

MANY WONDERS FOUND IN OVERLAND'S SERVICE HOME

Great New Ten Story Building Has Every Modern Improvement for Rapid Work of All Kinds.

By EDWARD MOTT WOOLY.

We drove down West Fifty-seventh street and stopped at the ingoing runway of the mammoth Willys-Overland service station, near Tenth avenue. It towered above us ten stories high, dwarfing every other garage in the world. It is a block deep and almost as wide.

"Drive in," said a service salesman who greeted us at the curb. It was a vast concrete room in which we found ourselves, with automobiles here and there about it. Some of them were spouting clouds of carburetted gasoline fumes and making noises like machine guns in battle.

I imagine that John North Willys had something of this joy when he planned his new service station in Manhattan. To him the odor of gasoline must be the essence of inspiration. Out of fire liquid and smoke clouds he has built his romance. A colorful romance it is that Overland plant at Toledo, and here on West Fifty-seventh street I found another chapter of the story, and the biggest of the service stations in the world.

It was Mr. Willys who asked me to go there and spend a day. He wanted the impressions of an outsider. And truly what I saw there is difficult to put into words. It is bigger than any other automobile garage I have ever seen.

Yet when you analyze it a ten story service garage is only the logical sequence of a plant that turns out at the rate of 200,000 automobiles a year. More than a million cars a year are put on the market in this country, yet real automobile maintenance is one of the most difficult things to buy. People are almost willing to pay reasonable prices for being served honestly and efficiently, but imitation service tinctures the sport of motoring with gaudy, and almost worthless, things.

Like people, automobiles will get bilious, jaundiced, rheumatic. Their blood pressure runs high and their circulation gets poor. Sometimes they breathe stentoriously and their hearts are bad. Nervousness is not uncommon among them. We make of cars exempt from these afflictions. Everything in this world wears out, especially people and machinery.

On the ground floor, I saw, were cars being diagnosed. I saw a pretty girl in a blue driving suit, and she almost wept as she showed a twisted fender to a sympathetic but lanky mechanic, dressed in grease. Some road pile, she said, had done it. Was it past all help?

We wiped more grease on his face and reckoned that it wasn't observing, however, that in most garages it would be thrown on the junk heap. There was a square jowled tourist a little further along who had come there with a smashed body, luckily, his car body. Of course it was the other fellow's fault; it always is. Some daredevil had come around a curve at a forty-mile pace without sounding his horn.

Next by was a car that belonged to a red faced man in a buckskin coat. He talked very loudly and bragged that he had driven the car twenty thousand miles without washing it. He opined that what it needed now was painting. On that point I was uncertain myself, because all I could see was mud.

A large woman was there with a car whose lights were weak, and a man whose battery had died, and another who wanted an overhauling. This ground floor really was the receiving room of the hospital.

New Overland Service Station.



This is Fifty-seventh street looking west. The size of the building is impressive, but so carefully has every inch of space been utilized that after going through it the wonder is that a much greater floor area is not required.

myself among tiers of bins that seemed endless. Here you can get parts for any Willys-Overland car," said my escort. "There is a stock here worth a quarter of a million dollars."

A lot of people were up there, too, buying parts and supplies at the sales counters. The company sells at wholesale to its dealers and at retail to the general public. As I stepped into the sixth story reception room and sat down for a time to rest, I should say that twenty-five customers can take their cars there at one time.

On the seventh floor a curious sight greeted me. The ceiling was hung thickly with automobiles, and another tier covered the floor. Three hundred and twenty-four cars can be stored on this floor. I estimated what this economy of space meant in dollars, and my guess ran into four figures for the year. On the upper floors there is more storage space.

On the day I went through the plant there were more than a thousand automobiles in the building, mostly new ones. The structure and contents were worth more than \$2,000,000. They call this seventh floor the new car department. Willys-Overland cars for the metropolitan district are brought here from the factory. Did you ever stop to think of the work and expense attached to marketing automobiles?

Up there I saw crews of men washing and polishing cars by the score and putting great canvas covers on them. Then all new cars must be tuned—like a piano. An elevator took me to the tenth floor, where I found an automobile and accessory show in full swing. Up here in the wholesale display room of the Willys-Overland company and all the current models are shown. Incidentally I saw quite a collection of Willys-Overland dealers—some of them from Oregon, Texas and New England.

I sat down in the tenth floor waiting room for a time and talked with two of these Western automobile men, and they agreed that nothing in the way of service the country over came within gunshot of this wonderful plant on West Fifty-seventh street. On this floor, too, are the New York general offices. This stupendous garage is open daily from 7:30 in the morning to 1:30 at night and employs 350 men.

Coordinated with it is the spacious Brooklyn Buys Hudsons. Demand for Super-sizes Means New Quarters. The Brooklyn branch of the Hudson Motor Car Company of New York moved into its new quarters at the corner of Bedford avenue and Prospect place last week.

MARMON'S OILS ARE BEARING.

They Make It Very Easy for the Owner. Convenience and speed are two ideals of motor car construction that are attained in a remarkable degree in the Marmon 34. Since the Marmon 34 appeared on the market after the 1916 shows it has come to be known as "the car that takes care of itself," because it has only four grease cups requiring attention, and because the lubrication of the engine and of the transmission and rear system are so simple.

"All the driver of a Marmon 34 has to do in lubrication," said Frank G. Caris, sales manager of the Marmon Company, "is to keep the four grease cups on the steering or sections filled, to keep the oil showing a good head on the gauge on the dash that registers the engine supply and to pour some oil at the proper times into the transmission casing from which the rear axle and other rear mechanism are lubricated."

"The lightness of the Marmon has made it so economical in the consumption of gasoline and wear on the tires that it represents a great saving to a man who drives a heavy automobile. The convenience and economy of the Marmon make it a very satisfactory machine for any one who keeps a car of this class."

STANDARDIZATION WINS.

Is of Distinct Advantage to Truck Fleet. Operators of big aut truck fleets have come to realize the advantages of standardization of equipment. It means better service, speedier repairs and practically constant movement of trucks. But standardization is not a haphazard decision upon before a full investigation has been made of the various makes and types of equipment.

Little over a year ago the Atlantic Refining Company of Philadelphia, with standardization in view, put a Firestone Giant tire on one of their 400-odd trucks. Its performance led to a recent announcement of the company that hereafter all of its heavy duty trucks will be equipped exclusively with Firestone Giants.

Firestone Giants are the largest single tread truck tires manufactured. They are constructed only by the Firestone company and were designed and originated by its experts. They are built in various sizes, the largest being 42x24 and weighing 655 pounds.

In 1914 there were in use less than 20,000 automobiles. In 1916 there were in use about 250,000 automobiles. Today there are in use more than 3,000,000 motor cars, whose value exceeds \$2,500,000,000.

"Although 1916 was by far the most prosperous year that the United States has known, 1917 promises to excel even our fondest expectations. This has become more evident since our declaration of war. To visualize our enormous prosperity it is best that we compare figures of 1915 with those of 1916. It is generally conceded that railroads and banks are a barometer of the country's prosperity.

"Railroad earnings for 1916 were \$1,856,900,000; railroad earnings for 1915 were \$1,214,000,000. Value of farm products for 1915 was \$10,775,000,000; value of farm products for 1916 was \$12,449,000,000. Bank clearings for 1915 were \$185,550,000,000; bank clearings for 1916 were \$250,000,000,000.

"The steel industry, too, is considered a barometer of the nation's prosperity. In this regard Judge Gary tells us that the United States Steel Corporation is practically booked for the entire year of 1917 and far into 1918 with firm orders. This same condition holds true with practically every steel corporation in the United States.

AMERICA IS NOW

WORLD'S MARKET

Common Sense Analysis Shows Calamity Howlers Who Would "Rock the Boat."

In every country there are always certain unthinking, panicky, chicken hearted people who lose their heads and try in every way possible to rock the boat of our national commercial equilibrium whenever the nation approaches any sort of a crisis. The soap box oratory of such excitable is invariably without the foundation of facts. Even today, while America is the market place of the world, there are those who are doing everything in their power to disturb the confidence of the people in our financial and commercial stability.

It is quite interesting to learn how closely our prosperity is related to the sale of automobiles. There is perhaps no executive in the motor world more interested in the prosperity of our country and in motor car statistics than C. S. Riegan, vice-president and general manager of the Elgin Motor Car Corporation of Chicago, Ill. The following statistics have been prepared by him. He says:

"Let us begin by showing the salaries earned in the United States in 1916 and also the number of people earning them. But please bear in mind that the salaries for 1917 are much higher than those quoted."

"Four million nine hundred thousand persons earn between \$900 and \$1,200 per year, 1,500,000 persons earn between \$2,000 and \$3,999 per year, 900,000 persons earn between \$4,000 and \$4,999 per year, 429,000 persons earn between \$5,000 and \$9,999 per year."

"It has been figured that a large proportion of the motor cars are owned by people belonging to the first class. The above figures show 7,200,000 potential motor car owners in the United States at the present time. Subtracting from this figure the 3,000,000 persons now owning motor cars it shows 4,200,000 prospective purchasers of automobiles. These figures clearly bespeak the genuine prosperous condition of our country. Even before war days there was no other country in the world enjoying such prosperity.

"The automobile industry now ranks second in value of manufactured products of the United States. It has exceeded by leaps and bounds those of a corresponding period of 1916. The automobile is no longer considered a luxury but rather a business and almost a home necessity.

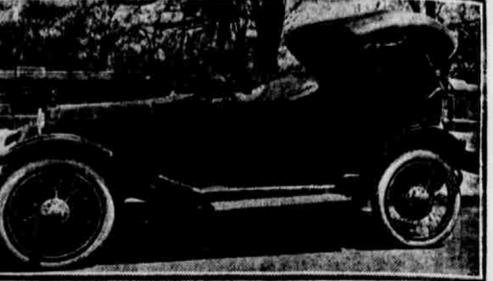
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New Dodge Bros. Victoria.



This car is attracting wide attention because of its graceful lines and pleasing color scheme. It has a black body with yellow striping, yellow wheels and a black leather top and was designed by the Colt-Stratton Company, local Dodge distributors, at Broadway and Fifty-seventh street.

for 1916 were \$259,574,000,000. Savings bank deposits for 1916 were \$5,195,400,000. Exports for 1916 were \$2,195,400,000; exports for 1915 were \$1,961,200,000. Excess of exports over imports in 1916, \$1,765,800,000. Stockholders of the United States in 1916 received dividends amounting to \$966,927,968.

"The sales on the stock exchanges throughout the country are also indicative of the nation's financial condition. In 1916 there was a total of \$22,542,807 shares sold on the stock exchanges throughout the United States, as against \$6,023,456 shares sold in 1915. Dealings in bonds on exchanges throughout the country in 1916 totalled \$1,161,725,250.

"Our prosperity is even more pronounced since the United States entered the war. The total value of exports during the month of April, 1916, was \$399,861,157. The exports during the month of April, 1917, since our declaration of war, \$530,000,000. Bank deposits on April 30, 1916, \$1,135,322,000. Bank deposits on April 30, 1917, \$13,089,338,000.

"Calamity howlers have also raised the question of the outcome of our tremendous loans to Europe. Investigation shows that owing to the return by our European debtors in us of our own securities since the war began our international credit position has been improved to the extent of more than \$5,000,000,000. Every loan we have made to foreign governments has been repaid in exchange securities of the safest and most tangible sort.

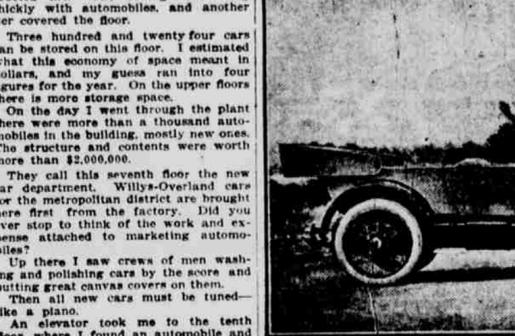
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"There was never a time in our nation's history when we have experienced such unparalleled prosperity; there has never been a period during the life of our republic when business houses were so swamped with orders as they are today. The beauty of it all lies in the fact that we are standing in but the daybreak of the greatest era of prosperity our people have known. During the next few years America will be the market place of the world. Our factories will be going at full blast. It is our duty to clothed and stock the world in general with all that is needed to carry on this great war and reconstruct after the calamity has passed. We must be the warehouse of the world. Our mines must be worked day and night and our fields cultivated to the maximum.

"True, much of our late prosperity is a result of war orders, but at the same time the roots of our tree of commerce have grown deep in the fertile fields of the world's business, where the fibres of our commercial life can draw continually from the springs of international trading. We are no longer dependent upon the superficial showers of temporary prosperity, but rather we have established our place among the Powers of the earth not merely as dollar chasers, but as a people of business integrity whose purpose it is to raise the standards of international bartering to a level of honor and sincerity that will forever make the unfair methods of securing trade heretofore employed."

ANDERSON SIX ON BROADWAY. A. L. Godoy Will Look After Its Interests. A. L. Godoy, for two years general manager of the Crow Motor Sales Company, Inc., has resigned that position though still holding the majority of the stock and has organized the Meridian Motors, Inc., with V. Viviani as president and James A. MacDonald, vice-president. The Meridian Motors, Inc., under A. L. Godoy's management will handle the Anderson cars, which line includes the sport model, convertible from a two passenger roadster into a five passenger touring car. This car is covered by twenty-seven patents.

Stutz Bulldog Four Passenger Car.



Stutz cars are too well known here to need description. They have the lines, the speed and the stamina and William Parkinson of 1804 Broadway to back them with good service. Stutz engineers have used to advantage all the things that successful racing has taught them and a sturdy car is the result.

MOLINE CAR IN NEW HANDS.

Will Have Entz Transmission With Knight Motor. The Moline-Knight car is about to be sold in new quarters at Fifty-seventh street and Broadway with two well known automobile men, Watson and Stocke, in charge of sales and distribution for the Manhattan district. This firm has been building the "Knight Special" car for the past year, with a special Knight motor and the Entz magnetic transmission, at 351 West Fifty-second street, where the service station is located.

BROOKLYN BUYS HUDSONS.

Demand for Super-sizes Means New Quarters. The Brooklyn branch of the Hudson Motor Car Company of New York moved into its new quarters at the corner of Bedford avenue and Prospect place last week.

"Our business in Brooklyn," says Mr. Houtp, "has been increasing by leaps and bounds for some time now. We have been handicapped because of lack of room to properly display our full line of models. In the new place we shall be able to keep on display all of the closed models, as well as the touring cars and roadsters. For the present at least we shall retain our service station on Putnam avenue. The interior of the new show room is being repainted, with some changes in the color scheme and big additions to the lighting facilities.

"It was rather gratifying to us that the four Hudson super-sizes entered in the Cincinnati speedway races all finished within the money. Three started in the 250 mile event against a field of twenty-eight cars and all endured through the contest against costly special racers, finishing second, seventh and ninth.

Sullivan Gets Promotion. E. J. Sullivan, one of the pioneers of Automobile Row, known to his host of friends as Gene, who has been associated with the Maxwell Motor Sales Corporation's local branch for the past couple of years, has just been appointed assistant sales manager.

STUTZ WORLD'S CHAMPION.

Immediate Deliveries We have just received from our busy factory a few roadsters, also four-passenger and six-passenger Stutz Bull Dog Specials.

The Stutz is that sturdy, powerful, enduring car—elegant and highly distinctive without being freakish. It fulfills every requirement asked by the Sportsman, the Army Officer, and yet can be handled with ease by women. It is a car in which any fashionable woman may take pride.

For consistency it is without precedent. In four big races recently Stutz scored four consecutive firsts and four second places.

William Parkinson Motor Sales Co. 1804 Broadway, New York At 59th Street. Newark Branch, 372 Central Avenue.

Advertisement for Lee Puncture Proof Goodyear Gordon Tires at 40% off list. Get Our Prices on Tubes. Constable Tire & Rubber Co., Inc. 175 M. C. Powers 1685 Broadway N.Y.C. OPEN EVENINGS.

Dodge Brothers Closed Car. Much of the popularity of Dodge Brothers' convertible Sedan is due to its instant acceptance by women. Its beauty, its comfort, its roominess, its rich upholstery, make an especial appeal to feminine good taste. It will pay you to examine this car. The gasoline consumption is unusually low. The tire mileage is unusually high. Sedan or Coupe, \$1,265. Touring Car or Roadster, \$835; Winter Touring Car or Roadster, \$1,000. (All prices f. o. b. Detroit.) Colt-Stratton Company Broadway at 57th St. Columbus 7101 Open Evenings.

Anderson Six 40. Convertible Sport Car—2 to 5 pass. \$1,295. 5-passenger Touring Car (divided front seats) 1,295. 5-passenger Touring Car (straight front seat) 1,295. All prices F.O.B. Rock Hill. THE ANDERSON SIX ("The Car with the Custom Made Bodies") is now on sale at 1696 Broadway (corner of 53rd Street). Drop around today and see the CONVERTIBLE SPORT CAR (Patents applied for.) The Season's most remarkable achievement in body designing. There is no other car body just like it. It may be exactly the type you have been wishing for. Come and see it anyhow. You can hardly afford to buy some other type without at least examining a product that has made such a favorable impression on others who had not been able to get exactly what they wanted elsewhere. This body is protected by 27 different patents, each one of which covers a distinct improvement over other types of car body. COACH WORK Every Anderson car has a Custom-Built Body. For 28 years Anderson coach work has enjoyed world-wide fame. Special body-building skill and extraordinary facilities enable us to equip all Anderson cars with hand-finished bodies of remarkably high character—splendid examples of the coach builder's art—without extra charge to the car buyer. MECHANICAL EXCELLENCE—COMPLETE EQUIPMENT The Anderson Six is powerful, flexible, economical. It averages about 17 miles to the gallon; will travel from 2 to 60 miles an hour on high, is a splendid hill climber and holds the road well. It is light, well balanced, with extraordinarily efficient springs—exceptionally easy on tires. Continental Engine, Hotchkiss Drive, Zenith Carburetor, dry disc clutch, extra long underlugs vanadium steel springs, Westinghouse Electric System, Kellogg Engine Driven Pump, spot light and trouble lamp, Stewart Speedometer, Clear-Vision Oiled Ventulating Windshield, Klaxon Horn, Boyce Motometer, combination winter heater and foot rest, etc., all constitute regular equipment. Meridian Motors INC. 1690 Broadway (at 53rd St.) Phone Circle 2081