

FARMINGTON ENTERPRISE

THURSDAY, JULY 11, 1929

Michigan Press Association Rallies at State Metropolis for 1929 Summer Outing Frolic

Publishers Cast Cares Aside and Enjoy Generous Hospitality of Detroit, the World's Most Interesting City

Theatre Parties, Boat Trip, Banquets, Baseball Games, Visit to General Motors Proving Grounds and Variety of Other Educational Features and Diversions Make Outing a Memorable One.

Welcome to Detroit! Welcome to the Hotel Fort Shelby! Welcome to the Campbell-Ewald Advertising Agency! Welcome to the General Motors proving grounds near Milford! Welcome to the Detroit baseball park! Welcome to the Fox theatre! Welcome to the Ashley-Dustin steamboat line. Welcome to Put-in-Bay! Welcome from the federal government to ascend the Perry Victory monument! Welcome to Ohio!

From the moment we landed in Detroit on Sunday and Monday, everywhere a most cordial and enthusiastic welcome was extended to the Michigan Press Association.

No new records were established, for our reception in 1929 was no more cordial than it has been in 1928, in 1927, in 1926, or prior years. Perhaps the main difference was in the fact that Detroit and the metropolitan area has more to offer in some ways than can be found in the great open spaces where for the past few years our annual summer frolics have been held.

The city is the city and the country is the country, but there is a difference between Detroit and the ordinary city. Detroit has the river, the lakes, the islands, and many other attractions that the ordinary city does not have, and which make it an ideal great summer resort where city and country meet, in perhaps the finest setting that nature has provided for any of the great cities of the world. And Detroit has taken nature at her best and has added all civilization has available as an aid to nature.

Detroit, dynamic metropolis of Michigan, outdid herself in hospitality to Michigan newspaper people from out in the state this year, on the occasion of the annual summer outing meeting of the Michigan Press Association.

From all sections of the state the knights and ladies of the quill poured into Detroit. From the Thumb, from the heel of the mitten, from the fingers of the hand and from the upper peninsula came the pencil pushers and their families, until all portions of the great commonwealth were fairly represented.

The splendid Hotel Fort Shelby was headquarters and the warmth of the welcome extended by Manager J. E. Frawley and all of his co-workers was but a sample of that later extended by all with whom we came in contact.

As early as Wednesday evening the members of the MPA commenced dropping in and getting "set to go." Thursday forenoon the secretary and his aids were kept busy making registrations, and long before noon the program was well started. Many of the editors refused to wait until afternoon to start the program but visited

the Campbell-Ewald agency in the morning in order to avail themselves of the generous invitation of Mr. Navin of the Detroit baseball company to visit Navin field and see the Tigers' contest on the Indians later in the day.

So the program started early and finished late, with no untoward event to mar one of the most joyous summer frolics the MPA has ever had.

Not only Detroit, but Ohio as well, welcomed the Michigan newspaper people. When Field Manager H. E. C. Rowe of the Ohio Newspaper Association learned that the Michigan editors were to visit Put-in-Bay, which is in the Buckeye state, he got busy and rounded up a bunch of Ohio editors and their wives to meet us at Put-in-Bay, where they gave us cordial greetings and extended the hospitality of the Buckeyes to the Wolverines.

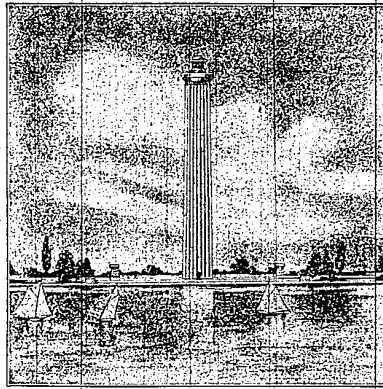
It would take the art of the painter and the language of the poet to transfer to paper in ink all the alluring attractions which were ours to enjoy, in words trying to do justice to our hosts and their endeavors in our behalf. Those who were there know—those who were absent can never know, except that they will be told from time to time as the present fades into history, all that was so freely ours.

Our Hospitable Headquarters

The splendid Hotel Fort Shelby, one of the finest and greatest of Detroit caravansaries, was our home while in Detroit. And a real home it was, for Manager Frawley had given instructions that we were to be made doubly welcome. The Hotel Fort Shelby, located on Lafayette boulevard, is close to the heart of the downtown shopping and theatre district, yet away from the noise and confusion of the Detroit hotels. It is a mammoth hotel, twenty floors of home-like and beautifully furnished rooms, with a lobby which in its very atmosphere spells "Welcome" to the weary traveler. At the desk there is no glare of

stony eyes and no chill of aloofness. You are made to feel that you are welcome to the Hotel Fort Shelby and there is an air of certainty that you will feel at home, that you are a guest whose desires are to be anticipated in every way. The hotel is easy of access by motor from any entry into the city, without fighting your way through interminable traffic congestion. The Fort Shelby Garage is but a short half block from the hotel, and courteous attendants will take your car and see that it is properly cared for and bring it to the hotel door at your wish, without extra charge. Very comfortable rooms may be had at \$3.00 to \$4.00 per day, with bath, and more luxurious quarters, if one is so desirous, at slightly higher prices. Many Michigan people make the Hotel Fort Shelby their home when in Detroit, and it is constantly increasing its number of friends by the warmth and genuineness of its hospitality. Mr. J. E. Frawley is the managing director.

The Perry Memorial at Put-in-Bay



and Mr. E. J. Bradwell the resident manager. Both are well known to most Michigan people who visit Detroit frequently and their cordiality is one of the reasons for the popularity of the Hotel Fort Shelby.

The banquet which was tendered to the members of the Michigan Press Association Friday evening by the hotel management was one of the de-

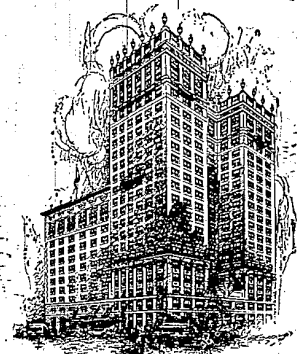
lightful affairs of the week. It was jolly from start to finish and delightfully informal. The feast was all that the most exacting epicure could desire and the service was most satisfactory. There were no tiresome talks as an adjunct of the banquet, but cabaret entertainment and community singing enlivened the dinner hour and the company dispersed in ample time for those who desired to attend theatre parties or other attractions.

Visit to Modern Advertising Agency
One of the most intensely interesting events of the entire program of entertainment was the first thing on the program following registration Thursday morning. This was a trip to the offices of the Campbell-Ewald Agency, which occupies the entire thirteenth floor of the enormous General Motors Building, and two wings of the fourteenth. The Campbell-Ewald executives made their welcome evident by having Mr. M. B. Tushnet of their office force at the Hotel Fort Shelby to greet the incoming publishers and direct them to the offices of the agency, seeing them safely in taxis which were paid by the agency to bring their guests to their headquarters, a courtesy which aroused much favorable comment.

Arrived at the agency offices, each group was escorted by a guide who followed a sample advertisement through all the devious courses of initial order, through the department of art and display work, proofs and corrections, through the order department, the mailing department, orders going out to various publications, tear sheets, invoices, and checking copies coming in, being assorted and checked up, on through the accounting department, until the check in payment of the account is written, cut and sent on its way.

The various departments and their work was explained in detail so that all could have a clear understanding

HOTEL FORT SHELBY



Where the Editors Felt at Home

Michigan Publishers See How Automobiles are Tested

As Guests of General Motors, Members of
Association Visit Proving Grounds

One of the features of the 1929 summer outing, and there were many eventful ones, was the trip to the General Motors Proving Grounds, about 45 miles from Detroit, near Milford in Oakland county. It is here that this great corporation, that has set the pace in so many of the developments in the automotive industry, brings its cars to put them through every conceivable test to establish what they will do.

All Cars Tested

Not only General Motors products, Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle, Cadillac, General Motors Trucks and Yellow Cabs and Coaches, but automobiles of every conceivable make, domestic and foreign, are brought here to be tested. Read conditions of all kinds are made as they are encountered every day, everywhere.

The party arrived at the proving grounds club rooms just before noon. H. A. Newman, in charge there, saw to it that every one was comfortably provided for and soon the publishers were seated around the tables for a delightful luncheon as guests of General Motors.

They gathered next in the auditorium where Newman explained the purposes of the Proving Grounds and the manner in which it had functioned since put in operation in 1927. Then followed a moving picture, "The World Builds a Motor Car," in which was shown the process of manufacture as carried on by General Motors in every nation of importance in the world. Workmen in China, Egypt, Australia, Japan, European nations, everywhere, were shown making the living of employees of the automotive industry. The picture also presented the manner in which the automobile served the nations of the world, bringing them into closer contact and also presenting a picture of how the civilization of the world has followed the trend of transportation.

The trip to the laboratories where scientific devices are employed to test out all the features of all makes of automobiles revealed to Michigan publishers many new things. The exhaustive study given to each detail also explained the reason for the great development of the motor industry. All tests are the theme for all makes of cars. As a matter of fact, each car is numbered after it is brought to the proving grounds and the engineers are interested only in learning the maximum service that might be secured from it under all conditions that are encountered in ordinary driving.

Two Years Driving in Month

A car undergoing tests will travel as many as 25,000 miles in one month, as much as it would ordinarily travel in two and a half years in the hands of the average car owner. As many as 1,000,000 miles of travel are covered in one month's driving.

The publishers were given a ride over the speed tracks, over hills and grades, on the straight-away, everywhere where tests were being made. The one exception perhaps was the "bath" where cars are driven through water to test out the ignition system's reaction to water. One car was being tested at 104 miles per hour.

More than one lane of travel is provided to allow all travel uninterrupted.

Just a few years ago the 1268 acres now devoted to this activity were devoted to the peaceful pursuit of agriculture. In 1923 the ground was acquired. It is located about equal distance from Lansing, Flint, Pontiac, and Detroit. In this tract is level and hilly country and all sorts of rough and smooth roads with all sorts of surfaces. The concrete speed loop is nearly four miles in length, with high banked turns. Golfers' cars are measured and studied. The cars of tomorrow will be put through identical tests, over identical roads, under similar weather conditions. Before, when public highways were used, it was impossible to get as accurate information as is now possible.

When a test is made—for instance, hill climbing—the run is made 10, 15, 20 times, until results are proven. Guesstimates have been eliminated. Tests are made with groups of cars to establish standard bases of comparison. Every new device, every novelty, every principle of engineering and construction, every kind of material, must prove itself by use.

Learn Something New

Some "family" debates were settled by some of the information gleaned by the publishers at the Proving Grounds. One publisher had told his wife "it was all right to leave the motor idle while at the curb because it wouldn't burn up much gas." He learned that an idling motor will burn as much fuel as it will at a 40 or 60 mile pace. Another was that speed beyond 30 to 40 miles used up more gas.

The laboratories have electric "fifth" wheel speedometers; apparatus for measuring fuel; duplicate wheel measure steering effort; device to measure foot pedal pressure; electrical devices to record acceleration as well as deceleration.

Foreign motor cars were seen in the garages and undergoing various tests. The small motors made by German, English, French and Italian manufacturers came in for a great deal of questioning. They are not as powerful, nor as fast as those of American make, but this, explained the guide, is because the taxes in other nations are usually based on displacement and the license costs of what is here considered a "small car," a Chevrolet for instance, is almost prohibitive, being over \$200. The original cost, too, is considerably higher, because of the high taxes.

Pointing to one car of German make, the writer asked the guide whether it could be driven at as high as 45 miles an hour. "Yes, it would go that fast," he replied, adding, "if you drove it far enough to get a good enough start."

There were over 150 association members at the Proving Grounds and all were more than pleased with the knowledge and pleasure derived through their visit. The activity of General Motors there has been little known and less understood, and the information secured by the publishers is of sufficient importance to make its telling through their columns something of benefit to their readers, just as it was to themselves.

The "Put-in-Bay," Plying Between Detroit, Put-in-Bay and Cedar Point

