

# OPTIMISM GETS ALLY IN SYSTEM

Automobile Industry Can Now Compare Favorably on Scientific Side.

## SCHEDULE, MAXWELL BIBLE

Each Car in Whole Year's Run Dated For Manufacture, Sale and Delivery.

Detroit, Oct. 20.—Before his board of directors, the general manager of one of the leading automobile-building concerns of a few years ago, earnestly advised, that in the season to come, the company build 1,000 cars, instead of the 300 it had just finished.

The directors, aghast, termed the executive a dreamer and declared there weren't 1,000 prospective automobile owners in the world.

It is the executive who tells the story. He is one of the biggest men in the industry today. The directors and the company they directed vanished some time ago from the active list.

### SCIENTIFIC PRODUCTION.

Men of the same type as this early optimist have been back of every automobile manufacturing success in Detroit and Michigan. Their early efforts in manufacturing were crude and hectic. But, with time and experience, they have developed their optimism into scientific lines and have organized plans of production and distribution so efficient as to bear creditable comparison to any industry of long standing.

The Maxwell Motor Co., Inc., for instance, began its production of the present model in July with a definite schedule of production and delivery for every car of the 60,000 to be built. Each day's work of the mammoth plants here and at Newcastle and Dayton, was laid out in advance. Each car in this schedule was definitely assigned a certain Maxwell dealer. Its date of shipment formed part of the dealer's contract and the contracts covered the whole fiscal year. It was arranged to give each dealer his cars in carload lots. For long distances, trainloads were dated, weeks and months ahead.

To stick to this schedule in every detail is a Maxwell principle, although, to do so, the Maxwell sales department has, in the last two months, been forced to decline more than six million dollars' worth of

orders, from dealers who fairly begged for more cars than their scheduled number.

### CONSCIENTIOUS DIVISION.

During August and September the Maxwell plants, pushed to their limits, built nearly 11,000 cars—1,000 above the schedule of the sales department. The surplus was divided conscientiously among Maxwell dealers in greatest need but was relatively only a drop in the bucket of demand. So carefully was the division made, however, that even the retail branches of the company were held to their original allotments, the surplus going entirely to the dealers.

The Maxwell factory is promising 6,000 cars a month, beginning in October. This production will enable Sales Manager Stebbins to retain enough of a margin to take care of a fraction, at least, of the dealers whose first estimate fell so far below the demand which their respective localities have developed.

## DR. BEAZLEY Specialist

(Eye, Ear, Nose and Throat.)

### Harmony in Fashion.

An up-to-date sartorial authority announces that a man's tie ought to match his hair. By a strict adherence to this rule a good many would have to wear a shoestring for a tie.—Providence Bulletin.

**VICK'S Croup and SALVE**  
FOR ALL COLD TROUBLES

# IS YOUR STOVE OUT OF FIX?

Call On Stove Department No. 249—Ask For Mr. Baker.



Mr. Baker is not only a Baker by name but can make your stove BAKE for you. We are well prepared to do all kinds of Stove repairing. Let us show you our latest improved Heating Stoves.

We Carry a Large Assortment of Cooking and Heating Stoves.

# Forbes Manufacturing Co.

INCORPORATED.

## PARAGRAPH'S FROM STANLEY'S SPEECHES.

"I unearthed the ground wire that connected the Senate of the United States with 111 Fifth Ave., New York, between the desk of Nelson A. Aldrich and the home of the trusts."

"I had spread upon the record of Congress the checks and vouchers, the indisputable proof of their scarlet sins."

"Will the intelligent citizenship of Kentucky entrust a party with power that knows nothing of invisible government, or knowing is too timid or corrupt to give you its solemn pledge to destroy it?"

"If elected Governor of Kentucky I solemnly and earnestly pledge the people of the Commonwealth here and that I will turn the calcium light upon the lobbyist and upon all who seek to procure positions of honor or privilege by any secret or unholy alliance with him."

"Not the creation but the equitable contribution of wealth, is the great problem confronting the law makers of America."

"The republican platform contains no anti-trust plank, no pledge to curb corporate greed or punish corporate crime. The reason is not far to look, it prefers to betray the people rather than offend the interests."

"The party which had the stomach in 1900 to endorse without reserve the resolute and patriotic course of W. S. Taylor" has, at this good hour, never word to say in commendation of either the Republican, National or state administrations.

"If I am elected Governor of Kentucky my time will not be given to saying things but doing them."

"The eyes of the President look down upon you. Where, oh where, is the democrat, at this crucial hour, who will prove recalcitrant to his mighty chief? Inspiring as a candidate, greater as a patient and constructive statesman, he is greatest as the wise, fearless, far-seeing diplomat, preserving at once inviolate the honor of his country and the peace of half the world."

"Though still living our President has already earned an immortal place even among 'those dead but sceptered sovereigns, who still rule our spirits from the urns.'"

"Your failure, were failure possible, will appall the Democracy of America, and your assured victory will thrill with delight and inspire with new courage the militant Democracy of the nation."

Stanley's manly course in urging the war department to waive all formalities and allow Mr. Morrow's brother to make public speeches in favor of the republican ticket, plainly shows the keen sense of respect which he has for a foe.

The managers at republican headquarters in Louisville have instructed their workers in the rural districts to use every effort to make a gain of at least four in every precinct in the state, which they say, in addition to the democratic apathy will insure the election of the republican ticket. Democrats, do you catch on?

**VICK'S Croup and SALVE**  
FOR ALL COLD TROUBLES

### SCIENTIFIC DEBATE

Between Watt Dollins and Irving Foster at Haddock's School House.

There is to be a debate next Friday night at Haddock's school house between two local orators on the question "Resolved that steam has been of more benefit to the world than electricity." Watt Dollins affirms and Irving Foster denies. John Feland has been invited to preside and keep the ball of oratory rolling. Each side is limited to two hours and the public is invited to be on hand and hear the debate that is to settle one of the momentous scientific questions of the age.

### Ostriches Cheaper These Days.

It helps one to realize the South African slump in ostriches, as shown by the sale of a full-grown bird for three pence at Grahamstown, when one recalls former prices. In the early days of ostrich farming, a chick newly out of the egg would sometimes fetch £10, and £500 has been paid for a good pair of grown birds. But those were the days when one plucking of a single bird would bring in £25, and of late years prices have not ruled so high—you could get quite a good pair of ostriches for £12. Ostrich farming dates from about 1867, and brought many a pioneer a fortune when it first began.—London Chronicle.

## ROY E. WARNER SECURES DISTRIBUTING RIGHT FOR WHITE STAR MOTOR OIL

The Roy E. Warner Company, 928-932 South Third street, Louisville, has secured the exclusive distributing right for White Star motor oil and greases in the State of Kentucky. The Ford Company, in its huge plant at Highland Park, Detroit, maintains a well-equipped laboratory and a chemist with trained assistants, who are continually at work trying to find the ideal motor oil for use in Ford cars. They recommend to purchasers of their cars a motor oil being sold by the White Star Refining Company, of Detroit. Labels on White Star cans bear this statement: "This oil is used by the Ford Company in its factory and all its branches."

"We worked for three years in our laboratory in conjunction with the White Star Refining Company experts before we found the motor oil now bearing the label stating it is being used in the Ford plant," said E. P. Hobart, head of the service de-

partment of the Ford Company, in an interview in the National Petroleum News. "We believe that this oil, as it is being made by the refining company at present, will give the best general results when used in our cars."

The greatest difficulty the Ford people have encountered in finding a suitable motor oil for general all-around use in their cars was in hitting upon an oil that would not congeal in ordinary winter temperature, according to Mr. Hobart. He stated the lubrication problem was more difficult to solve for his company than for most automobile manufacturing concerns because, while it was necessary to find a motor oil that would not freeze at too low a temperature, it was also necessary to find an oil that would retain its sealing qualities at a rather high temperature, because Ford engines are known to get pretty hot during hard usage.

### To Clean Bathtubs.

A way to clean a porcelain bathtub is by putting a little coarse salt into the dampened tub and then rubbing it briskly with a rag wet with turpentine.

### But How About Getting Away?

There are people who are afraid of cucumbers, just as others fear dogs. But there is little danger from either if approached with kindness and confidence.—Toledo Blade.

Cleveland doctors says kissing spreads infantile paralysis.

**VICK'S Croup and SALVE**  
"JUST RUB IT ON"

## CHRISTIAN COUNTY CANNING CLUB

Entire output sold to C. R. Clark & Co., consisting of over 2 thousand cans. This Fancy Pack of Tomatoes was shown at the big Fair and attracted much attention. The sale was made through Mrs. Eloise Graves, who is president of the Association. Come and buy 1 dozen cans and be a Booster for Christian County. Price per dozen is **\$1.25**

## SALT

We have 3 or 4 hundred barrels of Ohio River Salt in our warehouse and will be glad to sell you.

## MEAT, LARD, FLOUR

Is higher. We have large stock and will give you low prices. Come and see us.

COME AND SEE US. We have just received Car Load of Fancy Wine Sap Apples. Your business appreciated

## C. R. CLARK & CO.

Incorporated.

WHOLESALE AND RETAIL GROCERS.

## Announcement

### To Ford Owners and Dealers

**THE FORD MOTOR COMPANY** is using White Star Extra Quality Motor Oil exclusively in its plants and branches throughout the United States and Canada.

We have secured the exclusive distributing right for WHITE STAR Extra Quality Motor Oil and Greases in the State of Kentucky.

The Ford Motor Company's indorsement of the product makes it indisputably the best lubricant for Ford owners to use.

With the experience of the builder of your car as a guide, is it advisable to take a chance of buying trouble with some other lubricant?

### PRICE LIST OF WHITE STAR EXTRA QUALITY MOTOR OIL

1-gallon can; per can ..... 35c  
1-gallon can; per can ..... 60c  
6 1-gallon cans in case; per gallon ..... 50c  
1/2-barrel, approximately 30 gals.; per gallon ..... 42c  
1 barrel, approximately 60 gals.; per gallon ..... 40c  
Supplied in 30 and 50-gallon steel drums with faucets at an additional cost of 50c and ..... \$1.00

FORD OWNERS, if your local Ford dealer cannot supply you direct WE WILL at the above prices, F. O. B. LOUISVILLE

## ROY E. WARNER CO.

INCORPORATED.

General Automobile Supplies

928-932 Third Ave.

Louisville, Kentucky