

MANY AUTOMOBILES ARE BEING SENT TO EUROPE

Big Factories in the United States are Having a Busy Time of It---Thousands of War Ambulances Have Been Shipped to France---The Auto Industry Has Reached Enormous Proportions--Nearly Million Men Employed in 458 Factories

(Chicago News.)

Detroit, Mich., Dec. 31. — Within the last few months the chief automobile factories in the United States have been put to work on war orders. Some of them are making motor trucks, some armored cars and others rapid automobiles for carrying dispatches. Many of the shops are making ambulances and some, I doubt not, although I cannot tell where, are manufacturing the great tanks or forts upon wheels.

Long before we entered the war Detroit was making automobiles and motor trucks for the French and the English. One of its firms supplied 9,000 cars to the armies in France and another exported \$1,500,000 worth

of war ambulances. One of the makers of high priced cars has already shipped 5,000 trucks to Europe and another, who makes a \$2,500 automobile, has sent 6,000 of his vehicles across the ocean. An establishment making a well known cheap machine recently completed an order for 13,000 ambulances.

Total of 455 Auto Factories.

The automobile industry is a big one nowadays. There are 455 factories scattered over thirty states, with eighty in Michigan, fifty in Illinois, sixty-four in Ohio and forty-five in New York. They employ 900,000 men.

The value of the motor car in the field of war cannot be overestimated. The armies now fighting have several thousand such vehicles. An estimate made last year put the German supply at 80,000 and the French at more than 100,000. The Belgian army has more than 6,000 motor vehicles, and the English army more than 60,000. During the war something like 24,000 trucks have been shipped from the United States to Europe.

This city is the motor car centre of the country. It has more than 90,000 men employed in the industry and its output of cars last year was about 1,000,000. The buildings of the plants are arranged so that the raw materials come in at one end and the finished cars go out at the other. There is no waste of energy. In one establishment the buildings are in units around crane ways, which enable the freight to be taken from the trucks on the railways and dropped down just where it is to be used. In another the power houses are so built that the coal is put in at the top of the plant and falls by gravity into the furnaces. That power plant develops 36,000 horse power and its engines are a combination of gas-steam type. There are other engines which increase the horse power to 45,000, and that force

is used for the machinery of this one motor car establishment alone. The power plant is as clean as a Dutch kitchen. Its floors are of mosaic white tile. It makes one think of the bathroom of a millionaire. The electricity is generated there, and there is a great saving in coal by use of gas producers. The company consumes gas enough to light a large city.

One Room Covers 16 Acres.

The buildings of one factory I visited were 60 feet long and 800 feet wide. They are four stories in height and they cover many acres. Every square foot of them is now humming with work and the machines go on day and night, all the year through. Standing in one building you can overlook a single room more than sixteen acres in size. It is filled with machinery of such a nature that it looks like a dense forest of fast moving belts and whirling wheels grinding away. It contains 8,000 different machines in actual operation. The machines use 2,500 gallons of lubricating oils every twenty-four hours. As you stand in the centre of this room the walls are not visible and you can hardly see the ceiling. There is a shrieking of the cutting of steel upon steel, a buzzing of wheels like the swarming of locusts and here and there at intervals are to be seen men in blue overalls directing the machines.

In the war work of today everything is analyzed and is tested to the thousandth part of an inch to be sure that it will fit the specifications and needs to which it is to be put. This great factory tests the steel before it goes into its furnaces and the materials are tested again and again until they come out in the completed product. There is no guesswork and the machinery of construction is such that mistakes can be traced to the exact department and to the man who makes them. Every motor car that goes to the battlefield of France has its number, and if one breaks down without cause in the midst of a battle the number of the defective part could be sent back here and the man who made it be traced.

This company has a profit-sharing system based upon the habits, thrift and work of the men and the use they make of their money. The share of the profits given each employee is distinct from his wages, and the design is to give the man who gets the least wages the largest proportionate share in the profits. The system is such that most of the employees make \$5 and upward a day.

Profit Sharing a Success.

The officials tell me that this profit sharing has been a success, that it has doubled the bank deposits of the men, increased the number of homes owned by about 100 per cent, and the value of the houses bought upon contract from a little more than \$3,000,000 to more than \$5,500,000.

I asked as to the effect of this system as a cost efficiency proposition; the manager replied that they thought it was more than paying, in better work, greater output and in less

WRIGLEY'S

With the land forces
and with the fleet

WRIGLEY'S

gives solace in the
long watch, it fresh-
ens and refreshes,
steadies nerves,
allays thirst, helps ap-
petite and digestion.

The
Flavour
Lasts



MINARD'S "KING OF PAIN" LINIMENT

The old reliable remedy for rheumatism, neuralgia, sore throat and sprains.

Best Liniment Made

Mr. A. E. LAUNDY, EDMONTON, writes:—"I fell from a building and received what the doctor called a very bad sprained ankle, and told me I must not walk on it for three weeks. I got MINARD'S LINIMENT and in six days I was out to work again. I think it the best Liniment made."

Minard's Liniment always gives satisfaction. For any ache or pain. It gives instant relief.

Minard's Liniment
Co., Limited
Yarmouth, N.S.



WHICH?

"This bulk tea is the best I could buy at the price, Mrs. Brown, but I believe you will like Red Rose better."

"We use Red Rose at home and like the rich flavor. My wife says it goes further."

Hundreds of grocers are making statements somewhat like this.

They have sold Red Rose Tea for many years and have found the quality so good that they use it in their homes.

Most grocers naturally like to make an extra profit on their bulk tea, but they cannot help recommending Red Rose Tea because they know it's worth the price.

They know it goes further because it consists chiefly of the teas from Assam in Northern India, the strongest, richest teas grown anywhere in the world.

Red Rose tastes better and goes further.

Kept Good
by the
Sealed
Package



T. H. Estabrooks Co., Limited
St. John, Toronto, Montreal, Winnipeg, Calgary, Edmonton

Red Rose Coffee is as
generously good as Red Rose Tea



Old Dutch

Fruit Jars
and other
Glassware

can easily be
kept immac-
ulate with

Old Dutch

And remember,
this cleanser
never harms
your hands



change of hands. There are something like 5,000 women employed in the plant, who get the same money as the men doing similar work. When their wages were raised to an equality with those of the men their efficiency at once jumped more than 50 per cent.

"Before we introduced the profit sharing," said one of the men at the head of the factory, "we had to hire as many as 52,000 new hands a year in order to keep a continuous force of a little more than 13,000 men. Immediately after the profit sharing was introduced, with a force of men of a little more than 18,000, the new men employed numbered only 14,000."

"By a careful study of cost efficiency we find that it costs us just about \$70 to hire a man and fit him for his job. In 1913 we discharged more than 8,000 men. In 1915 the number discharged was only twenty-seven."

CANADIANS ARRIVE SAFELY

Ottawa, Jan. 2.—It is officially announced through the chief press censor's office that the following troops have arrived safely in England:

Canadian officers' training corps, candidates for army commissions; officers of Royal Flying Corps; draft from Yorkshire Regiment from Bermuda; drafts, artillery, horse, siege and field, from St. John, Montreal, Ontario, Saskatchewan and British Columbia. Signallers from Ottawa, forestry from Montreal, Lewis, Toronto, Winnipeg and Prince Albert; medical corps from Ontario; Canadian nursing sisters and V. A. D. nurses from Toronto. Newfoundland troops, Imperial recruits and details.

Walter Hinson, Ernest Farmer and Blakely Winston killed 90 alligators in Smothers Lake, Texas, in three days, only counting those four feet and more in length.

THE VALUE OF ADVERTISING in all cases must be based on the return for the outlay. No better opportunity in this respect can be found in this locality than

THE DAILY MAIL

This paper has a special value to the local advertiser, as the majority of its readers are in this city and the immediate surrounding country.

Our Advertising Rates will be found decidedly reasonable in view of the results.

PEOPLE READ OUR ADVERTISEMENTS

They are trying to buy as wisely as they can. It is necessary they should.

They are eager to know what the local merchants have to offer, and good live advertising is interesting reading to them.

Most of our enterprising business men have already realized this fact and their advertising appears regularly in the Mail.

If you are not a regular advertiser in the DAILY or SEMI-WEEKLY MAIL, you are overlooking an opportunity that no business man in this locality ought to be too busy to appreciate.

THE AD. AND THE MAN.

By James J. Montague.

He saw the ad from day to day
And muttered: "I envy it;
The stuff may be just what they say,
But I'm not going to buy it."
As time wore on he made remarks
It would not do to mention,
For he was mad because that ad
Was forced on his attention.

But in a week, or two, or three,
He said: "There's no denying,
The way that ad gets hold of me,
The stuff may be worth trying."
For just about a fortnight more
He dared mere words to win him,
And then the ad completely had
Aroused the spender in him.

Next day he drifted in a store
And quietly expended
A few big iron dollars for
The stuff the ad commended.
He found it filled a long-felt need
Its excellence surprised him,
And now he's glad because the ad
So deftly hypnotized him.