

# Finish the Job Is Slogan of Big Tire Man

Harvey S. Firestone, Organizer of Vast Industry, Applies Golden Rule in Trade and Shop.

An optimist at the head of a great industry, a leader always busy with plans for the future, an employer sending the thrill of his enthusiasm throughout his vast organization and stimulating it for increased activities, a man who refuses to sit in sackcloth and ashes over what some call lack of faith in the glories yet to come!

These introductory lines fitly describe the makeup of Harvey S. Firestone, head of the largest exclusive automobile tire manufacturing plant in the world. Three words comprise the motto or slogan of this individual who has risen in only a few years to the high position he occupies today in the industrial and financial life of America—"Finish the Job."

A visit to the various manufacturing plants of which Firestone is head will disclose the conspicuous display here and there of large hand-painted signs bearing the admonition, "Finish the Job."

Firestone says to live we must work, and the harder we work the better we live. "Do something," he says, "not somebody."

"Do unto others as you would have others do unto you," said Firestone, addressing several thousand employees of the Firestone Tire and Rubber Company. "Live more faithfully by the golden rule. Do nothing that will work injustice or unhappiness in your shop, your office, your home, your city."

Firestone's rise from an obscure buggy salesman to a place in the front rank of industrial executives has not been through byways strewn with flowers, but down many rough roads that have been smothered into efficient highways by keen foresight, mature judgment and common sense.

Firestone's Career. Just a little more than 50 years ago, Firestone was born on a farm near Columbiana, Ohio. He was the second of three sons.

As the years rolled on and he had acquired the knowledge that the country school in those days could offer, he attended a Cleveland business college several months. Leaving this school he made his actual start in the world as a clerk in a Columbus coal office.

The position did not appeal to him. He accepted a job as traveling salesman at \$50 and expenses monthly for a short time.

This did not look promising to young Firestone, so he tried his hand as shipping clerk for the Columbus Buggy Company. It was in this environment that his future success as an industrialist touched the fringes of his mammoth enterprise of today.

This was at a time when rubber-shod vehicles were being introduced. Young Firestone, having had experience as a salesman, was sent to Detroit to show the first rubber-tired buggy in that city, not known as the automobile manufacturing center of the world.

Meeting a Chicago acquaintance in Detroit, the possibilities of rubber tires were discussed. The Chicago man casually mentioned that a small plant in his city might be purchased at a reasonable figure.

A third party was interested and an investment made. The working capital was something like \$1,000. Carriage makers looked with favor on the proposition, and as a result sales grew steadily. The business assumed a brighter aspect month after month. An offer to consolidate with the Imperial Rubber Company was accepted. The transaction giving Firestone a \$40,000 interest in the concern.

Beginnings of Success. As manager and purchasing agent of the company, Firestone had to make trips to Akron for the purchase of rubber. Some policies of the company, however, did not coincide with his ideals. He disposed of his holdings for a needed rest as well as an opportunity to study new plans for the future.

Deciding to re-engage in the rubber industry, he chose Akron as the logical location. This was in 1901. He accepted a position as manager of the carriage tire department of a well known company.

That branch of the concern had not been making the desired progress. Knowing the new department manager's ability and experience in that special line, the company offered to sell this department.

The deal was consummated. Firestone soon was manufacturing car-

# This Cash Offer Is Open to You



Five prizes are offered again this week for the best title for picture No. 2 of The Omaha Sunday Bee's title contest: For the cleverest title \$10 will be awarded. Contestants submitting the five next best titles will each receive \$1 each.

Here are the rules: All titles must be in The Omaha Bee office by midnight Wednesday. Titles must not exceed 12 words in length. One person may send in as many titles as he wishes, but each one must be written on a separate card. Now get a pencil and write a title on a postcard and mail it to the Title Editor of The Omaha Bee.

# Worth-While Thoughts

Finish the job. Do something, not somebody. Anything that is natural is right, so anything that is unnatural must be wrong.

Everybody has an equal chance, but all have not an equal amount of energy to realize on it. You and I will get out of life just what we put into it. The great need of the whole world is faith and more real service on the part of each and every one of us.

The whole structure of our commerce and industry is built upon the same fundamentals as our religion. We all get away in life to the same start and it is up to us what kind of a finish we make.

The mental and moral and physical forces of men and women are unfurled by the buoyant power which supports the faculties to their fullest development. Be honest in all things. Your breach of faith simply encourages others to break the ties of brotherhood in the same way.

Be thrifty; have a savings account; you can't hold your head high when your bank account is low. When you do what you undertake to do as well as it can possibly be done you have a perfect right to feel happy, for that is success.

Ben Franklin was right when he said "Little leaks sink big ships." He perhaps meant to say "Do not dribble away your dollars."

Firestone company today, it is interesting to record that Firestone's first factory force consisted of 12 workmen in the factory and two persons employed in the office. The original one-story structure is yet in service, being connected with the plant used exclusively for the manufacture of motor vehicle rims.

Plant Long Overgrown. Large as this rim plant now is, producing about 60 per cent of the rims made in America, it long ago was outgrown. A new plant with more than twice the capacity of the old, has been completed and will be occupied this summer.

Firestone has a home at Akron and a winter home at Miami Beach, Fla. During his winter sojourn in Florida it is his custom to entertain the company's executives.

Business and pleasure are combined. The executives, usually going to Miami Beach four at a time, are accompanied, by their wives, the stay being for two weeks.

Near the Akron factories is Firestone Park, with its hundreds of comfortable homes, purchased by employees on the easy payment plan. This attractive suburb was planned and developed under the direction of Firestone.

A massive clubhouse for employees has several large dining rooms, cafe, theater, gymnasium, swimming pool, bowling alleys, library and other conveniences.

The Firestone grocery store sells to employees at a small margin of profit—simply sufficient to meet operating expenses.

The Firestone Young Women's club provides rooms and meals for girls from out of the city. The Firestone bank encourages employees to open savings accounts and assists them in business transactions, offering suggestions of a helpful nature.

The Firestone legal department gives advice to employees free. The recreational department has its own large athletic field. The dental and medical departments are at the disposal of all employees.

Firestone's guiding hand is seen in the organization of the various departments. It is certain all these features play an important part in the welfare of the people identified with the Firestone organization.

The rise of others who have reached heights of financial and industrial leadership are found in Firestone's success. Every employee in the Firestone organization knows that one factor, perhaps above all others, that

# History of Omaha, Outlining Growth, Placed on Sale

Revised Volume, Written by Alfred Sorenson, Pioneer of City, Makes Appearance on Counters.

A revised, rearranged and enlarged edition of "The Story of Omaha," a history of the city written by Alfred Sorenson, 3335 Harney street, who claims residence in Omaha since 1871 as the basis of his work, has just been placed on the market.

The book, dedicated to his wife, "Mary Brown Sorenson," daughter of William D. Brown, pioneer ferryman, original founder of Omaha, and who owned two-eighths of the town site.

The book details Omaha's growth from the expedition of the Spaniard, Coronado, in 1540, to the establishment of the Intermediate Credit bank in 1923.

Discovery of Nebraska. The volume portrays the discovery of Nebraska, the Indians and Mormons, the early days of Bellevue and Florence and the bligh of Nebraska and Omaha. It relates the winning of the capital prize, the first murdered case and the capital removal fight. Pioneer justice, first legal executions and notable crimes in the early days of Omaha are vividly depicted. Pioneer schools and churches and the early hotels of Omaha also are pictured.

It tells of the advent of the telegraph and steamboat, early military history, the Omaha press, and financial institutions, ending with the final chapter, the Omaha of today. The edition contains 661 pages with more than 200 illustrations.

"I consider it a public service," declared Mr. Sorenson yesterday. "It has taken me about a half a century to finish it, working in my spare time in addition to my other work as editor of the Omaha Examiner, and I think the public will appreciate it." Grace Sorenson, editor of Every Child's Magazine, is Mr. Sorenson's daughter.

# Stereotypers' Convention to Open Monday

Annual Meeting of International Union to Be Held Here, With 100 Delegates Expected.

The 22nd annual convention of the International Stereotypers' and Electrotypers' union of North America will open at Hotel Castle Monday morning, and last for six days.

An important matter to come before the convention will be the question of a renewal of the arbitration agreement of the union with the American Newspaper Publishers' association, which includes 500 of the strongest newspapers of the United States and Canada. This agreement, which has been in existence between the publishers and four of the printing trades, was in existence from 1901 to 1922, expiring April 30 of that year.

One hundred delegates and about 250 persons in all, are expected to attend the convention. Stereotypers' local No. 24 and Electrotypers' local No. 141 of Omaha will have charge of the entertainment features, which will begin Monday night with a trip to Ak-Sab-Ben den.

Officers and directors of the union are as follows: James J. Free, Caldwell, N. J., president; Thomas P. Reynolds, Omaha, vice president; C. A. Sumner, Kansas City, secretary-treasurer; Henry F. Freer, Chicago, and Martin E. Apy, New York City, members of the executive board. These men have been meeting in Omaha during the past week to formulate the matters which will come before the convention.

This is the second time the convention of this body has been held in Omaha, the previous meeting being in 1910. Delegates will attend from all parts of the United States and Canada.

When your orange stick becomes blunt, do not discard it as useless. Run it through the pencil sharpener and it will be as good as new.

# Two Up and One to Go



Title Picture No. 1. M. Budlong, 1113 North Thirty-fourth street, wins the \$5 check for the cleverest title for picture No. 1, which was published in The Omaha Bee last Sunday. His title was "Two Up and One to Go."

The following titles won \$1 each: "Suds or Duds," C. D. Clements, Wymore, Neb. "A Little Game of Put and Take," C. E. Nelson, Box 123, Atlantic, Ia. "Getting a Lineup for a Clothes Call," Mrs. A. T. Conner, 1321 West Division, Grand Island, Neb. "A Watchout on the Line," Thomas Zaack, 2604 North Fifty-eighth street. "Two Minds With But a Single Thought," Mrs. J. H. Mason, 1214 Taylor avenue, Norfolk, Neb.

Many titles were suggested by readers of The Omaha Bee who saw the first title picture last Sunday. Here are some contributors the title editor believes should receive honorable mention: Mrs. John Christensen, 2315 Redick avenue, Omaha. Mrs. A. W. Avery, 2555 California street, Omaha. Mrs. J. A. Stroud, 2628 South Fifth street, Omaha. Genevieve Carlson, Mead, Neb. Robert Burke, 2409 North Eighth street, Omaha.

Prices in Paris Increase as American Tourists Arrive. Paris, July 14.—The favorite topic of conversation in Paris, the high cost of living, displaced from time to time to determine the policy of the Ruhr, never is long neglected. Today it is flourishing. The vanguard of the 1923 crop of American tourists is here, and the retailers of the city are playing the game with the limit removed; any price goes.

But the truth of the situation is hard to determine. There arrived recently from the coast two heavy consignments of sea food, lobsters and cod. The lobsters were seized upon at 15 francs a pound, and the stalls quickly cleared. Nobody wanted the humble cod, at 3 francs a pound, and several thousand pounds had to be thrown away.

Jap Ex-Servic Men Want Bonus Equalized. Tokio, July 14.—Former soldiers and sailors of Japan, in a meeting recently, attacked the policy of the Japanese government in giving liberal bonuses to certain retired officers of both services and ignoring a great number of former service men. A resolution was filed with Premier Kato and the minister of war, General Yamashita.

Honolulu Motor Cars to Reach 10,000 Soon. Honolulu, July 14.—There will be approximately 10,000 privately-owned motor cars and trucks in Honolulu on July 1, according to estimates made recently by D. L. Conking, city and county treasurer, based on the issuance of automobile licenses during the first three months of the year. This represents an increase of approximately 2,000 over the figures for last year.

# Omaha Bee Milk and Ice Fund to Close August 1

Loyal Friends of Suffering Babies Have Only Few More Days to Contribute.

The Omaha Bee Free Milk and Ice fund will close August 1. A steady flow of contributions, which have exceeded those of any previous year, makes the closing of the fund possible at this early date.

There is almost enough money in the fund now to care for the babies during the remaining hot weeks. But to be sure that none of them shall suffer for want of milk, and the ice to keep it sweet, a few hundred dollars more should be raised before August 1.

The Visiting Nurse association continues to purchase milk for the babies during the winter months in the more needy cases. But, thanks to the generosity of its readers, The Omaha Bee is able to raise enough in the few extremely hot weeks of the summer, when the need is greatest, to pay for this extra work of mercy which the nurses carry on.

If you have not contributed and desire to do so, please bring in or mail cash or checks to The Omaha Bee Free Milk and Ice fund. You may do so with the absolute knowledge that every penny of the fund will be used to buy milk or ice for the tiny babies in the poorer homes. Every contribution will be acknowledged in the columns.

Previously acknowledged contributions: Blockton Health \$1,096.17; Cash \$2.00; Charlotte Kemp \$2.00; A. Fried, Orleans, Neb. \$2.00; L. E. K. Minden, Neb. \$2.00; From a Friend, Schuyler, Neb. \$2.00; Omaha Mothers' Club \$2.00; Gift in the Ready-to-Wear Department of Brandeis Store \$2.25; M. J. Merrill \$1.00. Total \$1,132.59.

Eggs are sold by the pound in Denmark.

\$6.00 for our special large round SHELTEX SPECTACLES or EYE GLASSES. \$7.00 BIFOCAL LENSES only. Distance and near vision both in one lens. If you use or need two pair of glasses, use our Bifocal and dispose of one pair. Same service at our South Side store, 24th and N streets. Flitton Optical Company 13th Floor 1st Nat'l Bk. JA 1963

# Household Specials

Tearless Mincer 89c For making salads and chopping vegetables, nuts and fruits. Saves your hands from stains and your eyes from crying. Just the thing you have always wanted. \$89c

Kitchen Clocks \$3.73 Blue and white enamel dial kitchen clocks. Eight-day pendulum. Just the thing to take the place of that old alarm clock. Regular price \$4.50. Special for Monday... \$3.73

Bottle Caps 26c Gross For your ketchup and root beer. Put up in gross boxes. Monday... 26c per gross.

Serving Trays 43c Fancy black and gold Japanned metal trays for serving. 13x13 inches, special for Monday... 43c

Aluminum Water Pitcher 98c Pure aluminum water pitcher. For serving on table. Only a few for Monday at... 98c

MILTON ROGERS AND SONS COMPANY Hardware and Household Utilities 1515 HARNEY ST. ESTABLISHED 1858

# MRS. G. W. HALL SICK FOR YEARS

Wants Women to Know How She Was Made Well by Lydia E. Pinkham's Vegetable Compound

Lima, Ohio.—"Indeed, your medicine is all you say it is! I had very severe troubles such as women often have, and could do no heavy work. I had several years, and from reading your ads, I finally decided to take Lydia E. Pinkham's Vegetable Compound. I am now doing my own washing, which I haven't done for several years, and can walk long distances without those dragging pains and weak feelings. The Vegetable Compound is fine, and I never forget to say a good word for it to other women when they say they need something."—Mrs. G. W. HALL, 539 Hazel Avenue, Lima, Ohio.

# CHILDREN CRY FOR FLETCHER'S CASTORIA

MOTHER:—Fletcher's Castoria is a pleasant, harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared for Infants in arms and Children all ages. To avoid imitations, always look for the signature of *Chas. H. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.

# It Puts The Teeth To Sleep There Is No Hurt



Leaves No Ill After Effects When your tooth is out, your troubles are ended, because Twilight Sleep "for the tooth" is pure and harmless. Saves Your Time by permitting rapid work and quick completion of operations without repeated appointments and delays. Permits Better Dental Work by allowing me to more thoroughly prepare teeth for crowns, bridges, fillings, etc., without annoying interruptions because of the pain.

This new and better dental service is available in this city only at my offices. None other has it. Phone or call for an appointment when you need dental work. You, Above All, Must Be Satisfied MCKENNEY DENTISTS 1324 Farnam St., Cor. 14th. Phone JA. 2672