell to the prospective consumer these desirable vehicles at reasonable prices. It is largely due to this situation that the automobile is an outstanding exception as a commodity available today at prices lower than was the case ten or eleven years ago.

#### Causes of Waste

Among the factors which contribute largely to waste, according to Stuart Chase, an eminent authority on this subject, are unemployment of various kinds, strikes and lockouts, idleness due to preventable sickness, accident, etc. Fortunately, the automobile industry has been largely free from these waste factors. The effectiveness of the management of many automobile factories has set a standard which these in the business of producing other commodities have been glad to study and adapt to their particular situations. Other factors in the automotive industry which have tended to decrease waste have been an almost uncanny knowledge of the consumptive requirements of the American public and, possibly, customers in foreign countries. In this way it has been possible to keep out the waste which comes from the seasonal operations of factories with large numbers of men employed at one time of the year and a small number employed at some other season.

#### Numerous Economies

Through standardization and simplification of processes it has been possible to effect numerous economies. When it comes to the matter of distribution, this has been accomplished with a minimum of cost per car. Some of the most progressive ideas with regard to advertising and salesmanship are to be found in this industry. The number of middlemen has not been excessive and the operations involved in getting the machine from the manufacturer to the consumer have been worked out reasonably well. The outstanding fact in connection with this industry is the quality of the product which is turned out. With all the standardization of operations and the purchasing of materials and the delivery of the machines, the car which the consumer buys is much superior in every respect to that which was available a decade ago.

In looking forward to 1927 it can be taken for granted that progress will continue to be made and that all the engineering and scientific skill which

can be secured and put to work improving the automobile will be found. This has been the case in the past and will undoubtedly continue to be the case. While it cannot be expected that the process of waste elimination can go on indefinitely and that the prices of cars can be lowered much further (if any), it can be concluded that the quality of the machines will continue to improve and that prices, in the main, will probably continue to represent an unusual value for the buyer.

### BIG CORN CROPS RAISED BY BOYS

#### National Interest Aroused In Records of Young Farmers Reported

National interest in the records made by boys and girls in agricultural crop contest has been stimulated by a report from the south. T. C. Andrews of Mt. Gilead, Montgomery county, North Carolina, by producing three hundred and twenty-two and one half bushels of corn on five acres during the dry season of 1925 has been awarded the scholarship of \$600 offered to club members in North Carolina by the Chilean nitrate of soda educational bureau. The total

cost of producing the corn which included rent of land, labor, team, cost of seed, manure, fertilizer and every other expense amounted to \$145. The value of the crop was \$516, making his net profit \$371.

Young Andrews prepared his seed bed carefully, planted a good prolific seed corn, manured the land and fertilized according to methods recommended for the type of soil in his tract.

Cultivation was kept up until the corn had tasseled, owing to the dry season. The corn was the best seen in the community and many expected it to yield 100 bushels to the acre. The unusual drought, however, cut it to about 64½ bushels. It was harvested and weighed under the supervision of County Agent A. R. Morrow with witnesses present. Young Andrews entered the North Carolina State College of Agriculture in the fall of 1925 and the scholarship money will go toward defraying his expenses there.

LADIES' MEN'S and CHILDREN'S GARMENTS and HOUSE FURNISHINGS BEAUTIFULLY DRY CLEANED AT THE RELIABLE LAUNDRY, H. P. 178.

### AGRICULTURE DEPT. IS BIG RADIO USER

#### Educational Programs Broadcast Daily and Other Features

The world's largest user of radio for informational purposes is the United States Department of Agriculture, says the National Republic. Its daily educational programs of a half-hour or more broadcast from one hundred stations, together with the market news service and weather forecasts, makes up a grand total of hours on the air not approached by any other single user of radio for non-entertainment purposes. Already radio has definitely proved its effectiveness as a supplemental agency in spreading the department's educational matter. That the programs are successfully holding their own in competition is evidenced by the thousands of letters flowing daily into the radio service office. Stations express their own appreciation of the government services and that of their audiences as well. Farmers, who ordinarily find little time or inclination for correspondence, write many letters of appreciation and commendation.

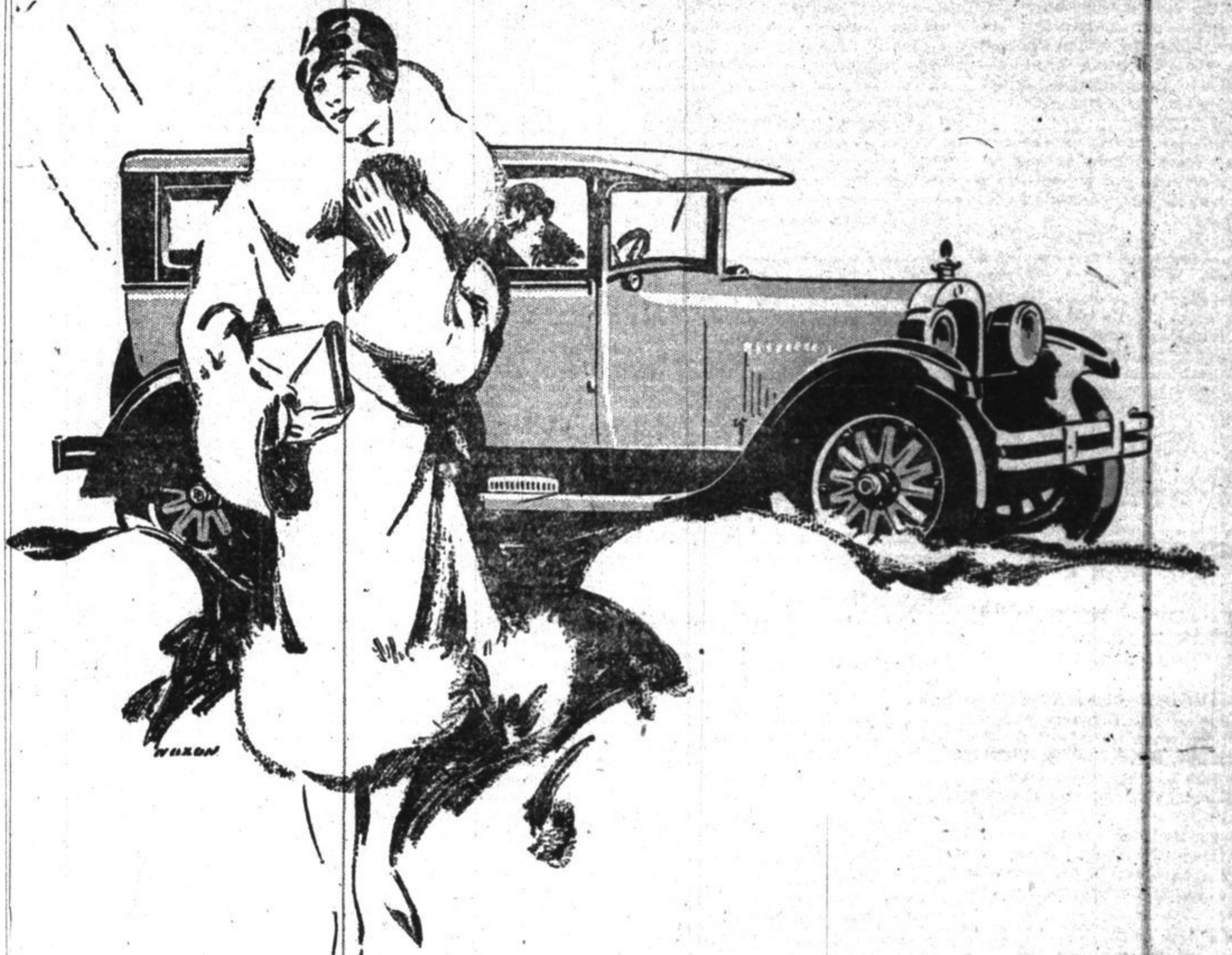
### RAILWAY SERVICE IS IN DIFFERENT AREAS

#### Thickly Populated, Thinly Settled and Those of Minimum Population

"In every local situation there are three classes of service territory for the street railways," according to Lucius S. Storrs, managing director of the American Electric Railway association.

"One of these territories is the thickly populated area where operations can be conducted at considerable profit," said Mr. Storrs. "Another is the area where operations are barely self-sustaining, and the third is the territory where operations are conducted as a distinct loss."

"It is fully as important, if not more so, for the good of the whole community, that these lean areas be afforded reasonable service as that the profitable areas be served. It is only fair, then, that any organization which attempts to render community-wide service, as all utilities should do, should be permitted to have the whole territory without competition so that profitable operations may equalize the other required but unprofitable service."



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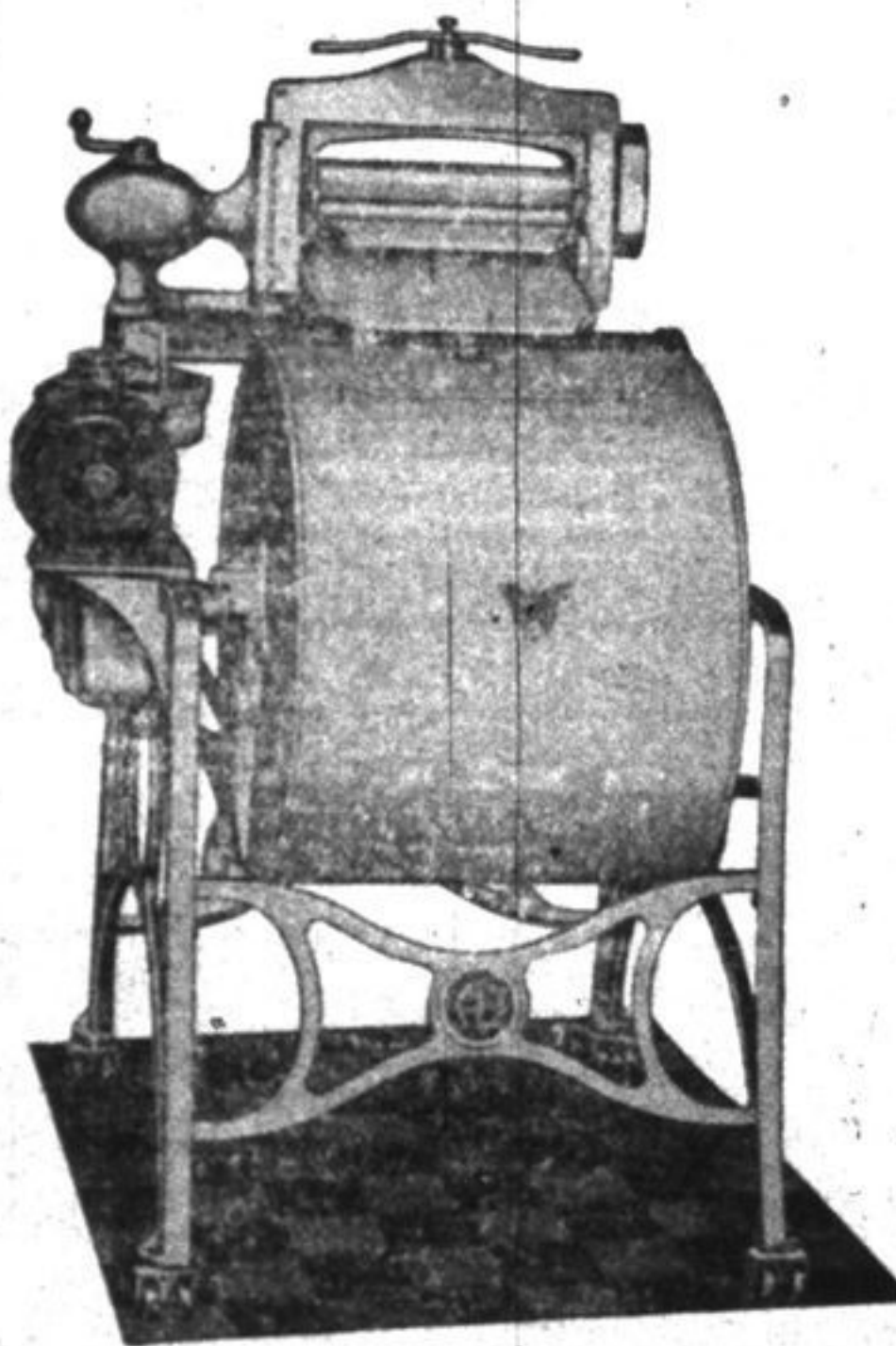
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