

ROOM B-2
MOTOR SHOW

'ARMORIES
JAN. 31ST—FEB. 5TH.



WILLIAM R. STANSELL

and
His
Achievement—

London Free Press—Jan. 15, 1921.

Auto Factory To Employ 3,000 Men

Works Will Be Located on Hale Street—Start Building
Soon—Will Assemble Cars at Temporary Plant.

Plans for a large automobile factory that will employ nearly 3,000 men when at its maximum production, and which will be erected on Hale street, near the G. T. R., are practically completed. Work will be commenced as soon as possible. President W. R. Stansell, of London Motors, Limited, which company is developing the new plant, stated that the construction will be rushed as quickly as possible, as there is a great demand for the type of auto which will be turned out by the local factory.

In the meantime the company is preparing to assemble cars in the down-town showrooms at the corner of King and Ridout streets. The service and sales departments will be permanently utilized for the present as an assembly plant.

It is confidently expected that from six to ten cars a day will be turned out from the first. The output will be doubled within a year, and it is anticipated it will increase quickly thereafter. The machinery and equipment necessary for the assembling plant are now on the way to London. As soon as this arrives it will be installed, and actual operations will commence. Then as soon as the east end factory can be completed

London Free Press—Continued.

the down-town plant will be turned over to the sales and service departments. The investment on the central property will be nearly \$75,000.

In deciding to locate in London Mr. Stansell concluded that this city offered greater advantages than could be found in any other centre of Ontario.

Canada is just at the beginning of one of the greatest industrial expansions that the American continent has seen, and the development of the London district will be the greatest of all, according to Mr. Stansell. The number of large industries now established in London will be greatly increased in the next few years.

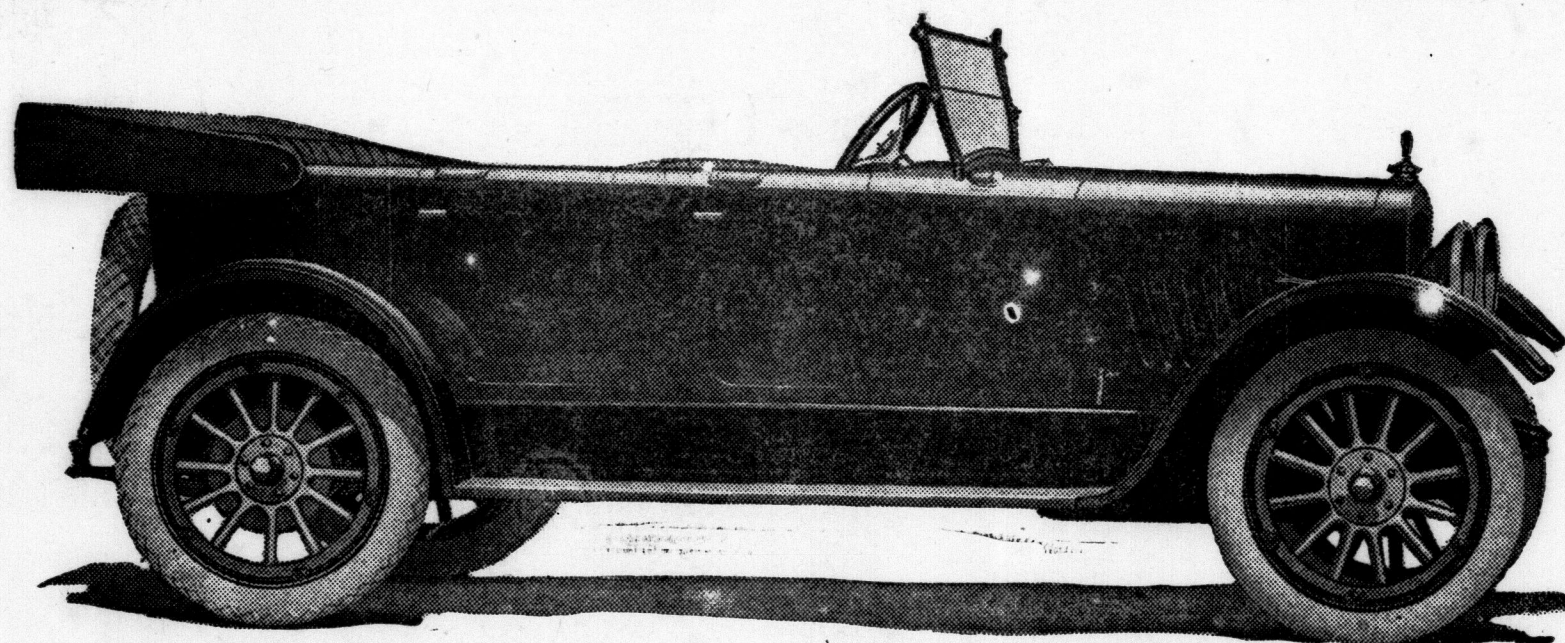
"London will be one of the foremost manufacturing centres of Canada in the near future," said he.

One of the features of London particularly noted by Mr. Stansell is the comparatively small number of men out of employment. In Toronto, Windsor, Detroit and the other large industrial centres the unemployment situation is "appalling," while London merchants and businessmen generally are finding business well up to the average; and in many instances much above that of previous years. This is pretty strong evidence of the healthy business conditions in London.

COMMENCE SHORTLY.

Work in the down-town factory will commence within a few weeks at the latest. Some alterations are being made to the building to prepare for the machinery that is expected to arrive shortly. Mr. Stansell states that the market is open for the car now, and he does not anticipate any difficulty in selling all that can be turned out. In fact, his only fear is that it may be impossible for the plant to expand quickly enough that the demand for the output may be satisfied.

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