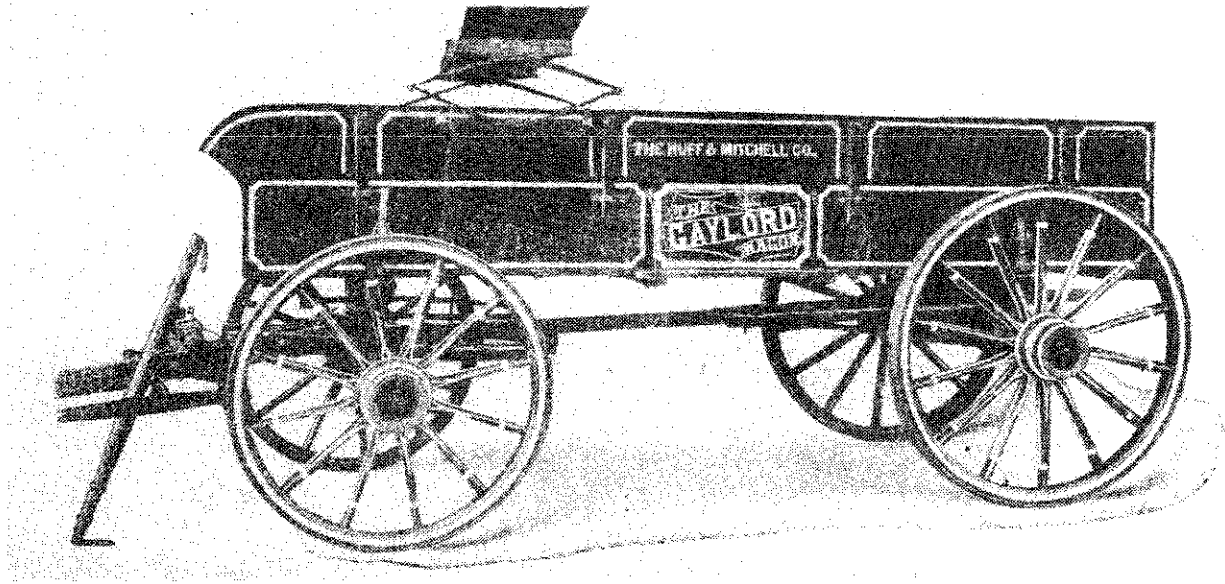


THE HUFF & MITCHELL COMPANY



freshly cut hardwood. Businessmen in Otsego County were well aware that the area could get into serious financial trouble.

A local banker, A. B. C. Comstock, met with a machinist named Guy Hamilton from Detroit over a cup of coffee in a local cafe and discussed the area's potential problems. They decided a locally made automobile would sell well in the area and could provide employment for a number of people. Local businessmen liked the idea and raised a couple thousand dollars. Comstock was elected president.

It was decided that Comstock and Hamilton would go to Detroit and purchase the necessary parts and assemble the first Gaylord car there. Upon completion, the car, called the Gaylord Model 30, was brought north and organizers went to work selling stock. In little time investors, eager for a profit, came forth with fifty thousand dollars. The Gaylord Motor Car Company immediately constructed an assembly plant. This building is now known as the Jobbers Warehouse Building, located west of the railroad tracks on Grandview Boulevard.

In 1910 the Gaylord Motor Car Company assembled two different models. One was the Gaylord 30 Touring Car, so named for the thirty horse-power motor which powered it. The other was the Gaylord 20, a utility car. In that year the company sold in the neighborhood of fifty cars. For the next two years improvements were made and new models were introduced. Motors were increased to forty horsepower and the cars were given a rear end transmission. Price of the cars ranged from ten to fifteen hundred dollars.

1913 was the last year for the Gaylord Motor Car Company. Financial difficulties brought it under new

management. A new model was introduced that offered left or right hand steering and sold for a thousand dollars. But neither the new management nor the new model were able to save the company. It was finally realized that fifty thousand dollars was not enough money to start an auto factory. It had been hoped that the logging industry would have invested in stock that could have saved the company. The loggers would have invested but only under the stipulation that stock would have been sold in large amounts elsewhere. This, however, was not done.

The Gaylord Motor Car Company is now a part of history books and centennial magazines. The only known Gaylord left is the property of Mr. Ivan Polus of Whitefish, Montana.



D. K. Mitchell

Manager of the Huff & Mitchell Co.