

DODGES LAUNCH EXPANSION PLAN

Automobile Plants Now Cover 110 Acres

The largest expansion program in the history of Dodge Brothers, Inc., is now in progress, according to W. T. Wersted, local dealer.

Continually oversold since the business began, and particularly oversold this year in spite of the fact that production has been consistently in excess of 1,100 cars a day, the management is determined to take extraordinary measures to meet the requirements of its dealers in 1926.

Five large new buildings are already under construction and three others will begin immediately, it is announced by F. J. Haynes, president and general manager.

The total floor area of the eight new buildings will exceed 3/4 of a million square feet and will afford employment for several thousand additional men. The cost of the expansion will be at approximately eight million dollars.

When the present construction program is completed, on January 1, 1926, Dodge Brothers, Inc., will have a capacity of 1,500 cars a day. The present intention is to go into full production on this basis the moment the new facilities are available.

Cover 110 Acres

Dodge Brothers construction department has erected every building in the enormous factory and similarly will be responsible for every detail of the present program. It is estimated that fully 1,000 men will be employed the rest of the year in the expansion project now under way.

When Dodge Brothers factory began operations late in 1914, it consisted of a few buildings with a total floor area of some 20 acres. Today it consists of 110 acres and the addition of the five new buildings will increase it to 130.

It will make Dodge Brothers one of the largest factories in the world.

A complete series of new buildings, as large in itself as many factories, is already under construction on Lynch road. One building, 75x500 feet, will house the heat treat department; another, also 75x500, the heavy hammer shop; another, 65x500, the light hammer shop. A die shop, 100x312 will also be erected. To supply power for these enormous new units a large and thoroughly modern power house will be built. Dozens of new railway tracks are already being laid, hundreds of workmen being employed in this project alone.

Huge Assembly Plant

The largest of the additions to the main plant will be a six-story extension of assembly plant No. 2, 100x462 feet in dimensions. This addition alone will have a floor area of 282,000 square feet.

The new forge department on Lynch road, replaces a similar department in the main factory and the buildings which formerly housed it will make way for a huge five-story building, 205x100. This building will be for machining and storage purposes. What will be known as main plant No. 4, measuring 75x475, will join the machining and storage plant. It will also be five stories and will complete an enormous L shaped unit.

Dodge Brothers factory is one of the most compact in the world and the new buildings fit perfectly into the vast system of production. Flanking a series of main buildings on one side are huge warehouses, where the raw materials are received and fed out into the various machining departments.

On the other side of the main buildings are the great assembly plants into which machining departments feed their finished parts.

"The reputation of Dodge Brothers motor car and the character of Dodge Brothers dealer organization, plus our determination to make a good car continually better, leaves no possible

doubt as to our future market," said President Haynes. "Oud only fear is that even 1,500 cars a day will be insufficient for the requirements of 1926."

COLD FACTS PROVIDE BEST SAFETY WARNING

"It is better to wait at the crossing than in a doctor's office, says a bulletin issued by the Chicago Motor club.

A study of varying speeds is interesting. A motor car or train moving at—5 miles an hour travels 7.3 feet per second; 10 miles an hour travels 14.7 feet per second; 15 miles an hour travels 22 feet per second; 20 miles an hour travels 29 feet per second; 25 miles an hour travels 37 feet per second; 30 miles an hour travels 44 feet per second; 40 miles an hour travels 59 feet per second; 50 miles an hour travels 73 feet per second; 60 miles an hour travels 89 feet per second; 90 miles an hour travels 131 feet per second; 100 miles an hour travels 150 feet per second.

Trains moving from 25 to 40 miles an hour can, under ordinary conditions, come to a stop in about 1,200 feet. Motor cars running at the same speed can be stopped in about 30 feet. The train often weighs as much as 3,000 tons, while the automobile's weight rarely exceeds two tons. It can be readily seen, therefore, that the greater weight, once under way, is much harder to stop.

Newspaper Is Utility Noted Editor Declares

A newspaper is a public utility, says William Allen White, noted editor of the Emporia Gazette. And in an editorial he tells why:

"A newspaper certainly is affected with the public interest as much as the street car, the telephone, or the gas plant and all the other municipal utilities.

"An editor is really a trustee, entitled to his profits if they are clean and decent to the fullest extent that he may make them, but not entitled to make his profits at the community's loss.

"Unless he can give the public some valuable thing—information, guidance or entertainment—he has no right to his profits.

"A newspaper is certainly a public utility."

Mrs. Phelps B. Hoyt, 483 Sheridan road, and her brother, Lewis D. Allen, are passing the remainder of the summer season at Lenox, Mass.

Mr. and Mrs. Stuart Plumley have just returned to their home on Walnut street, from a 10 days' visit at Mackinac island.

Mr. and Mrs. John H. Roos and son, Norman, 491 Hawthorne lane, left last week for a trip through the East and Canada.



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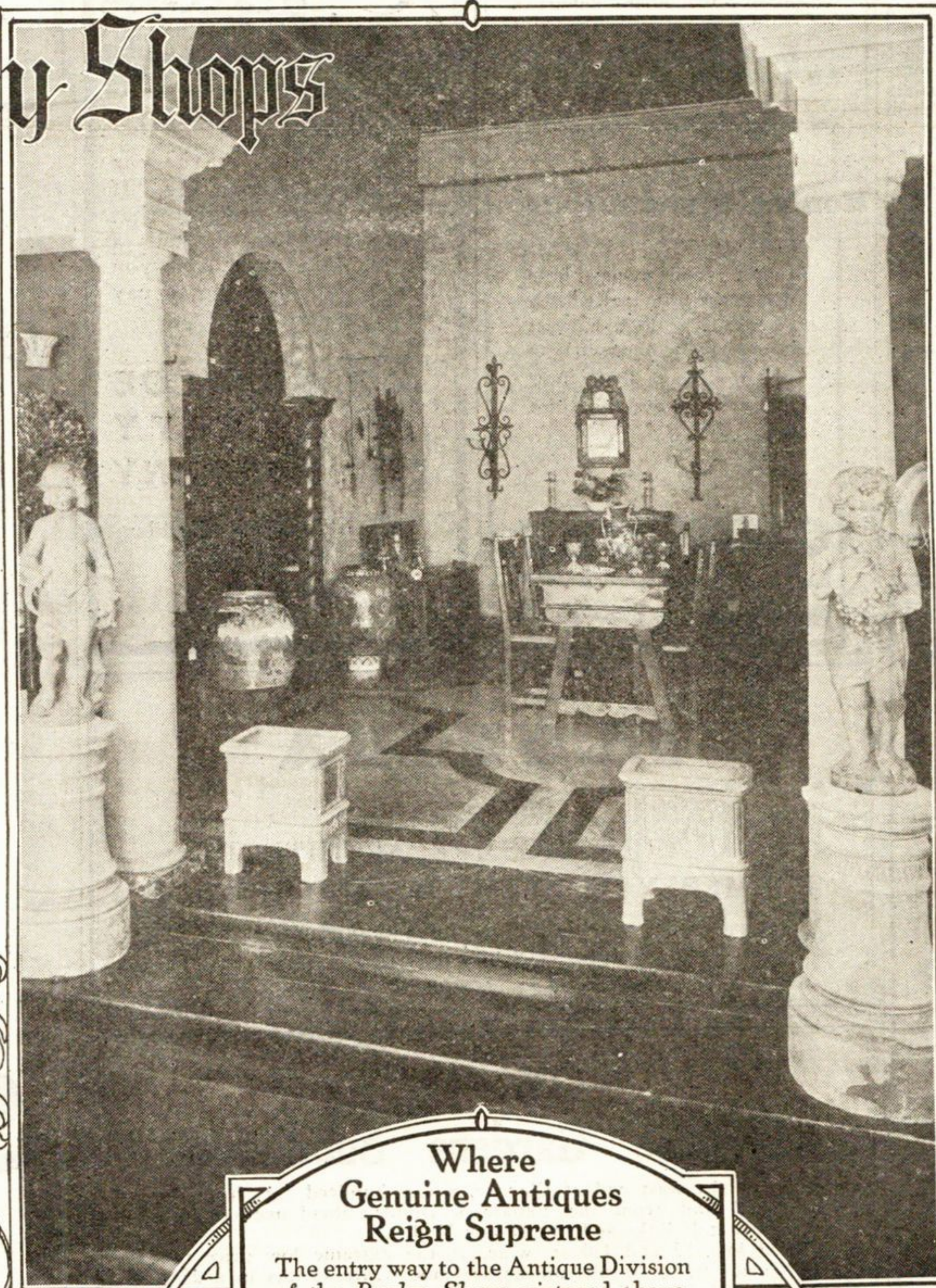
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The entry way to the Antique Division of the Burley Shops, pictured above, bespeaks of the wealth of furniture and decorative things to be found within. Spanish, French, English and Italian antiques are well represented. Prices are remarkably modest. A welcome is extended.

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