

AUTO IS MADE EVERY 9 MINUTES IN CITY

March Number of "Forward"
Reveals Romance of Manu-
facturing World.

MAGAZINE FULL OF INTEREST

Commercial Club Publication
Deals With Wide Variety of
Topics of Day.

There are few persons who open the covers of "Forward" for March who will not find its pages something of individual interest. The current number of the new Commercial Club magazine, from the viewpoint both of the worth of its articles and the authority of its contributors, maintains the standard set when it made its debut to Indianapolis, with the additional advantage that this month its contents are sure to make an appeal to a greater variety of persons. The magazine in its entirety impresses the reader with the conviction that it believes the movement forward can be influenced in a great measure by the example of its own progressiveness.

"Indianapolis and the Automobile" holds first place in its pages this month, being a history of the rise of Indianapolis as an automobile center, the men who are responsible and the future. There follows an interesting study of T. B. Laycock of the T. B. Laycock Manufacturing Company, the monthly feature of "Men as They Pass." Dr. Charles S. Woods, health commissioner of Indianapolis, contributes valuable suggestions on "The Food We Eat." For the manufacturer, the jobber and the business man is "The

DRIVE SLOWLY THIS T IS SAFETY WARN

Skidding, or side-slipping, is an ever-present contingency, and even the most hardy and fearless drivers know that on greasy roads and asphalt streets it is a danger that must always be reckoned with. During the early spring the roads are likely to be covered with patches of ice, snow, etc., requiring careful driving if one is to escape a nerve-racking skid or a nasty smash.

Generally speaking, skidding, is caused by a greasy condition of the road, upon which the wheels lose their grip, permitting the inertia of the car to swing it around, sometimes turning it completely in the other direction. This tendency is enhanced also by careless or reckless driving, inefficient condition of the brakes and sometimes on account of structural peculiarities of the car itself.

The driving causes are bad steering and the wrong use of the brakes. An instance of this was noted recently. Two cars were threading their way through heavier and slower moving traffic. The driver of the first car made moderate detours, turning no sharp angles, and he

here, none was more idle and daring than the conception of the Indianapolis Motor Speedway. Imagine transforming a Marion County farm into an arena wherein the speed battles of the world would be fought; where men whose name and fame is known the world around would compete; where national events would have their being while the nation sat breathless and watched! That is just what Carl G. Fisher and his associates did with a Marion County farm. And now they are going a step farther. They have focused the eyes of the United States upon Indianapolis and the Speedway; next the world is going to take notice.

Record of Speedway.

The story goes on with a resume of the Speedway's record, the plans to make it a wonderful course for balloon races and the general activity it has aroused in aeronautic and automobile affairs. It encourages the support of the Speedway by Indianapolis and the support of the automobile industries here.

Every line of the study of Mr. Laycock is interesting, for it is the story of the rise of a man who has succeeded in establishing a great factory where the employes

acco
spee
the
havi
than
and
shar
rest
it, h
rectl
ing
neve
shou
rear
front
Th
very
show
the
neces
on.
drive
then
Such
with
Th
fruit
tema
time
ment
"fer
result

tratic
cities
work
must
The
men
comf
and
faith
Boar
Wi
merc
tions
Gene
eleva
comu
mort
train
life."

Co
"V
pour
into
and
citiz
cape
Mr
deal
light
smol
"N

In its entirety impresses the reader with the conviction that it believes the movement forward can be influenced in a great measure by the example of its own progressiveness.

"Indianapolis and the Automobile" holds first place in its pages this month, being a history of the rise of Indianapolis as an automobile center, the men who are responsible and the future. There follows an interesting study of T. B. Laycock of the T. B. Laycock Manufacturing Company, the monthly feature of "Men as They Pass." Dr. Charles S. Woods, health commissioner of Indianapolis, contributes valuable suggestions on "The Food We Eat." For the manufacturer, the jobber and the business man is "The Smoky Way—And Another," by Charles A. Tripp, chairman of the smoke prevention committee, Civic Improvement Commission; "Building and Boosting," "Indianapolis 250,000," "Getting Together for Trade" and the departments.

Indianapolis and the Auto.

There is really "a story of modern business magic" in Forward's treatment of "Indianapolis and the Automobile."

"Let's imagine it's 7 o'clock in the morning," it says. "The clock ticks, the hands move slowly but surely; the clogged wheels, the springs and the delicate mechanism do faithful duty. So! Now it is 7:09. Presto! Behold a brand new automobile, complete from the tip of its shining nose to the tall lamp, the product of those nine minutes—Indianapolis made—the best that money and brains can build."

"Nine minutes more and out goes another new automobile to have its part in the effort to supply the world's demand. Every nine minutes of the day and night—or eight and a fraction, to be precise—an automobile is completed in Indianapolis and is shipped to its market—and it finds its market waiting.

"To be sure, an automobile is not created in those eight or nine minutes, but, considering the output for this season of the Indianapolis factories, it is estimated that automobiles are completed and marketed in Indianapolis at the rate of seven each hour.

"The average citizen of Indianapolis knows in a general way that Indianapolis is a "great automobile town," but he has no conception of the tremendous growth of the industry, its ramifications, the capital invested, men employed, its hopes, its dreams and its advertising value to this city.

"Of all the dreams which have been the outgrowth of the automobile industry

Carl G. Fisher and his associates did with a Marion County farm. And now they are going a step farther. They have focused the eyes of the United States upon Indianapolis and the Speedway; next the world is going to take notice."

Record of Speedway.

The story goes on with a resume of the Speedway's record, the plans to make it a wonderful course for balloon races and the general activity it has aroused in aeronautic and automobile affairs. It encourages the support of the Speedway by Indianapolis and the support of the automobile industries here.

Every line of the study of Mr. Laycock is interesting, for it is the story of the rise of a man who has succeeded in establishing a great factory where the employes are regarded as being more than machines, where the company is willing to make sacrifices that its employes may be comfortable and satisfied at their work.

"It is needless to mention to Indianapolis people," runs the story, "the welfare work carried on at the factory—the big dining room where lunches are served at cost to employes, the shower baths, the extensive library for the workers and other such work, including the fostering of a mutual benefit association for the relief of the employes through the stress of sickness."

And at the end it says:

"He smokes three cigars a day and works in his shirt sleeves."

Dr. Woods's Rules.

Dr. Woods lays down a few general rules to be followed in the care of food in his story of how "the sanitary distribution of food and other little foibles keep the Board of Health on the job." Dr. Woods takes up the question of meat inspection, the care of vegetables and milk, water supply, the necessity of taking precautions against flies and other insects and the needs of a greater City Hospital. In conclusion he says:

"The Board of Health wants to do all that it should do to render the food we eat, the water we drink, the air we breathe, the houses we live in and the drugs we take healthful and wholesome. And there is not a sane person who does not want to join in that stupendous work. It is true that there are yet some people who insist that because they can exist in unhygienic conditions we should not bother too much to make things better. Happily, these misguided people are becoming fewer, and it is not too much to hope that their tribe will soon perish. The signs of the times indicate that the public recognizes that we are no longer in a primeval land, but that the concen-

