

# General Motor Trade News Of Detroit and Other Centres

## Big Shortage of Skilled Auto Mechanics in Detroit—News of the Factories.

(Special to Sunday World).  
DETROIT, May 8.—It is the intention of the officers of the Detroit section, Society of Automobile Engineers to try the experiment of publishing a Detroit Section Junior Bulletin. The sheet is modest, and will appear at frequent intervals. No promise of its regularity or permanence is made for it. Extensive plans are under way for the enlarged activity and healthy growth of the section. Many of the hitherto inactive members are joining the movement to place the Detroit organization in the place it should occupy by reason of the very prominent and important part which Detroit and vicinity plays in the automobile industry. It is now planned to establish headquarters for the Detroit section with a paid assistant to the secretary. This is to be financed entirely by voluntary subscriptions from members in Detroit and vicinity, and from those who have branches in Detroit. The members have already subscribed liberally for the project.

S. H. Humphrey retired as manufacturing manager of the Hupp Motor Car Company, at noon Thursday, of last week, and just before leaving the plant where he has been so long connected, was called into the shop and presented with a magnificent box of silver as a testimonial of esteem. Mr. Humphrey was taken completely by surprise when the presentation was made. At noon of the same day he became works manager of the Chalmers Motor Company.

George M. Davis, former advertising manager of the George N. Pierce Company, and prior to that of the E. R. Thomas Motor Car Company, both of Buffalo, is manager of the Internal Gear Drive Association, an organization of the makers of internal gear type of rear axles, and of truck makers using this style of axle. Among the members of this association, which has an office in the Whitney Building, Detroit, are: the Torrington Gear and Axle Company, New York; the Russell Motor Axle Company, Detroit; the Celfor Tool Company, Buchanan, Michigan; Republic Motor Truck Company, Alma, Michigan; Denby Motor Truck Company, Detroit, with others who are contemplating adoption of internal gear drive. The Detroit office will be a clearing organization for information of this type of drive.

Motorists who intend touring to the Pacific coast for the first time will be more than pleased to learn that Sec-

retary Lane has announced the opening of the great Yellowstone Park to automobilists, starting with August 1. This great government reserve has been closed in the past to motorists. Patrols are to be established at junction points throughout the park to the northwest, and to other national parks.

C. C. Hinckley, the new consulting engineer of the Chalmers Motor Company, and former designing engineer of the same company, was first connected with the Chalmers Motor Vehicle Company of Lockport, New York, in an engineering capacity. He came to Detroit as assistant engineer of the Olds Motor Works, under George W. Dunham, whom he now succeeds at the Chalmers Company. Later Mr. Hinckley became chief engineer of the Olds Motor Company when Mr. Dunham left to go with the Hudson Company, and still later joined his former chief, Ralph Owen, with the Owen Motor Car Company in Detroit, going to the Chalmers Company in 1912.

With the completion of its 1915 output, the Cartercar plant at Pontiac will be discontinued. This will probably be about the latter part of May. It is the intention to manufacture in this plant a new light six-cylinder model which the General Motors Company now has in course of development. The new models will use a Northway motor, and will sell for under \$1000. The company will manufacture about 30,000, providing the organization can be so far perfected as to allow of this. Present Cartercar dealers will in all probability have first chance to handle the new car. Old Cartercar owners will be taken care of as regard service.

R. D. Campbell, general sales manager of the Signal Motor Truck Company, Detroit, has returned from a trip to Chicago to rush shipments of a large number of jitney auto-buses on two-ton Signal chassis, the bodies having been formerly on electric busses used by Carson Pirie Scott and Company, Chicago. The jitneys were neat and serviceable looking affairs.

While E. R. Thomas of the former E. R. Thomas Motor Company of Buffalo, is out of active business life, as far as the automobile business is concerned, he is still a stockholder in the Chalmers Motor Company, that company having been the outcome of the formation by the Buffalo man of the E. R. Thomas Detroit Company.

The Ford production may reach 225,000, going 25,000 above the figures that are to entitle 200,000 or more owners to rebates amounting in the aggregate to from \$12,000,000 to \$16,000,000. The company is working its enormous force, estimated at over 17,000 men, in eight-hour shifts, which changes made every four hours, to

# MOTORING

WHERE THEY DO THINGS IN STYLE



A DAIMLER CAR TYPICAL OF THE ORIENT. OBSERVE THE RUNNING-BOARD SEAT FOR AN ATTENDANT AND THE OWNER'S BUST ON THE RADIATOR CAP.

enable expeditions handling of the forces. Record days have included March 17, 2095, and April 11, 2011. It was May 28, 1912, that the Ford Company achieved its great record of 1000 cars in a day, and June 17, 1909, it reached the stupendous figure of 100 daily. The Ford production in 1905 covering 365 days was 401 less than the one day production of March 17.

W. A. Somerville, former advertising manager of the Rapid Motor Vehicle Company, and the Stromberg Motor Vehicle Company, has again entered the automobile field with a self-starter to sell for less than any electric starter on the market. This starter, to be known as the "Rae," is double unit system with the motor and generator connected on the same shaft. Mr. Somerville has organized the Somerville Special Agency, The Morgan Electric Company will manufacture the starter either in Detroit or in some of the Michigan and Indiana towns that are trying to secure the factory. A service station will be opened on Woodward avenue. The first starters will be for Ford cars, but the starter will be made for all automobiles.

The date of the start of the Premier tour to the Pacific coast out of Chicago has been made Aug. 7, and Detroiters will start as per schedule Aug. 2. Premier dealers all over the country have received their schedules, and many cities will send considerable delegates to Chicago, while others will join en route. Harry Newman of Chicago, has received a sufficient num-

ber of entries to require the increasing of the number of mechanics to be carried.

Small pox in Joliet prison at Joliet, Illinois, has put a stop to road work, as it has placed a quarantine round the big prison, and the squads of honor men who were to have started unguarded upon the Lincoln highway, have been forced to remain in their prison quarters.

Fred H. Caley, secretary of the Cleveland Automobile Club, estimates that 1000 Ohio motorists will tour to the Pacific coast during the summer, and a great majority will follow the Lincoln Highway.

William Hyslop of Hyslop Brothers, Toronto, dealers in Cadillac cars for Canada, is in Detroit on route home from California, where he spent the last four months. During his stay in California, Mr. Hyslop spent much time with Floyd McFarland, the former cycle-racing star, and manager of eastern bicycle tracks, and the death of Mr. McFarland, who was murdered two weeks ago, was a great blow to Mr. Hyslop and California friends. Mr. Hyslop was himself a star in the old days of cycle racing.

C. O. Nielsen, representing Aktieselskabst Auto, Christiansia, Norway, dealers in Dodge cars in that city, is spending a few days at the Detroit factory.

Altho hundreds of workmen have been put on at the large Motor Car plant, hundreds more are wanted and every skilled mechanic applying is placed at work. Samuel J. Frank, general manager, has announced that a daily output of 26 cars would be attempted within the next two weeks, orders on hand warranting an even larger output. Manufacturers of material are being pushed to their utmost to supply the demands of the company.

Detroit is being well advertised by the statements appearing in the automobile trade papers, and the daily press of the country, with regard to the great shortage of skilled labor. Not only Detroit but the automobile industry is benefiting from the publicity. "Automobile," New York, calls attention to the fact that "There is hardly an automobile or motor parts manufacturing concern in the city to-day which is not trying to add to its working force. Small concerns with less than 100 men on their payrolls, and big plants with thousands of men, with even day and night shifts, are either advertising directly or indirectly, thru the medium of employment agencies, for men." To prove this, Automobile, publishes photographs of advertisements appearing in the Detroit daily papers calling for hundreds of men.

Dodge Brothers are rapidly reaching a production of 1000 cars per week, by 20 weeks ago having been 301 cars, and the week previous 301. Certain details of factory equipment having been completed with others their increase promises and necessary to meet the demand from all over the world.

The Lincoln Highway Association has undertaken to make transcontinental tours more attractive financially this summer thru arranging for carload shipments of the automobiles of tourists. In this way the cost of shipping back will be cut in about half. Agents have been appointed in California to take charge of the cars at Oakland, from which point they will be sent by carloads to the larger cities from where tourists may drive home.

Coker F. Clarkson, manager of the Society of Automobile Engineers, while in attendance at the meeting of the Standards committee of the S. A. E., concluded a large amount of work in connection with the annual midsummer cruise of the S. A. E., which will leave Detroit for the Thirty Thousand Islands June 14.

The Master Carburetor Corporation has purchased the real estate and plant of the American Air Compressor Company, Detroit. W. M. Jenkins, of the Master Company, said Saturday that this purchase was necessary to enable the company to keep up with its orders. The air compressor company has filed a petition in the Wayne County circuit court to dissolve the partnership. The sale of their plant to the Master Company was effected by the Union Trust Company.

### COLE "EIGHT" ECONOMICAL

The new Cole "Eight" in demonstration at Buffalo, N. Y., has been making some astounding records, according to telegrams received at the Indianapolis plant. E. H. Baker wired the factory last Friday that he had made a run of 121 miles on eight and one-half gallons of gasoline. This means 15 8-17 miles on each gallon. Mr. Baker also climbed Lewiston Mountain Hill, one of the hardest near Buffalo, at a constant speed of less than eight miles an hour and later, on the level road, made 62 miles per hour with the same passengers who were with him on the hill climb.

## CANADIAN FORD WORKS OVERTIME

### Flood of Orders Keeps Factory at High Pressure to Meet Growing Demand.

FORD, Ont., May 8, 1915.—"Faster" is the cry at the plant of the Ford Motor Company of Canada, Limited, these days. Altho 3000 Ford cars were shipped during March, a remarkable figure in itself, this is not enough, and 3500 is the goal set for the factory to reach during April, while every possible means of increasing the output is being employed.

Since the first of the year sales have been growing at an astonishing rate, and with this ever increasing demand, as indicated by the orders now on hand, factory production will have to be pushed hard to keep up with the demand.

A rate of 150 cars per day has been reached by the factory, and even this may be beaten. The week of March 29th marked the largest output in the history of the company, and on Saturday, which is a half holiday, 81 cars were made by noon. Altho Friday, April 2, was a legal holiday, it was necessary to keep the plant in full operation all day. The largest single day's shipment ever recorded was on April 6th, when 162 Ford cars were sent out from the factory.

While these figures pay an excellent tribute to the Ford car and its makers, they also afford a strong indica-

**STORAGE BATTERY**

**Willard** Starting Lighting

**"Follow Me!"**



I'm on my way to the nearest Willard Service Station to get some advice about my battery.

If you want to be sure of your starting and lighting system, you'll find this the best road to travel.

**ARE YOU COMING?**

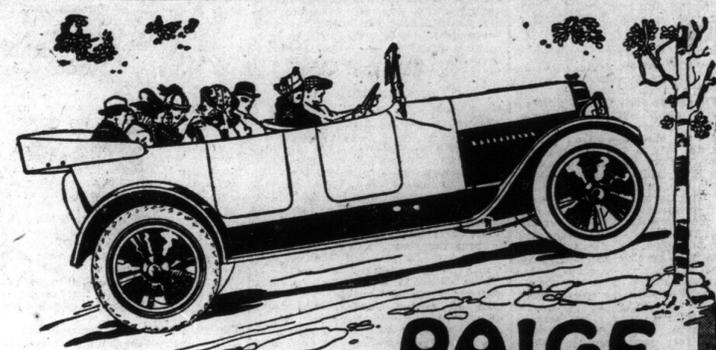
Toronto, Ont.—Canadian Storage Battery Co. Ltd., 117-119 Simcoe Street.  
Hamilton, Ont.—Toronto & Hamilton Electric Co., 99-103 McNab Street.  
Montreal, Que.—Fehr Bros., 172 Bleury Street.  
Quebec, Que.—Louis Lavoie, 123 1/2 de la Reine street.

## A POINTER TO AMERICAN DRIVERS

Why American drivers have had no luck in winning international automobile races during the last few years is explained by Dario Resta, favorite for the next Indianapolis 500-mile race, by virtue of his recent triumphs in the Vanderbilt and Grand Prize contests at San Francisco. American drivers, says Resta, are

too averse to gear changing to get the highest efficiency out of their motor. No matter how long or how hard the pull, they insist on going the whole distance in high. This is bound to work ruin in the long run.

Resta's car is equipped with a tachometer, designed to show the crankshaft speed of his motor at all times. The second it runs below a certain figure, he shifts gears, and allows it to catch up again. In this way his motor is working freely and easily at all stages, with the result that it does not break down nearly as quick.



# PAIGE

"The Standard of Value and Quality"

## Paige Beauty Is Distinctive Beauty

No matter where you see a Paige car—on the road or parked among many other cars—you will recognize it instantly. Paige design and Paige lines are distinctive.

These cars are not "conspicuous" or "freakish," but there is that well-bred, refined tone to the Paige which makes it unforgettable. If, for instance, you have seen a Paige "Six" pass down the street, you know precisely what we mean. This car stands out from other motor cars with an individuality all its own.

Quite unconsciously, you find yourself saying, "There goes a Paige Six." And—don't deny it—you utter these words either with the Pride or Desire of Ownership.

The "year ahead car"—that is what they are calling this new "Six." In it, you will find a new design, new lines, and an entirely new idea of value in popular priced Sixes.

Fairfield Model SIX "46"	\$1925	L. A. B. Toronto with complete equipment
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In the Paige Six you will find a combination of high grade features which cannot be secured with any other light Six—regardless of price.

No matter how much money you may be prepared to pay, you cannot buy more exquisite lines than you will find in the body of the Paige "Six." It is an adaptation of the very latest European stream lines—the only body of its kind now offered on the American market at any price.

The Paige "Six" is long and graceful—124 inches of wheel base—and the "deep chested" hood conveys an instant suggestion of unlimited power and speed.

Then, there is a modish one-man top, perfectly fitted Jiffy curtains, genuine leather upholstery throughout and a roomy, luxurious tonneau with two extra seats.

This is truly a seven-passenger car De Luxe—a car of good taste, dignity and ultra refinement.

Beauty is an important consideration. You want a car that you can feel proud of—a car that will reflect your own good taste and judgment. But, with beauty you want to look for many other qualities before you purchase your car.

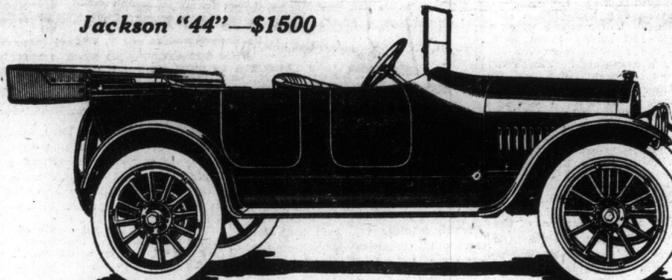
You can only appreciate this record-breaking "Six" by a careful inspection of the "detail" which spells the difference between "good enough" and real superiority. Note, for instance, that this car is equipped with the Gray & Davis starting and lighting system, Bosch Magneto, a Cork insert Multiple disc clutch, Cantilever springs.

Then you will voluntarily declare that in the Paige Six there is a combination of high grade features which cannot be secured in any other Six—regardless of price.

So, go to the Paige dealer today. Let him tell you the complete story of the Paige. Then, let him prove his case in a demonstration.

**The Automobile & Supply Co., Limited**  
22-24-26 Temperance St., Toronto  
Paige-Detroit Motor Car Company, Detroit

**Jackson "44"—\$1500**



**Offers Real Automobile ECONOMY**

THERE'S more to automobile economy than the original cost of a car. Such things as durability and repair costs, wear on tires, and fuel consumption are vastly more important. They determine real economy.

In the Jackson this real economy is combined with low first cost. With the Jackson factory organization and our thirteen years of development in manufacturing efficiency we are able to offer the three Jackson models for 1915 at a cost actually lower than competing cars of equal value.

**Jackson "44"—\$1500** Long stroke, four-cylinder motor, 40 h.p. Auto-Lite electric cranking, lighting and ignition system. Gasoline tank at the rear, vacuum feed. Steering wheel on left side, control levers in the centre. Either front door may be used. Full elliptic springs front and rear, underlugs in rear. Rear axle, floating type, two universal joints. Wheelbase, 116-inch. Tires, 34 x 4-inch. Complete equipment.

over and over again, have told us of exceeding by 50 per cent. to 75 per cent. the mileage guaranteed by the tire manufacturers.

But Jackson cars are more than simply economical. The full elliptic spring suspension gives riding ease that is not exceeded in the highest priced cars, and the roomy bodies and seats with their deep, soft cushions give luxurious comfort. They are smooth running and silent. You can hear the motor, but you have to listen. The bodies are pure streamline, without an angle from front to rear, and with a deep, lasting, luxurious finish.

**Jackson "48"—Six—\$2150** Long stroke, six-cylinder, 45 h.p. motor Delco electric cranking, lighting and ignition system. Gasoline tank under owl; gravity feed to carburetor; supply tank in rear. Left rear axle, centre control. Full elliptic springs, front and rear. Full floating 126-inch wheelbase, 34 x 4 1/4-inch tires, non-skid in rear. Complete equipment.

Long stroke, six-cylinder motor, 40 h.p. Auto-Lite electric cranking, lighting and ignition system. Gasoline tank at the rear, vacuum feed. Steering wheel on left side, control levers in the centre. Either front door may be used. Full elliptic springs front and rear, underlugs in rear. Rear axle, floating type, two universal joints. Wheelbase, 116-inch. Tires, 34 x 4-inch. Complete equipment.

Demonstrations on request

T. A. RANKIN

DISTRIBUTOR

Jackson Car Co. of Ontario, Limited

Lumsden Building, Main 566
Garage 338 High Park Ave.