BY HOWARD S. FISK.

DETROIT, Mich., July 24, 1915.

AN announcement will shortly be made in this city which will not only create somewhat of a sensation in the automobile industry at large, but in the National Capital as well. Few persons are aware of the fact that there has been designed and constructed, within a stone's throw of the city of Washington, a motor car which is expected to revolutionize the construction of gasoline cars. Yet such is the case.

Down in the historic city of Alexandria, Va., Victor Lee Emerson and his son, who have created a national reputation as motor boat engine designers and constructors, planned, designed and worked out a new four and six cylinder motor car, which is now being manufactured in this city. That they have been laboring for several months past on the new models, both by day and night, is not denied, and the result of their efforts is now bearing fruit. There has been, and is today, considerable secrecy regarding the company and the details of the new cars. The motor to be used is of an entirely different type and has many unique features. I was permitted, however, to go over the plans a few days ago, but requested not to divulge them to the public at this time.

I met Victor Emerson, jr., with the drawings and plans, on the train and journeyed to this city with him. Later, I joined his father and the officers of the company and went over the plans with them. A large factory has been secured and the building of cars is now slowly proceeding. Mr. Emerson, sr., has been here for the past three months and has been devoting his time to arranging the details of the new company. He also has several other interests here, including a recently patented universal oint, which is being eagerly sought by Detroit manufacturers. The plant making this one product alone is working overtime to fill orders. Many of the 1916 models will have this new feature. The company is in the formation stage and will not be announced until the cars are ready for shipment. The name of the new company and the car will also be announced simultaneously.

Lines of Car Unique.

The lines of the car will be unique in many ways, and in addition will also have a new axle feature. The price of both cars will be popular and will undoubtedly set a new figure of standards, considering the standpoint of the construction, design and quality of the cars. Mr. Emerson, sr., is a brother of W. R. Emerson of the firm of Emerson & Orme, distributers for the Detroit electric in the National Capital.

The Ford Motor Company, it is reported, has purchased 2,000 acres near the Rouge river, at Oakland, a suburb of this city, for the erection of a plant for the building of farm tractors and the manufacture of steel. The plans are gigantic in proportion, providing for the manufacture of between 1,000,000 and 1,500,000 engines alone the first year, with tractors being turned out in proportionate numbers. It is expected that when the tractor and steel plant are in full working order some 20,000 hands will be employed. The plans announced also provide for caring for employes, the property adjoining the plant being used for homes for the workers.

The manufacture of steel is said to be a new departure for an automobile company and the new field to be entered has been under serious consideration by Mr. Ford ever since the tractor plans were first taken up by the officials of the company two years ago. Blast furnaces will be erected and the ore shipped direct from the Michigan mines to the proposed plant, where it will be converted into steel for use in the manufacture of motors and parts for the cars and tractors. Work will be started on the new project at an early date.

Enlarging Paige-Detroit Plant.

The enlargement of the factory of the Paige-Detroit Motor Company, a step necessary to meet the increased demand, is now well under way, with construction of the big addition which will double the capacity of the plant. The building is being rushed to completion as fast as possible. "There is every indication throughout the country that the year is to be a prosperous one," said Harry M. Jewett, president of the company, a few days ago. This is due to the splendid condition of the farmer, the fact that general business is and has been for some time on the upgrade and the supreme confidence of the people in the ability of the powers that be in Washington to keep us out of serious international difficulties. It's going to be a big year for every manufacturer," he concluded.

The Cadillac Motor Company is just now enjoying the biggest year in its history. During the first half of this year the company manufactured and shipped a total of 11,895 eight-cylinder cars, according to reports. It was the largest six months' production the company has ever known. The outlook for the next six months, according to Sales Manager E. C. Howard, is the brightest they have ever had. The company expects to build and ship fully as many cars, if not more, during the next half of this year than during the first half.

Alfred O. Dunk, president of the Puritan Machine Company of this city, is the highest bidder for the personal property of the Briggs-Detroiter Company, which recently closed down. It is necessary that the affairs of the company be first adjusted through the bankruptcy court before Mr. Dunk's offer can be passed upon by the receiver. Mr. Dunk has assured the creditors' committee that in the event of the acceptance of his offer he would continue the manufacturing of the Briggs-Detroiter car, possibly altering the name of the car to the Detroiter. This would insure another of Detroit's prominent automobile industries being saved from extinction and would be the means of outlet to a large number of cars now in process of manufacture.

Prosperity Ever Increasing.

About a million dollars' worth of construction is now going on at the plant of the Hudson Motor Car Company. Several wings are being extended to the full three-story height, the space between other wings is being roofed over with saw-tooth and concrete construction and concrete floor. Additions are also being made to the body, finishing and final testing departments. Larger machine shops and heat treating departments are also being rushed to completion.

Within four months the Lozier Motor Company has paid to the Detroit Trust Company $142,000 from the profits of the company, this sum to be applied to the purchase price. The present company has purchased the complete holdings in Detroit and at once started manufacturing. Those interested in the purchase of the Detroit company and its holdings were many of them interested in the purchase of the plant at Plattsburg, N. Y. The company has already manufactured about 500 of the 1915 models with orders on hand which will bring the output for the comparatively short season up to about 750 cars.

To visitors in this city the prosperity of the city is an ever-increasing source of wonder, and even to automobile people, supposed to be quite in touch with the general condition in the motor car trade of the country, these conditions seem surprising. It is a well known fact that in Detroit no one ever speaks of hard times, and when members of other trades from every imaginable section of the country reach the "heart of the automobile world" they immediately catch the fever of big business and go away imbued with the thought ever uppermost in the minds of all Detroiters—that business is wonderfully good and that there is no limit to the amount of business to be done.

R. C. Hupp, a veteran car builder and now president and general manager of the Monarch Motor Car Company, has had reason to see real business conditions recently. Mr. Hupp's connection with the automobile industry dates back to 1902. Consequently he is considered one of the best posted men in this section of the country on general business conditions, coming in contact as he does with thousands of visitors and dealers each year.

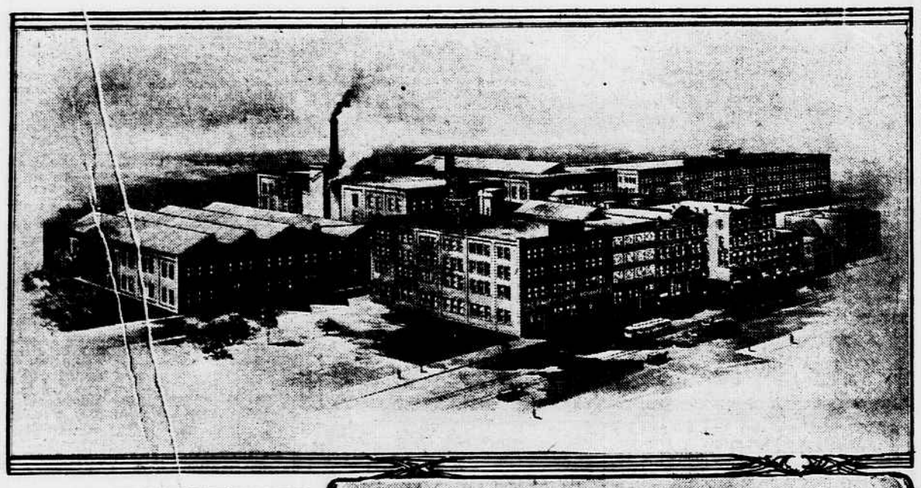
New Automobile Tax.

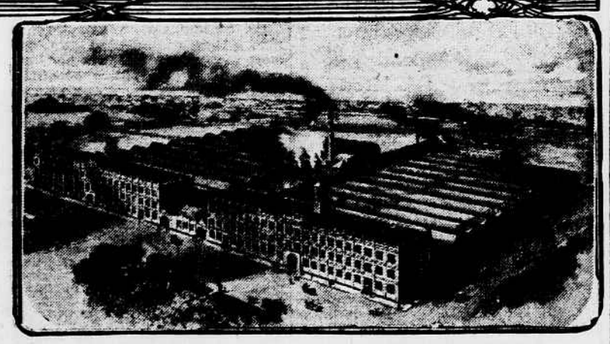
January 1 a new automobile tax law will go into effect in this state. The new law provides a horsepower tax plus a fee for each 100 pounds of weight of car. The city of Detroit fought it, and naturally many manufacturers of automobiles fought it. It went through, however, and it is said it will mean a material increase over the $3 now charged for registration.

As this state is one of the states with a large registration, it is looked upon as representative so far as automobile laws are concerned. If the new law works out satisfactorily, it is predicted that many other states will follow suit. In the long run, while the new tax seems large, it is said that it will prove less than the automobilist now pays, as by its provisions he is exempted from any other city, county or state tax on the vehicle. Now a personal property tax is levied in addition to the $3 registration fee. The money will be used for developing the roads of the state.

Engineers believe that should the law be widely adopted it would have a great influence in the promotion of lighter cars and smaller-bore motors. Though the law may seem somewhat oppressive just now, it is predicted that it will prove a far-reaching influence in time if it is adhered to without amendment. It will give the state improved roads, promote lighter chassis and boost the small high-speed engine.

TWO CLEVELAND ELECTRIC VEHICLE FACTORIES FIGURE IN MERGER.





TOP—PLANT OF RAUCH & LANG CARRIAGE COMPANY.
LOWER—BAKER MOTOR VEHICLE FACTORY.

Feverish Activity Marks Lansing Motor Factories

LANSING, Mich, July 23.—A visit to this hustling automobile town soon convinces one that the automobile industry is on the boom here and that prosperity reigns supreme. I visited the Reo plant today and found it to be a rapidly growing concern. The familiar testing track between the main building and the railroad is to be the scene of an important addition to the machine shop. At the other end of the factory another big addition is being built, this time to add to the assembling department, body building, body trimming, painting, etc.

A tour around the factory to the rear discloses still greater operations under way. Here a tract of four and one-half acres shows a feverish condition. Men are busy breaking ground and starting foundations for a mammoth plant that will be utilized for the manufacture of motor trucks. The plants already cover twenty-five acres of ground, and additions are being made on three sides.

Daily an average of thirty cars are driven away from the Reo factories. Buyers in many of the nearby states come out here to the factories and drive their new machines back home. It is a familiar sight to see families at the hotels here, who journey on the trains, having wired ahead for their cars to make sure they are ready and then immediately start for home as soon as they are turned over to them.

Helps Shipping Problem.

"Not only does this help the shipping problem," said one of the officials of the company to me, "but we find it valuable in other ways. For example, they get an opportunity to visit the factory and get a grasp of the magnitude and accuracy of the operations and have an opportunity to inspect and test their machines. Almost invariably such visits are followed by other visits from friends of such buyers."

The Reo Company will build about 24,000 cars of the passenger type for next year. Fifteen two-ton trucks are now being shipped daily. Extensive improvements are now being made to the present plant. The improvements will consist of a three-story structure, 101 by 256 feet, with basement, being an addition to the general assembling department. To the final assembly department there will be added an entirely new addition, three stories in height, 115 by 138 feet, with basement, while the present assembly building will receive two additional stories, 80 by 153 feet. A three-story addition, 50 by 74 feet, will be added to the engineering building. Shipping facilities will be greatly relieved through the construction of a loading deck along the railroad 247 feet long by 36 feet wide.

Turning Out Forty a Day.

Much to the chagrin of the officials of the Olds motor works, Oldsmobiles were not being turned out as rapidly as they desired. At the present time the cars were being turned out at the rate of about forty a day, when the production should be about 110 a day. J. V. Hall, general sales manager, said that he would like to see the situation relieved, as since the announcement of the 1916 line, entailing a drop in the list price of the four-cylinder model, the company has sold and shipped cars faster than at any previous time in the history of the concern.

"The days of the curved dash runabout fifteen years ago, when we produced a low-priced machine, did not equal the present time so far as production and delivery of cars is concerned," said Mr. Hall. "If we did not have plans well under way for speedily and permanently enlarging our output, meeting the present onrush of business would offer a very serious problem, and even as things now stand the factory at its present rate of production will require from two to three months to fill orders now on hand. This, of course, is leaving out of consideration the new eight-cylinder car announced for next month delivery, which will also have an unusually large demand."

At the present time the company has five experimental cars of the eight-cylinder type being tested out thoroughly. With the arrival of some parts which have held the production up for a short time the daily output will be increased to its fullest capacity. About 12,000 cars of the 1916 four-cylinder type will be built.

M. T. Pollock and C. G. Smith of the Pollock Car Corporation in Washington, representative for the Oldsmobile, were visitors at the Olds motor works here last week, spending several days inspecting the plant.

Jackson, Mich., Is Ambitious to Be Automobile Center

JACKSON, Mich., July 23.—Another busy spot which I found on my circuit of the automobile factories was this little city with its forty-odd thousand residents, and which aspires to become an automobile center. As it is it now boasts of being the home of several cars which have national-wide reputation. Benjamin Briscoe, one of the pioneer automobile manufacturers of this country, is making his headquarters here and is at the head of two large concerns manufacturing motor cars. The companies are the Briscoe Motor Company and the Argo Motor Company.

Last year the Briscoe company built and sold 4,000 cars. This year the production will be just double that number, which will include both the four and eight cylinder Briscoe cars. At the present time the company is finishing up a foreign contract and is producing these cars at the rate of forty to fifty a day. After considering several favorable propositions to locate in other cities and towns in the automobile belt, this company has approved plans by which it will build extensive automobile factories in the eastern part of Jackson, at the same time establishing an industrial community.

To Found Trade School.

For years Mr. Briscoe has been an apostle of co-operation, and it is his intention to found a trade school in Jackson where young men will be taught the automobile building trades, mechanical drawing, metallurgy, etc., and where lectures on general educational lines will be given. It is expected that several thousand men will be employed on the properties just purchased.

On one of the tracts it is intended to erect, adjacent to the Michigan Central tracks, the company's main factory and other buildings eventually covering from ten to fifteen acres. A two-story structure, 250 by 300 feet, will be begun within the next month. In addition to this there will be testing buildings, laboratories, office buildings and a half-mile track for testing the cars. Over at the plant of the Argo Motor Company the men were equally busy in turning out the new light-model roadsters and touring cars for next season. On the roads about the town the testers were hard at work giving the machines their final tests before the bodies were put on. A new idea in the automobile industry has originated with Mr. Briscoe, whereby the purchaser of a four-cylinder Briscoe car, after it has been used some time, may turn in the motor, and, by the payment of an additional sum, obtain an eight-cylinder motor, all other details of the car being the same. Only the power plant is removed.

Takes Over Both Lines.

An announcement of considerable interest to the general motoring public is that the Mutual Motors Company of this city has acquired the exclusive sales right, good will, trade name, etc., of both the Marion and the Imperial cars and will hereafter market both of these through individual and separate departments of its own company, instead of, as heretofore, through separate selling organizations. The company heretofore confined its program to the manufacture of Imperial cars for the Imperial Automobile Company and Marion cars for the Marion Motor Company, both of this place.

The Mutual company will continue the manufacture of both lines, according to John Guy Monihan, general sales manager, and does not in any way affect the field and dealer organization of either line. In other words, the Mutual company will go right along supplying Imperial cars to Imperial dealers and Marion cars to those who have been handling this line in the past. I found one of the largest plants on my trip owned by the company and in full swing with a large force of men engaged in every department turning out the new products.

Chevrolet Company Plans Big Factory at Flint

FLINT, Mich., July 23.—W. C. Durant, president of the Chevrolet Motor Company, has set the residents of this town agog over the prospects for further growth of Flint. The first announcement of interest was that ground had been broken for the erection of a motor manufacturing plant, in connection with the Mason factories, that will employ 1,000 skilled workmen. This announcement was followed by another to the effect that the remainder of the Mason company stock had been acquired by the Chevrolet company, and that the latter had just completed realty deals giving it twenty additional acres of land on three sides of the present factory site.

The new motor factory will be completed September 15. It will treble the capacity of the Mason plant and increase the number of employes to 1,500, making possible a production of 1,000 motors a day. The factory is now working with night and day forces. The property just acquired is practically all residence property. Coincident with the Durant announcements come announcements from two local banking institutions that they will establish branch banks in the vicinity of the Chevrolet plant. Plans are now under way to double the Chevrolet output by August 15.

Turning Out New Models.

The Buick Motor Company is steadily turning out its new models, but not as fast as officials of the company desire they would in order to keep up to the demand. The output for last year was sold out three months earlier than usual, with the result that dealers from all parts of the country are now making their visit to the factory here much earlier than has been customary in the past. Since last year a number of additions have been made to the plant. Factory officials promise a production in the near future of about 400 cars a day. Up to the present time the factory has not been able to produce the new models fast enough. In addition to the completion of new structures thousands of dollars' worth of new machinery has been installed to take care of this year's production. Supplies have been bought in tremendous quantities and everything is being made ready for the record-breaking output. The company this year is confining its attention strictly to six-cylinder cars, averaging about twenty-six or twenty-eight a day. Included in the shipments I observed a large number of trucks of every imaginable type being boxed up for shipment to France and Russia. It was truly one of the busiest plants I visited during my trip throughout this section.

Auto Plants Extremely Busy Meeting Increased Orders

CLEVELAND, Ohio, July 24.—Probably one of the busiest plants outside of Detroit was the plant of the Chandler Motor Car Company, which is being pushed to such an extent that it has been necessary to erect large circus tents to take care of the rush orders. The plant has been expanding from time to time, and even today there are not enough buildings to house the various departments. The company is now twenty days behind in deliveries, and in an effort to keep pace with the sales production officials of the big Cleveland plant have performed almost superhuman tasks in the way of accelerating shipments. That results have been obtained is shown by the fact that one month's shipments recently showed an increase of 493 per cent over the same month last year. More than 10,000 cars will be built and shipped this year. The plant recently shipped more cars in six weeks than during the entire first year of business. Ground was broken by this company for its plant here two years ago and it was never in a more prosperous condition than at the present time. Cars are being produced at the rate of between sixty and seventy a day. A visit through the plant showed between seven and eight thousand men hard at work in every department. Since last year new additions have been made and more are contemplated. Whenever you see a manufacturer with large tents erected adjacent to a company's plant it can be taken as an indication that business is increasing at such a pace that this method of housing departments is necessary during a busy season, at which time it is impossible to construct buildings fast enough to take care of the production end.

I visited the Winton Motor Car Company, but found the plant shut down and the flags at half mast in respect to Harold B. Anderson, chief engineer of the company, who had been killed the day previous in a street car accident in Cleveland. Mr. Anderson had been with the company since July, 1902. He was driving a machine and met his death in a collision with a street car. He was one of the youngest engineers in the automobile industry and his popularity was attested by the many handsome floral tributes at his funeral, one of which was a large wreath in the shape of an automobile wheel, with appropriate inscriptions, sent by employes of the company.

Increased Electric Output.

At the plants of the Rausch & Lang Carriage Company and the Baker Electric Vehicle Company officials of both concerns were engaged in arranging the details as the result of the recent merger. The name of the new concern is the Baker R. & L. Company. Just what the future plans of the company are it was impossible to learn at the time of my visit, although it is a certainty that the production of electrics next year will be largely increased over last year. About the first of August some definite statement will be made as to the future policy of the new company.

George H. Kelley, secretary of the new company, has been honored by his election to the presidency of the Electric Automobile Manufacturers' Association, just held in this city. He succeeds L. E. Burr of the Woods Electric Company. Mr. Kelly is thoroughly familiar with all of the details, needs, purposes and aims of the electric vehicle industry, and, it is said, should prove most valuable to the association. His aggressiveness will also have much to do with the promotion of the electric vehicle.

Men Working in Tents.

Out at the plant of the White Company I found a situation seldom witnessed in an automobile factory. Surrounding on all sides this mammoth plant I found hundreds of workmen engaged in testing out and putting the final touch on motor trucks and pleasure cars beneath large canvas tents. The scene resembled more that of a large circus ground than an automobile factory. The tents were situated on various parts of the grounds, within the tall fence. All of this activity was due to the large increase of business since the first of the year. The sales of White trucks in the United States since the beginning of the European war have surpassed the sales for the same period in other years. This statement will probably be of interest to business men because of the more or less prevalent belief that business concerns have been extremely conservative with regard to buying new equipment, except when absolutely necessary, during this period. Not only has the domestic demand for trucks been extraordinary up to this time, but it is increasing rapidly. The present increasing demand may also be taken as a harbinger of an era of great prosperity, which there is every reason to believe is dawning upon this country.

I went through the large plant and found every one of the 3,800 men busily engaged in the production of pleasure cars and trucks.

Willys-Overland Plant Smashing All Records

TOLEDO, Ohio, July 23.—With manufacturing facilities being steadily increased, and the daily output growing larger and larger, such were the conditions which I found existed at the plant of the Willys-Overland Company here. This plant, which is one of the largest in the country, is smashing all records for production, as could be seen by a leisurely walk through the mammoth factories, which cover a space of over 100 acres. Never in the history of the automobile industry have such records been equaled by any manufacturer of medium or high priced cars as was made here last month.

The June shipments, amounting to 9,010 cars, showed an increase of 163 per cent over those of the same month last year, when 3,298 cars left Toledo for various parts of the world. In the first six months of the calendar year the company has shipped almost as many cars as it did during the entire twelve months of last year, or practically doubled its last year's output. The previous high-water mark

(Continued on Fifth Page.)

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The KING EIGHT'S success has surpassed the most sanguine hopes of its builders, and thousands of KING EIGHTS, all over America, are daily teaching motorists what they should NOW expect from an automobile.

Telephone and make your appointment for a demonstration. Let us take you over the demonstrating playground for automobiles in this city. We want you to watch the performance of the KING EIGHT. To ride in the front seat and in the tonneau seat—there is no difference. We want you to demonstrate the KING EIGHT to yourself.

The KING EIGHT has a motor of 2⅞-inch bore, 5-inch stroke. A wheelbase of 113 inches (equal to 120 inches on a six), is electrically lighted and started. It is the most "get-at-able" Eight on the market. Specifications mean nothing to YOU in cold type.

You will come to realize after you have ridden in the KING EIGHT that the "turbine" smoothness of operation means MORE than the mere avoidance of gear changing for practically all speeds and grades.

The KING MOTOR CAR COMPANY does not rely on periodical radical announcements to stimulate sales. The KING eight-cylinder motor adds to the longevity of the car. There is less wear and strain on the working parts.

YOU are interested in a motor car that is growing in popularity; that does not become antiquated in a year.

The KING EIGHT at $1350 f. o. b. Detroit is truly—

"The Car of No Regrets."

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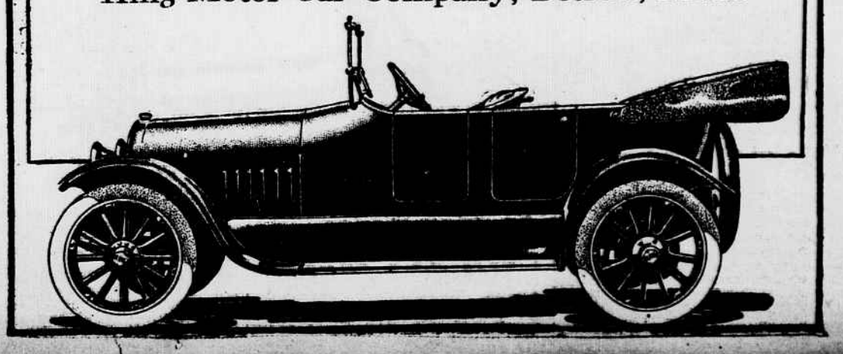

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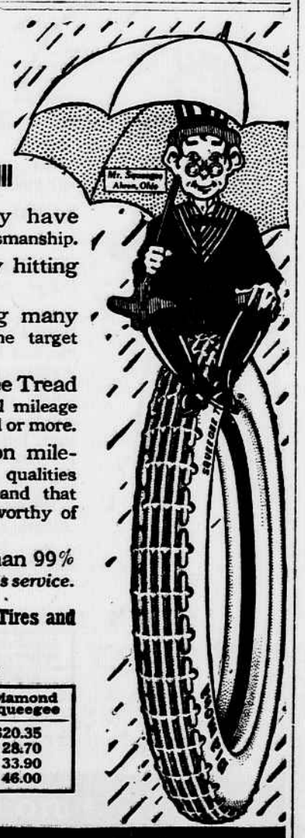

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33 x 4	20.00	38 x 5½	46.00

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