

DETROIT MAKES MOST MOTOR CARS

Thousands of Acres of Floor Space Devoted to Country's Big Industry

MILES CONCRETE BUILDINGS

One-Third of City's Population

Supported by Auto

Making

Somewhere the Bible speaks of the house built upon a rock and asserts that, so built, cannot fall. It is certain that builders of new factories in Detroit, having no rocks upon which to build, decided to construct the factories substantially and of rock formation. A visitor in Detroit not long ago—a man who has written on automobile topics for years—was asked to take a ride. Every new factory, and they numbered twenty-four, was the object of the journey. Thirty-six miles covered the trip, and when it had been completed the visitor said:

"Well, what of all these reports you hear that things are going wrong in Detroit? Surely there aren't any not spending millions of dollars to put up such buildings as I have seen today without a decided opinion regarding the future? I am really and unqualifiedly surprised at what I am seeing today; it has been a revelation. Why is it the newspapers of this country have not given to the world at large some idea of the magnitude of the building operations alone in Detroit? Why is it the world has not been acquainted with the real magnitude of the automobile industry as typified in the Detroit motor plant? I am completely bewildered and started, and will surely leave Detroit with a better idea of the industry in which I am engaged than I had before. It is marvelous, stupendous, and words cannot express what I would like to say."

He did not express an opinion different from that expressed by others who have visited Detroit without seeing the city in its magnitude. Men come and spend days and even weeks in traveling by street car to factory after factory, and at the end of their trips they fall to sum it all up and realize all that has been seen. To really gain an idea of Detroit and its manufacturing industries and the magnitude of the building operations of the last year, a sight seeing trip is necessary. A man well posted in the field will be able by a short trip of thirty-six miles to show the real extent of things; will be able to show building after building constructed of cement and iron to stand forever; will be able to show buildings that are not put up for a fly-by-night industry, but for an industry that will last for years. There are so many new buildings of recent construction that words almost fail to express their magnitude. Arranged in a line, they would extend for miles.

Detroit is the center of the motor car industry; it took up the automobile, and the automobile made Detroit what it is today, the eighth city in population.

Capital to the amount of \$35,000,000 has been invested and 38,000 men are already employed, meaning that nearly 20,000 of the total population of over half a million depend upon this industry alone.

There are thirty manufacturers turning out automobiles in Detroit today, and more are coming.

There are 107 branches of automobile accessories, according to the lists of the board of commerce.

There are 136 dealers, sales agencies, garages, repair shops and accessory dealers.

Over one-third of the population of Detroit draws its livelihood from the automobile in one way or another. This is six times the ratio of Detroit to Detroit furnished for the civil war. And yet they are building, building, building day by day, and more men are coming for the many new factories.

There is no record of a growth in any commercial industry as rapid as that of Detroit and its automobile interests.

The total capitalization of sixteen automobile companies in one year was \$2,500,000, and twenty-six parts concern \$1,000,000. Immense increases in capitalization of established organizations were made.

There are 273 separate establishments, factories, garages and salesrooms maintained in Detroit for the sale and manufacture of motor products.

Of the twenty-four factories in Detroit that have been carrying on building operations, either building new factories or making additions to the original factory, information has been obtained by Motor Times hastily in order that it may be shown in its first issue the extent of this activity.

These twenty-four factories comprise 103 buildings, covering a total of 200 acres. The floor space runs to an immense total of 11,120,000 square feet. These factories will employ 22,500 people. This total cannot show the real gain compared to estimates given out by the board of commerce August last. At that time the board of commerce stated positively that there were 28,000 employees in the various factories. It is not improbable that when the new factories are all completed and in working operation, this total of 28,000 will be raised to 60,000. It is estimated that 112,375 cars will be placed on the market by the new factories, and by these factories that have been carrying on building operations. These additions to the immense output of the great factories already constructed should bring the Detroit total to very near 200,000 cars, including cars and trucks—Motor Times.

Harry Lord Showing the New Flanders "20" Coupe



ANNUAL ROAD RACE FOR NEW YEAR'S DINNER

Chicago's Motorists' Novel Plan to Open New Hotel

Members of the Chicago Automobile club will spend their way to Haliday for the fourth annual New Year's run. Joe Gunther's hotel being the scene selected for the entertainment of the motorists.

Greater enthusiasm than has been known on any previous venture of this character is marking the preliminary work of arranging for the coming drive. By eliminating the long "century" of preceding years, motor members on the club have become interested in the project, while the prospect of a night with Gunther is proving an added attraction.

The celebration attending this run will mark the official opening of Gunther's hotel, and the former head of the club's contest committee and members of the board of managers is making great preparations to receive his fellow club members in right royal style.

As in the past Burley Ayers is pushing a vigorous campaign for entries in this annual event, and the prospect at this time appears that there will be a greater turnout than ever before. To nearly every member of the club approached in regard to this trip the project has specially appealed and Mr. Ayers has a string of "prospects" that leads him to predict the biggest and best bunch of drivers that has ever participated in the run.

Mr. Gunther has made several flying visits to the club recently and states for the benefit of those who anticipate enjoying the drive that his place will be thrown wide open to all who come and everything that brings good cheer will be provided for the occasion. Nothing is too good for his fellow club members, says he, and the dinner and dance should prove the hit of the social season in the club.

This trip will be considerably shorter than the preceding New Year's runs, which, heretofore, have been over the Elgin-Aurora century course, with a stop at the Fox River Country club for a dance and refreshment. The long drive each way had the effect of stopping many who would otherwise have come, and now that the club house of the Fox River Country club has been destroyed by fire the runs and touring information committee has chosen Gunther's place as the scene of the next entertainment.

The route to be followed on this trip, as planned by Chairman Ayers, is to drive west through Garfield park to Maywood, there turning due north and following the Desplaines river road through Desplaines and Wheeling, direct to Haliday, making the return trip, after the midnight dinner and dance, by the same roads.

It is planned, as has been the custom in the past, for the driving motorists to meet at the Plymouth Placid club house late in the evening of December 31 and attend the usual entertainment given by the club. Promptly at the stroke of midnight the motorists will climb into their cars, tuck in the big robes and start on the 26-mile journey, which should be covered in two hours of easy going, according to the calculations of the committee.

A combination of goggles and windshield is not necessary. The windshield is designed to keep the wind, dust and rain from the eyes and the same holds true of goggles. While wearing goggles is supposed to give the driver a good look, their constant use will tend to impair his eyesight.

AUTOMOBILE BOULEVARD DETROIT TO TOLEDO

Sixty Miles Along River and Lake to Be Constructed

A boulevard connecting the lake cities of Detroit and Toledo is in prospect and for this hundreds of motorists will rejoice. Such a roadway would prove the connecting link between many routes which are now considered practically impossible for touring purposes. Officials of these two cities have taken up this matter in earnest and the prospect of its being carried to completion appears bright. Mayor Whitlock of Toledo has written to Mayor Bretmeyer of Detroit endorsing the proposition, and if the two cities work in harmony toward its realization the result cannot help being advantageous to the motorists.

Heretofore if the tourist found it best to go to Detroit on his way east he either shipped his car to Cleveland by boat before resuming his tour or else stuck to the Canadian trail through the southern part of the Dominion to Buffalo, not caring to trust to the imperfect roads between the Michigan and the Ohio cities.

Such a boulevard would prove of immense value to both cities. It would be the connecting link between the automobile metropolises of the country and the rich Ohio territory, and would also provide another good route for touring purposes.

Beard Whitlock, mayor of Toledo, has written Mayor Bretmeyer of Detroit as follows:

"I write to you in the hope that a concerted movement may be undertaken by representatives of Detroit and Toledo citizenship toward the building of a good road between our two beautiful cities. Detroit and Toledo are apart, and a road between, along river and lake, would traverse one of the most beautiful regions in the world. In these days when automobiles are bringing city folk and country folk more closely together, and uniting the cities themselves more intimately, a broad highway between us would be of advantage to everyone, to motorists, but to everyone in the two cities."

\$7,000,000 INVESTED IN AUTOS BY LOCAL DEALERS

Southern California Most Favored Field by Manufacturers

The importance of Southern California to the automobile industry is hardly realized here, except by men familiar with automobile possessing conditions in the east. Harry Liberty of Morrow, Lewis & Co. distributors of the later State gives some interesting data in this connection, and claims that the eastern manufacturers consider Southern California the most important field in the United States, and are most anxious to secure good connections in this section than in New York, Chicago or Boston. The reason for this is easily understood, when one realizes that the automobile season here covers 300 days of the year, while in other sections the selling season is confined to five or six months of the spring and summer.

Right now the automobile factories of the east and financial strength of the automobile are building as rapidly as possible in anticipation of spring deliveries, but they all like to make all arrangements possible during the winter months. Southern California with its mild climate takes more automobiles during November, January, February and March than New York, Chicago and Boston combined.

There are at present seventy-eight dealers of automobiles doing business in Los Angeles, with a total investment of approximately \$7,000,000, and with the highway improvements which are being made and contemplated, Los Angeles will within two or three years be its greatest distributing point for automobiles in the United States.

FIRST CAR Actually Sold AUTO SHOW



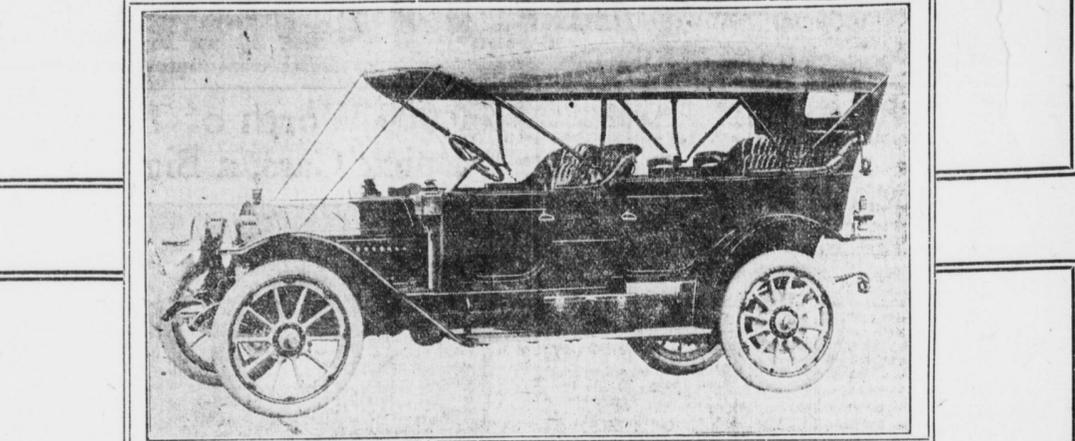
COMMERCIAL CARS to the PALACE MARKET, INC.

Forty-eight of these cars have been sold in Los Angeles and San Francisco, and not a kicker in the bunch.

SEE THE AUTOCAR EXHIBIT AT THE BIG SHOW

M.S. BULKLEY & CO. The Autocar Maintenance Garage N. E. COR. MAIN AND WASHINGTON

Amplex Self-Cranking Valveless Car



Why It's the Kind of Car You Want

Easy to Control Only Nine Movable Parts A Safe Investment. The Amplex is a powerful car, yet its flexibility is such that it can be operated at from one to sixty miles per hour on high gear, due to the fact that the motor has an impulse at every revolution. It is so easily controlled that you avoid shifting gears on the most crowded streets, and yet you run no chance of "killing" your engine. And should you intentionally bring your engine to a dead stop there will never be any necessity for getting out of your car and cranking it, for the engine is turned over by a self-cranking device that never fails and controlled by a compression button operated from within the car. Consider also the wheel base of the Amplex—128 inches—which with the extra long springs, devoid of arch, will force you to admit that it is the easiest riding, most comfortable car in which you ever rode. It is a car so easy to take care of that you need no chauffeur to drive it or mechanic to look after its mechanism. To make easy riding just all doubt, the car is equipped with Hartford-Truitt Shock Absorbers.

A Demonstration Not an Obligation to Buy BEKINS MOTOR CAR CO. 1026 South Olive Street Main 1691

Diamond TIRES Smash All Records, Los Angeles to San Francisco and Return!

Diamond Tires, equipping a Cadillac, last Thursday broke all records Los Angeles to San Francisco and return. Time 32 hours 35 minutes, beating all previous records by 6 hours 23 minutes. The only tire trouble was a nail picked up within the city limits of Los Angeles on the RETURN trip. The tires do not show a scratch and are being used on the Cadillac's six-day run, now in progress. At the Oakland Auto Show Diamond Tires equipped 36% of the total number of cars exhibited, leading their nearest competitor by 137%. At the Shrine Auditorium Show, Los Angeles, Diamond Tires equipped over 25% of the total number of cars exhibited, the remainder being divided among ten competitors.

WATCH FOR DIAMOND TIRES AT THE FIESTA PARK SHOW! The Diamond Rubber Co. F. O. NELSON, Manager. 1207-9 South Main Street LOS ANGELES SAN FRANCISCO PORTLAND SEATTLE

MOTOR CAR ACCESSORIES Largest House On the Pacific Coast

Chanslor & Lyon Stores Your car equipment cannot be complete unless you visit the newest and best—and at the right price.

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Ask to See the "FLASH" Auto-Lighter An Automatic Lighter for Acetylene Headlights. 945-947 SOUTH MAIN STREET BOTH PHONES We Exhibit at the Fiesta Park Auto Show and We Ask You to Visit Our Booth.

Pacific Motor Car and Aviation Co. 1217-31 S. Flower St.

Home 6011 Main 8850. We repair or remodel any make of automobiles and our prices are low for quality of work. We have the finest Garage on the Pacific Coast; our treatment of customers is the best. Mr. Wm. M. Conklin is our spring and fendermaker. Cutting Cars on Floor Open Day and Night

Exclusive features of the M. M. "4"—Reserve gasoline tank; self raising standard engine; two sliding systems; either V or flat belts; quick detachable rear guard; adjustable pulleys; roller-bearing engine; front engine clutch; gasoline strainer. Coast distributor, LINDA HOLLAND, 1084 S. Main street.

Automobile Directory

- Amplex (Formerly American Simplex) and Atlas Guaranteed self-cranking BEKINS MOTOR CAR CO. 1026 S. Olive St. Main 1691. F3525. Apperson and Reo LEON J. SHETTLER. 623 South Grand Avenue. Main 7924; Home 10167. Autocar M. S. BULKLEY & CO. Northeast corner Main and Washington. Home 22827; Sunset 4246. Buick and Oldsmobile HOWARD AUTO COMPANY. 1144 South Olive Street. F3680; Main 6772. Corbin CORBIN MOTOR CAR CO. 1017-19 South Olive Street. Home A1097. Kissel Kar KISSER ABOUT KISSEL SERVICE. THE KISSEL AUTOMOBILE CO. 1216 S. Flower St. F2937. Knox BOER-BROWN CO. 1206 South Olive St. Main 7883; Home F5847. Locomobile LOS ANGELES MOTOR CAR CO. Pico Bend Hill Street. Main 2514; Home 24684. Pacific Motor Car and Aviation Co. Open Day and Night. 1217-31 South Flower St. Home 6011; Los Angeles, Cal. Nat. 8850. Studebaker-Garford "40" E. M. F. 20; FLANDERS 20. LORD MOTOR CAR CO. 1032 South Olive St. Main 5470; Home 10348.