

\$50,000 WORTH OF DIAMONDS USED EACH YEAR IN PRODUCING NASH PASSENGER CARS AND TRUCKS

Fifty thousand dollars worth of diamonds are used each year in the production of Nash passenger cars and trucks. The diamond, regarded generally as a luxury is not so classified by the production department of the Nash Motors Company, where it is looked upon as an essential and as such is held

responsible for some of the most important possible operations that go into the various parts of the Nash Six. Instead of its more familiar background of gold and platinum the diamond is used in the Nash factory in a "cut" in a small matter at the end of a short and unromantic road bar. Both diamond and "setting" are covered with



Exclusive
Ford
THE UNIVERSAL CAR
Dealer

E. N. BUNNELL

508 Hohman St. Telephone 650
Hammond, Indiana

groove and grime and in this unsightly but practical garb the "job" assigned to the king of gems is the more or less prosaic though vitally important duty of regrounding the surfaces of emery wheels.

It is the emery wheel that is dependent for its high degree of accuracy demanded in the Nash factory for bearing the work of the crank shaft, the cam shaft and for pistons, transmission covers and similar parts that must be smoothed so that the surface will not vary as much as a one-thousandth part of an inch. In the Nash plant are scores of wheels used for this purpose and each is manned by a highly skilled operator.

After each operation of the emery wheel the diamond is brought into play. Pressed against the spinning wheel the diamond is made to reground its surface so that subsequent operations of the wheel on surface of steel parts will produce accurate results.

The diamonds used for this purpose by the Nash Motors Company vary from three-quarters of a carat to eight carats in size.

ADVERTISING TALKS

(By William C. Freeman.)

H. A. Groth, secretary and treasurer of the William H. Bagley Company, Chicago, is an example of the agency man that performs way beyond the functions of his office. Ordinarily the secretary and treasurer of a company, whether that company be an advertising company or some other kind, is supposed to have his duties as well defined and confined that he can't do anything else.

Mr. Groth is a marked exception to the rule, for he has evolved, because of his personal contact with big business institutions, a chart plan which has proved of such great value that he has been recommended to establish, if you please, a Business School, in which he guarantees to teach business men lessons in charging.

His business friends, all over the country, suggested that he establish this school, and he finally acted upon their suggestions. They told him how much they had been benefited by his Master Course of Charging, and said that it was his duty to inform, as far as he could, all of the business interests of the country as to his simple plan of charging their business.

Mr. Groth has been for eighteen years in every intimate contact with many diversified lines of business. He has specialized in business research, analysis, planning and procedure, making plans for over 100 different lines of business. He understands his subject thoroughly, and has succeeded in fifteen short lessons all that he has learned during this period of eighteen years, using the simplest possible terms so that the average business man can absorb them quickly and thoroughly.

I believe it would be to the advantage of readers of this paper whose sons and daughters are engaged in business, and all business men who read this column, to get in touch with H. A. Groth, 101 South Michigan avenue, Chicago, Ill., and let him send you his literature bearing on this subject.

I think it is very fitting, indeed, as well as quite a natural thing, for an advertising agency man to be the first to evolve a charging system in which nobody has yet been able to pick a flaw.

It is easily seen that when all departments of a business dovetail and correlate, that efficiency becomes very much greater, and that there is no waste time or energy in producing the greatest results.

Please, reader, don't forget that the advertising man of to-day is a very necessary business engineer.

GOODRICH CO.'S INTEREST IN GOOD ROADS

Probably no other movement in recent years has aroused such nationwide interest in good roads as has the transcontinental run of the U. S. Army truck convoy, which is now on the last lap of its 3,000 mile trip. Along the route of the Lincoln Highway people from as far as 200 miles on either side of the trail gathered at the stopping points to witness the trucks and their bronze-visaged crews. Enthusiastic welcomes greet the men in every city, town and hamlet along the route. Reception, street dances, band concerts and entertainments—each community endeavoring to outdo its neighbor—thus transforming an otherwise monotonous grind into a continuous pleasure jaunt.

At Cheyenne, Wyoming, the caravan was greeted by 200 cowboys, headed by Fred Stone, the renowned comedian, who gave a "round-up" exhibition. A mammoth celebration is planned at San Francisco where the convoy is scheduled to arrive on Sept. 1.

Thousands of people have heard the lectures by S. M. Johnson, who represented the Lincoln Highway Ass'n on the long trip, and by other speakers, on the importance of good roads and highway transportation. At Omaha, C. V. King, representative of the B. F. Goodrich Rubber Co., joined the cavalcade with a movie film taken by his company of the army truck convoy and which was shown in each city along the route on the same day the train was there. Thus the people saw the convoy in camp and viewed the movies of it in action.

FRENCH ARE WARY OF AMERICAN CARS

PARIS (By mail)—The hostility of the stocks of American cars in France, and the sale by the French government of their own American cars and trucks have brought to the fore the comparatively great fuel consumption of these cars. In war this was perhaps not so much matter, provided the commodities could be got, but in times of peace it is really a serious consideration to the French automobile owner as to whether he gets twelve or twenty or more miles on a gallon.

Tossily it is the fact that "gas" is cheap in America, in comparison with French prices, that has led to this indifference as to the mileage gallon consumption.

Be this as it may, the French are looking askance upon many an American car that they might otherwise be glad to possess, because of this very handicap. When one hears of tuned up Fords that log thirty miles to the gallon and newly installed carburetors in twelve mile touring cars that now produce twenty, it would seem as though the matter of consumption was one of the very first "reconstructions" and "readjustments" called for in marketing the American car in France.

"I get to my work quicker"

"I'm always ahead of the clock. And I land on my job every morning with both feet, feeling tip-top after an invigorating ride in the pep-full morning air. The boss says I'm worth more to him since I invested in an Indian and quit the commuter's 'sardine special' and the stuffy, crowded trolley cars."

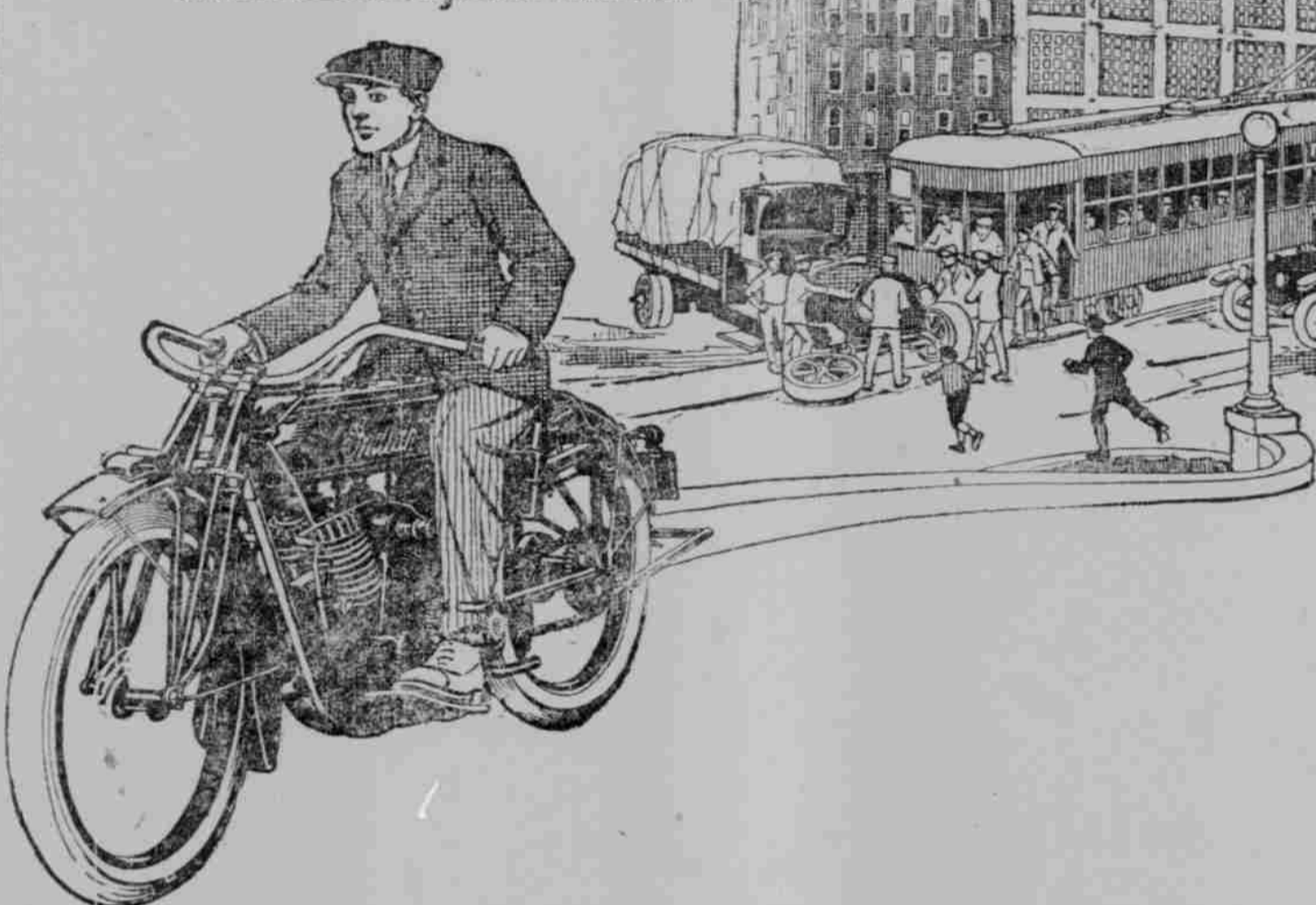
"The Powerplus motor is a wonder. It runs for less than car fare and it never ties me up. I can pass anything on the road. I can go up the biggest hills on high, and the Powerplus never complains."

"I spin smoothly over bumpy country roads and never feel a jar. The patented Cradle Spring Frame of the Indian flattens out the 'thank-you-mams' and makes all roads comfortable."

Will YOU let us show you what pleasure motorcycling on a 1919 Indian really is? Come in and go for a ride with us. It places you under no obligation. But ten to one you'll want to buy an Indian. If you don't want to pay all cash, we'll gladly arrange convenient terms.

Don't put it off—come in today and see our line—Big Twin, Light Twin and Side Cars, also Electrically Equipped and regular bicycles.

Indian Motorcycle With Powerplus Motor



SLIGER BROS.

514-516-518 Hohman St. Phone 122 Hammond

SANDOW Motor Trucks

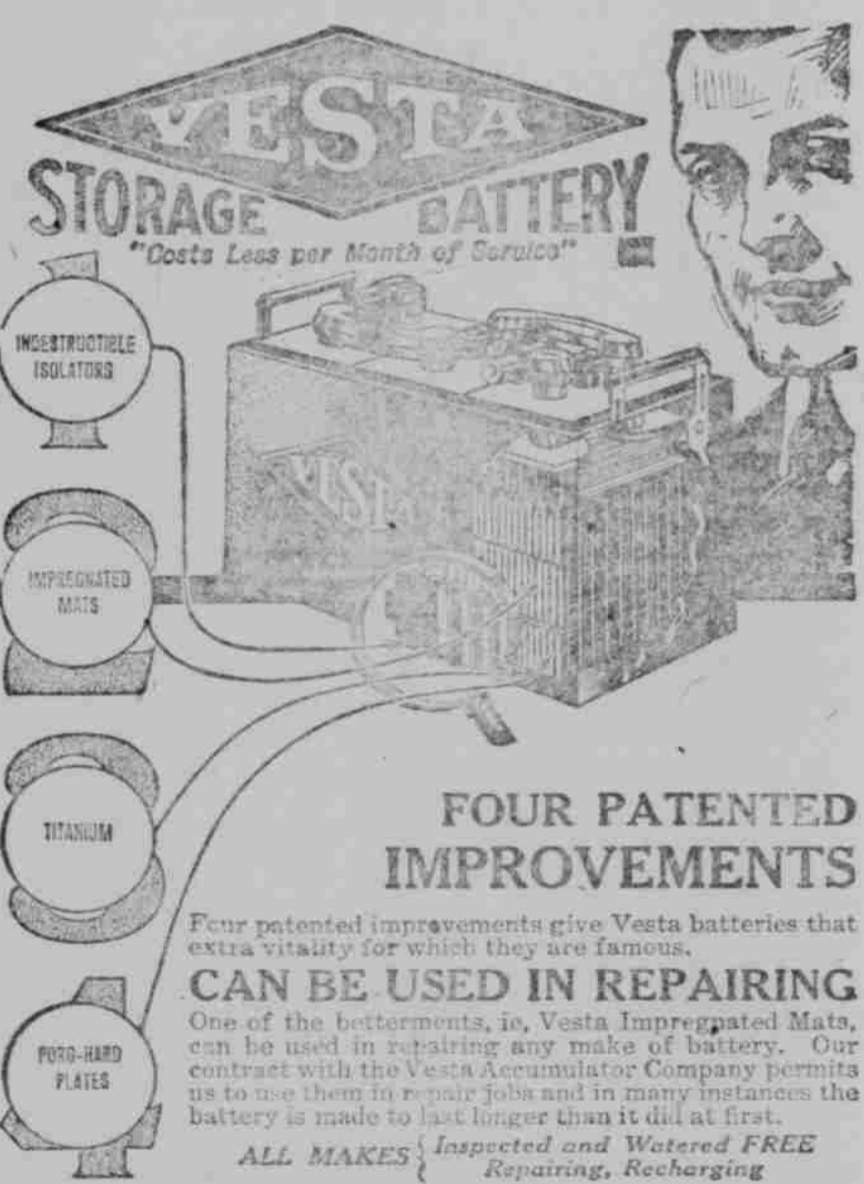
A Size and Style for Every Line of Business

Efficiency with economy in hauling is the basis for buying motor trucks. Selecting trucks to fit your business will achieve this result. If your merchandise is light, or your customers demand Quick Service, or Special Delivery—buy a 1-ton "SANDOW." For Hard Service, and general all-round hauling, select our 1½ or 2-ton. For Heavy Duty and Large Loads over long distance—buy the 3½ or 5-ton. SANDOW sizes are designed to meet every business need. A "SANDOW" Fleet reduces cost of maintenance. "SANDOW" sizes are indeed magic figures for the merchant or manufacturer who wisely selects his trucks from the complete "SANDOW" line. Get a "SANDOW" to fit your business.

1 Ton, \$1,795	1½ Ton, \$2,090	1¾ Ton, \$2,375
2 Ton, \$2,650	2 Ton, \$2,975	3½ Ton, \$3,995
	5 Ton, \$4,775	

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FOUR PATENTED IMPROVEMENTS
Four patented improvements give Vesta batteries that extra vitality for which they are famous.
CAN BE USED IN REPAIRING
One of the betterments, in Vesta Impregnated Mats, can be used in repairing any make of battery. Our contract with the Vesta Accumulator Company permits us to use them in repair jobs and in many instances the battery is made to last longer than it did at first.
ALL MAKES Inspected and Watered FREE
Repairing, Recharging