

FORD CHRISTMAS BONUS OF \$860,000 PAID NOW

Automobile Maker Doesn't Wait for Holidays to Give Rewards.

The Ford Motor Company has announced that the annual bonus distribution usually made at Christmas will be made at once. In the aggregate \$860,000 will go to employees as a reward for their services and results obtained throughout the year.

Approximately 1,800 foremen, superintendents and heads of departments in the factory, 100 in the offices and 250 in the branches will share in the bonus. The total is \$1,125,000 greater than last year.

Perusal of the annual report of the Ford company for the year ending July 31, 1916, gives an impression of a mighty hand, guided by high ideals, driving a great industrial organization. The financial statement shows the result of treating labor as an aggregation of human beings rather than as a commodity and convincingly proves that an excellent morale in a well-paid working force is worth attaining and may be maintained by paying good wages and by helping the employees to be self-respecting, self-sustaining men.

Henry Ford emphasizes his cardinal principle that good pay and good working conditions pay as a business proposition, and is determined to have these conditions exist.

The report shows that on July 31, there were 49,570 employees of the Ford company, 36,526 of which were being paid \$5 a day or more. Those employees who are not receiving as much as \$5 a day are employed at special rates until they have earned the company six months' wages.

In the last fiscal year of the Ford Motor Company enough cars were manufactured to give every man, woman and child in Washington a Ford and still leave enough for every child born here in the next twenty years. In all, 508,000 cars were turned out of the biggest automobile manufacturing concern in the world.

More than a million dollars a week was the net profit on these cars. While paying the highest salaries in the industrial world, Henry Ford managed to clear for his corporation \$59,294,115.00 in one year. In the last four years the "cash in hand and in banks" grew from \$6,400,100 to \$52,550,771, a gain of more than 800 per cent. The output of machines in two weeks and a half is 35,800.

Edsel Ford a few days ago signed what was probably the largest contract ever signed by a man of 22 years. It was for \$34,000,000 worth of rubber tires, one-half of a three years' supply.

The Ford company has factories outside the United States. Although it is little known outside the automobile world, the Ford Motor Company has factories in England, France and Canada. The factory in Manchester, England, has about 2,000 employees, who are paid from 20 to 50 cents an hour. That at Paris has about 100 employees. The Ford Motor Company, Ltd., of Canada, has 3,000 employees. Shop employees draw from 30 to 75 cents an hour.

Those who invested in Ford stock have a good thing. On the capital stock of \$2,000,000, dividends of 60 per cent were paid. The balance is to be invested in the development of the business. This balance of more than \$58,500,000 is in itself enough capital to start a very pretentious business.

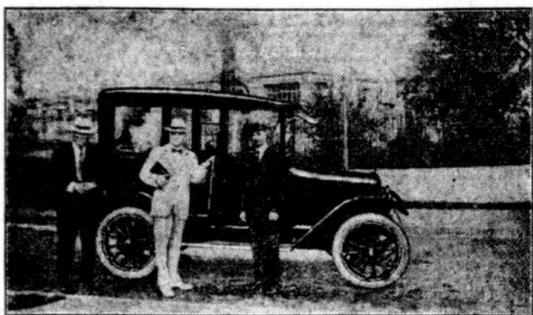
"My ambition," declares Mr. Ford, "is to employ still more men. The bigger the business, the better it runs. Believing that we have the organization and the spirit, we are going ahead. Our eighty-four plants will be toured by experts, who will instill the Ford principles of business and good will into these branches. No matter how engrossed we may be in building plants, we will never forget to build character, spirit, and organization."

Plans are under way for the opening in the near future of "The Henry Ford Training School." This institution will train boys of 11 to 15 years in mechanics, and teach them the essentials of the English language and simple accounts, fitting them for their work and their work and their life in the community and the home.

About the first of the year the company will put on the market a one-ton truck which will sell for less than \$500. This car is to be manufactured at the new Highland Park factory. Mr. Ford has warned the public to beware of real-estate speculators in that vicinity. Our eighty-four plants will be toured by experts, and that with the efficiency methods in vogue there, the prospect of growth is slight.

It is believed by the officials of the company that the reduction of 50 in the price of the car will be met by the 15 per cent reduction in the cost of production and the anticipated increased sale caused by the widening of the market induced by the lowered price.

Billy Sunday Says Maxwell Cars Help Win Converts



Fleet of Automobiles Used in Kansas City Campaign Rushed Revival Workers From Point to Point With Excellent Results.

Billy Sunday, the baseball evangelist, realizes the value of the automobile in conducting his great religious revivals throughout the country. During his recent campaign in Kansas City, Mr. Sunday and his aides used a fleet of Maxwell cars in getting about the city. The above picture shows Billy and his Maxwell Sedan, which he used constantly during his stay in the Missouri city. Mr. Sunday is the center figure in the group.

The evangelist was immensely pleased with the service rendered by his car. In fact, he was so pleased, that he wrote an appreciation to the Maxwell company. His letter follows:

"I wish it were possible to have every one generally understand how much you

have contributed to the success of the campaign here in Kansas City. It would not have been possible for me to speak as many times and as many places but for the excellent automobile service you furnished.

"The cars have been dependable, reliable and comfortable. They have always been in order, clean, attractive, and we have had no trouble or delay at any time. I thank you most heartily.

"I had no idea that a light, inexpensive car could arouse so much admiration as the Maxwell has done. With best wishes for your continued success and with kind regards,

"Sincerely yours,
"W. A. SUNDAY."

\$2,020,200 BUSINESS DONE IN ONE MONTH

Paige-Detroit Motor Car Company Makes Record in August.

August is not usually a record-breaking month from the factory standpoint, but nevertheless the month that has just closed won that distinction for the Paige-Detroit Motor Car Company. August, 1916, for the Paige not only was the best month of the year, but it surpassed in volume of business the record of any other month in the entire history of the company.

The amount of business transacted in the thirty-one days totaled \$2,020,200, which is a pretty fair indication of several things—how the Paige Sixes stand with the public, the success the factory has attained in solving production and meeting demand and as a reflection on the general state of the industry.

The figures quoted, however, do not tell the whole story. The demand for immediate shipment was much larger than the total volume of business indicates. It was necessary to hold up orders for 1,882 cars and place the delivery of these cars in September.

REPUBLICAN LABOR DAY PROGRAM SUCCESS

Capitol Heights Celebration Carried Out Without a Hitch.

The celebration of Labor Day at Greater Capitol Heights, Md., by the Republican Social Club of that place, brought out in that growing suburb a program which included speechmaking, music and an abundance of good things to eat, was carried out minus a hitch.

The speaking began at 2 o'clock. President Payne called Hon. F. S. Carmody, president of the Farmers and Mechanics Bank of Seat Pleasant, to the chair. Representative Sydney E. Mudd, of the Fifth Congressional district, was the first speaker, and held the attention of the gathering for nearly an hour. He was followed by Edward S. Taft, of Washington, who discussed the tariff and other issues.

FEW CHANGES ARE MADE IN HAYNES MACHINES

"Light-Six" Cars, However, Continue in Strong Demand.

In the minds of many automobile owners the opinion has pretty well established itself that it is necessary for motor car manufacturers to radically change their cars at least once a year as a sales stimulant.

For two and one-half years, however, the Haynes Automobile Company has continued the manufacture of its "Light Six" car. During this period the body and the motor have not been changed, with the exception of a few details of appointment and minor improvements in mechanical equipment. At the same time, while the floor space of the Haynes factory has been more than doubled, production has never been able to catch up with the demand.

The unceasing stream of orders for "Light Six" automobiles has been typical of conditions in the sales departments of a number of manufacturers of light six-cylinder motor cars, although the makers who pioneered in the field naturally held the advantage. So well has the need for a high-power automobile of low weight been satisfied by this type of car that the purchaser has found his requirements for comfortable and economical travel met in every particular without any necessity for change in design.

AUTO SHOW DIAGRAM READY FOR EXHIBITORS

Space Allotments for New York and Chicago October 5.

Application blanks for space and floor diagrams for the Seventeenth Annual National Automobile Shows have been issued by the National Automobile Chamber of Commerce, Inc. The shows of 1917 are to be held in Grand Central Palace, New York, January 6 to 13, and in the Coliseum and First Regiment Armory, Chicago, January 27 to February 3. Manufacturers are invited to participate in either or both of these shows.

Those contemplating the purchase of space should file their applications prior to September 30, the closing date for the first allotment, inasmuch as the demand for space each season has exceeded the supply and numerous exhibitors who have applied late have been unable to get as much or as well located space as desired.

Drawings for space in the automobile sections will take place at the office of the National Automobile Chamber of Commerce, October 5. As usual there will be two departments of the automobile section, which at New York will include the first and second floors of Grand Central Palace, also wall space of the third and fourth floors, and such other space as may be required to supply the applications up to the time of the first allotment. At the Coliseum and Armory at Chicago, the automobile section will include all of the main floor of both buildings, and as much of the Coliseum basement and other available space as may be required.

PAIGE CARS SELLING IN SOLID TRAIN LOADS

Enough orders have been filed at the factory of the Paige-Detroit Motor Car Company to assure the shipping of the September sales record as completely as the record for August was broken.

LATEST MITCHELL CARS GOOD AT ALL SEASONS

Bodies of New Cars Adaptable to All Weather.

The new Mitchell closed bodies for all four seasons are out and these new creations show all the coming trends.

Every Mitchell body, closed or open, represents the finest attainable in that class of car. The luxury models are lavish in their finish, design and appointments. The ablest craftsmen of them all have been consulted and employed by John W. Bate in their construction. No limit as to cost could have entered into the building of the new smart bodies for they look their class and nowhere will be found more palatial town, theater or touring cars for all seasons.

The trend seems to be toward four-season types—cars for winter and summer—for fair days and for storms. One Mitchell car of this type serves for all the year around. It is never too cold for it, never too stormy and never too warm.

BRISCOE MAKES RECORD RUN TO MOUNT DIABLO

Previous Time for Run Lowered by Five Minutes.

San Francisco, Cal., Sept. 15.—The road record for motor car travel between Oakland and Mount Diablo has been shattered for the second time within a month, the latest honors falling to the Briscoe car.

Benjamin Hammond, manager of the Oakland branch of the Pacific Kiesel Kar Company, distributors of the Briscoe car on the Coast, made the record run from Key Route Inn to the very peak at the summit of Mount Diablo in 51 minutes and 50 seconds, lowering the best previous record by nearly five minutes.

The car carried three other passengers besides the driver. The start was made Tuesday morning, August 22, at 5:15 and Hammond reached the summit just 51 minutes and 50 seconds later, covering over thirty miles of road, climbing from sea level to an altitude of some 4,000 feet over a roadway which is full of sharp turns and dangerous to take at high speed.

HERALD AUTO DIRECTORY

- GASOLINE CARS.**
- AUBURN-PATHFINDER—**
AUBURN AND PATHFINDER SALES CO.
24th and M sts.
Phone W. 711.
 - BUICK—**
Emerson & Orme,
1529 M st.
Phone N. 8780.
 - CADILLAC—**
THE COOK & STODDARD CO.—
111 Connecticut av.
Phone N. 7810.
 - HAYNES—**
"America's Greatest Light Six." Two models; three body styles. Haynes Motor Company, Inc., 1529 M st.
Phone N. 321.
 - JEFFERY—**
HURLEY & EARLEY, INC.
829 14th st. n.w.
Phone Main 6159.
 - MAXWELL—**
B. LEARY, JR.
1321 Fourteenth st. Phone N. 4434.
 - PACKARD—**
THE LUTTRELL CO.
221 New Hampshire av.
Phone West 955.
 - PIERCE-ARROW—**
FOSS-HUGHES CO.
1141 Connecticut av.
Phone North 3403.
 - PULLMAN—**
W. M. BARNHARDT & CO.
1707 Fourteenth st.
Phone North 196.
 - REO—**
SMITH-TREW MOTOR CO.
1337 Fourteenth st.
Phone N. 510.

Containing the names and addresses of the Washington dealers in well-known pleasure automobiles, motor trucks, accessories, and supplies.

Herald readers who fail to find in this feature what they desire or who want any further information about the cars or dealers listed below will receive this information by clipping and mailing the coupon below.

- GASOLINE CARS.**
- SAXON—**
RECORD AUTO CO.
531-3-5 Mass. av. n.w.
Phone Main 23.
 - STUDEBAKER—**
THE COMMERCIAL AUTO SUPPLY CO.
819 Fourteenth st. Phone Main 2174.
 - STEARNS—**
RECORD MOTOR CAR CO.
1224 Connecticut av.
Phone North 2090.
 - VEEIE—**
THE HUGHES CO.
1141 Connecticut av.
Phone North 3403.
- MOTOR TRUCKS.**
- SMITH-FORM-A-TRUCK—**
"Your Ford and \$360.00."
RECORD AUTO CO.
531 Mass. av.
- ELECTRIC CARS.**
- BAKER-BAUCH-LANG—**
BARTHAM ELECTRIC GARAGE.
1294-08 New Hampshire av.
2107-11 M st.
Phones West 458-459.

- LAMPS AND RADIATORS.**
- MOORE & CO.—**
Auto Lamp and Radiator Doctors.
All work guaranteed.
308 John Marshall Place.
Phone M. 1648.
- TIRES.**
- DIAMOND TIRES—**
The new velvet rubber.
National Electrical Supply Co.
1330 New York av. Phone M. 6880.
 - FIRESTONE TIRE AND RUBBER CO.—**
Most miles per dollar.
Key Route Inn to the summit.
Main 3297.
 - MILLER TIRES—**
"GEARED TO THE ROAD."
THE CIRCLE TIRE CO. (INC.)
124 Fourteenth st. Phone N. 5816.
 - LE ROY LIVINGSTON—**
Hood Tires.
1521 Fourteenth st.
North 1246.
 - JONES-KESLER RUBBER TIRE CO.—**
"G" TREAD TIRES—MARATHON TIRES.
605 and 612 E. st. Phone M. 1041.
1521 14th st. Phone N. 4509.
- ACCESSORIES.**
- ZENITH CARBURETERS—FEDERAL TIRES—**
FEDERAL AUTO SUPPLY CO.
476 Pennsylvania av.
Phone M. 3445.
 - B. F. ZIMMERMAN—**
Stewart-Warner Service Station.
1317 1/2 Fourteenth st. North 2509.
 - BOYCE MOTOR METERS—GABRIEL SWIBBERS—**
Service Station, 1318 14th st.
Irvin T. Donohoe.
Phone N. 2746.
 - NATIONAL ELECTRICAL SUPPLY CO.—**
"Everything for the car owner."
1330 New York av.
Phone Main 6800.
 - RECORD AUTO CO.—**
531-3-5 Mass. av. Phone Main 23-24.
 - UNION GARAGE—**
Supplies day or night.
G st. between Sixth and Seventh.
Main 8596.
- TOPS AND SEAT COVERS.**
- ACME AUTO TOP CO.—**
"Washington's Foremost Auto Top Co."
1421 Irving st.
Phone Col. 6274.

INFORMATION COUPON.

Herald Automobile Directory.

Please send me the following information:

.....

Your name

Your address

Or telephone Main 3300 and ask for Auto Department.

The Westcott Six

SERIES 17

Four Passenger Closed Roadster..... \$1590
 Five Passenger Touring Car..... 1590
 Seven Passenger Touring Car..... 1690
 Complete line of closed cars to be announced soon.

OR THE past eight years the demand for Westcott Motor Cars has exceeded the production, although the Westcott price has advanced year by year.

Seventy per cent of all Westcott Cars have been purchased by persons who have previously owned automobiles and who presumably knew values. During recent years an ever-increasing proportion of our output has been claimed by owners of Westcotts of earlier models.

This discriminating recognition of basic motor car values has been the inspiration in creating the new Westcott of the Seventeen Series—a car of light-weight tendency that embodies every essential of efficiency and refinement without the costly non-essentials that increase first cost and impose a constant overload of operating expense.

Although the new Westcott does, as a matter of course, every "stunt" that any "sensational" car is advertised to do, it is not a freakish car but a practical, serviceable, road-worthy automobile of superb proportions and with endurance built into every part. In beauty, in refinement, in luxury, in spaciousness, comfort, convenience, safety and distinctive personality, the new Westcott leaves nothing to be desired.

In these cars not one little detail has been sacrificed on the altar of frenzied manufacturing. More has been put into them than has been saved by overhead economies resulting from greatly increased production.

It is for these reasons that we are able confidently to invite the prospective purchaser to compare the new Westcott, point by point, not only with cars similarly priced, but more particularly with automobiles that are universally accepted as standards of design, engineering and construction.

Let us give you a demonstration.

E. J. Quinn Motor Co.,
1113 Fourteenth Street Northwest,
Washington, D. C.