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A GROUP OF "WIZARDS"

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Luther Burbank, "The Wizard of Horticulture" entertains Thomas A. Edison, "The Wizard of Electricity," Henry Ford and H. S. Firestone, at his experimental farm, Santa Rosa, California. Left to right: Henry Ford, Thomas A. Edison, Luther Burbank, H. S. Firestone.

Thomas A. Edison, Henry Ford and H. S. Firestone, all friends of long standing, have been "doing" the San Francisco Fair and the San Diego Fair together, and touring in between. "Edison Day" at the Panama Pacific Exposition was the special occasion that brought them all together. It also brought the wizard of Santa Rosa out of his close retirement to San Francisco to do honor to his brother scientist. They all returned the compliment and appreciated the honor, too, of returning with Mr. Burbank to his world of mysterious manipulation of plant life.

Maxwell Doubles Present Production Rate of Plant

Ground has been broken at the Maxwell Motor Company's Oakland avenue plant for one of the largest building operations undertaken for some time by the Detroit automobile industry.

The new Maxwell addition is to be 860 feet long by 130 feet wide, and will cover practically four acres of ground.

Like the present buildings of the big group, it will be one story high, with saw-tooth roof of glass and tile. The materials are brick and steel with cement floor. Eighty days have been allowed for the building operations.

On January 22, when the contractor turns the building over complete, according to schedule, the Maxwell Company's facilities will rise from a capacity of 250 to 500 cars daily.

The new building will be devoted solely to assembly purposes. Along its length will run two parallel platforms, similar to the one on which the company's product is now put together. At one end this assembly will start with the bare, unpainted frames. From the other, complete cars will roll out to the testing track, under their own power.

There is nothing new or experimental in any step of this assembly. It will be merely a reproduction in duplex of the system which has been successfully in use for more than six months. Designed by Production Manager Charles Adams to the general ideas of President Flanders of the Maxwell Company—himself a veteran in quantitative lines—the present Maxwell platform was originally rated as able to care for a production of 160 cars a day. In the stress of summer and Fall necessities, this platform is now turning out more than 250 cars daily. Its record is 286.

In the revised plan of production, the present platform will form one of the pair in the new building. The room vacated will be used in the manufacture of parts of the increased number of units which the doubled assemblying capacity will render available. Increased production will also be the rule at the Maxwell plants at Woodward and Baltimore avenues and in Milwaukee avenue, in Detroit, as well as those located at Newcastle, Ind., and Dayton, Ohio. Several of these plants are increasing their floor space and equipment to maintain the production balance.

The Oakland avenue tract on which the main Maxwell plants are situated includes fifty acres, more than twelve of which are covered with buildings, driveways and railroad sidings. More than a mile of additional sidings are now being placed and additional shipping docks are being built to take care of the increased output of next Spring. Several of the Maxwell departments, in addition to the production organization, have their headquarters in the roomy office building on these grounds.

The Maxwell interests also control the adjoining property on which the Gray Motor Company is located, and operate a large part of the main building there as a motor factory.

Hupmobile Company Buys Another Factory

Announcement has just been made by J. Walter Drake, president of the Hupp Motor Car Company, of the completion of negotiations for the purchase of his company of the American Gear and Manufacturing Company of Jackson, Michigan.

The American Gear and Manufacturing Company has for years been one of the most prominent automobile parts builders in the industry. This company manufactured the first axles which were used on the Hupmobile "20," and have since been the main axle source of the Hupp Motor Car Company. The acquisition of this plant at Jackson, Michigan, gives the Hupmobile Company an exclusive axle plant and a thoroughly modern and efficient machine shop in addition to the parent factory in Detroit.

"The purchase of the American Gear and Manufacturing Company by the Hupp Motor Car Company is another step in our policy of expansion," said Mr. Drake, in making the announcement. "With the recent financial reorganization of the Hupp Motor Car Company, we began immediately the enlargement of our plant, to take care of the big demand for Hupmobiles. We have just completed new buildings which add apprimately 25,000 square feet to the Detroit plant. The purchase of the American Gear and Manufacturing Company gives us an additional 65,000 square feet of machine shops. Preparations are being made for further additions to the Detroit plant which will add between 150,000 and 200,000 square feet of space. All of these additions are designed to give us a production of, at least, 20,000 cars in the next twelve months.

"In purchasing the American Gear and Manufacturing Company, we are fortunate in bringing into the Hupmobile organization DuBois Young, who as manager of the Jackson plant, has been chiefly responsible for its splendid development. Mr. Young comes to the Hupp Motor Car Company as works manager, and will be in charge of all Hupmobile manufacturing."

This purchase follows by only a few days the announcement of the sale through Ladenburg, Thalman and Company of New York, and A. G. Becker and Company, of Chicago, of $1,500,000 of preferred stock in the Hupp Motor Car Company. While no definite figures have been announced, it is understood that the purchase price of the American Gear and Manufacturing Company is approximately one million dollars.

Traffic Laws of Cities Subject of Talks by Cole

It is doubtful whether any public spirited movement emanating from the motor car industry has attracted greater general interest among American motorcar industry has attracted greatby J. J. Cole, president of the Cole Motor Car Company, which has to do with the proposed standardization of metropolitan traffic laws.

People in all parts of the country — motorists who in their tours during the past summer have come to recognize the necessity of some such universal regulation of traffic — have written Mr. Cole assuring him of their support and co-operation. The Safety First Federation of America discussed the question at length at the recent convention in Detroit, and voiced an approval of the idea. Newspapers and magazines have commented on the movement both editorially and through the actual news columns and public officials have guaranteed their assistance whenever the time comes to take some definite action in the various States.

So enthusiastic have some communities become that they have invited Mr. Cole to speak to the citizens and explain the proposition to them. Among the first to endeavor to secure him was the city of Springfield, Ill. In that city during January will be held the International Pavedway Congress and Governors' Conference. Governor E. F. Dunne, of Illinois, will preside, and Mr. Cole has been given a place of prominence on the program and has been asked to deliver an address on the standardization of traffic laws. Governors from Texas, Arkansas, Missouri, Illinois, Indiana and Michigan will be in attendance, and it is hoped that through them concerted effort can be started to put the idea into a more precise form so that the States represented in the conference can act as a nucleus from which a nation-wide movement can be developed.

Mr. Cole since the day he entered the motorcar industry has been an active figure in every enterprise that has had to do with the improvement of roads and motoring. He is a firm believer in good roads and has responded on numerous occasions when various kinds of assistance was required. He has been a consistent booster for the Dixie Highway movement and turned a car over to the officials of the Dixie Highway Association which piloted the recent tour from Chicago to Miami, Fla.

At the present Mr. Cole is endeavoring to secure a sample code of traffic laws that, with only a few minor changes, can apply universally in the larger cities of the country. The assistance of persons who have had to do with traffic regulation in the large centers of population has been solicited, and every motorist in the country has been invited to assist.

With the excellent start that the movement has acquired in so short a time, its ultimate success is assured, and with the co-operation of the motorists of the country and the public officials in so many States, it seems plausible to predict that definite steps will be taken to put the idea into effect in the very near future.

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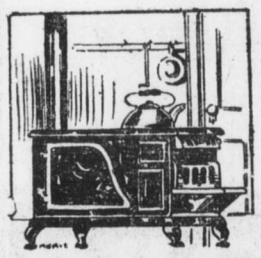

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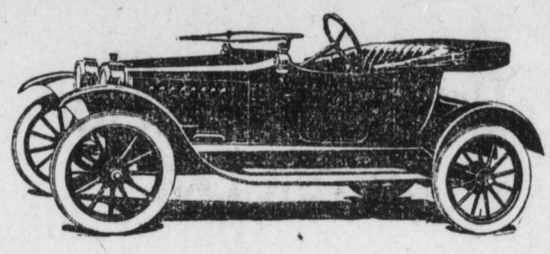

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