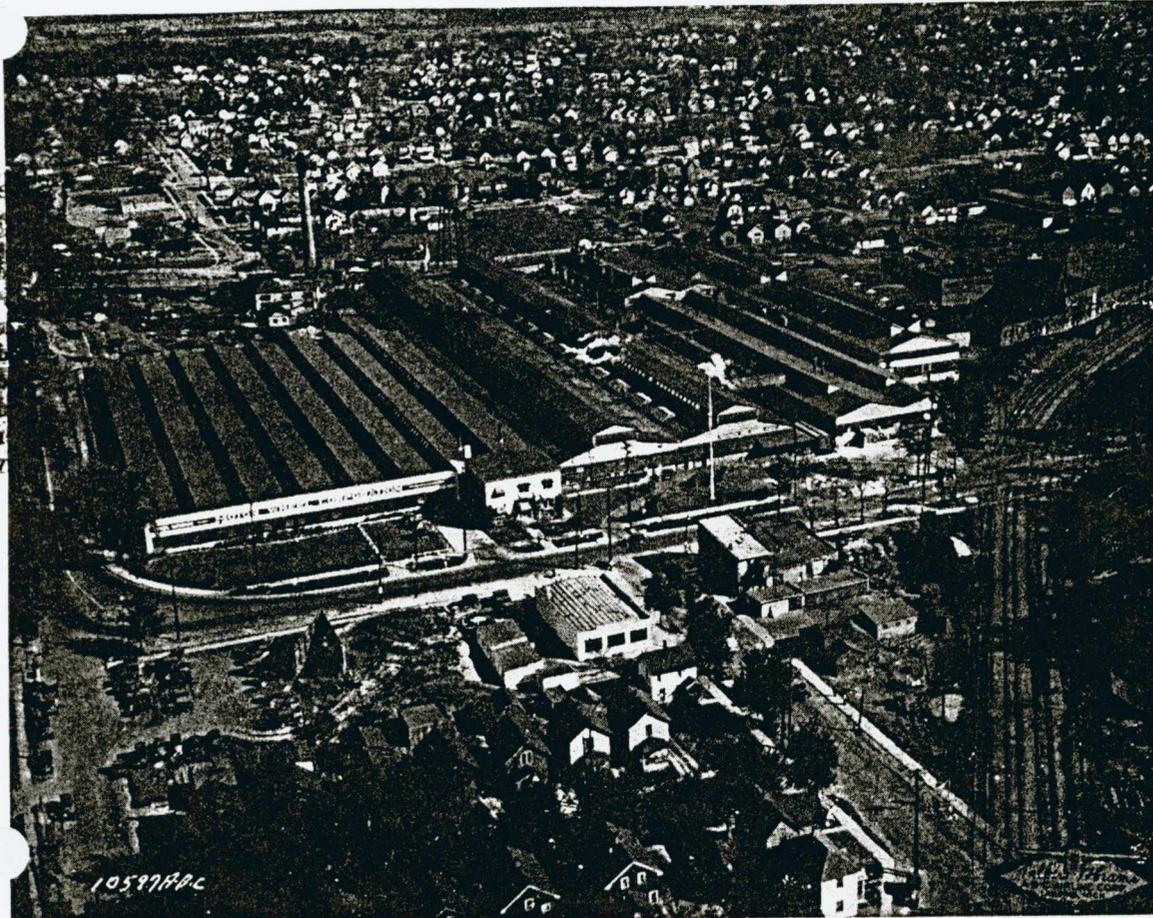


Aerial View of Plant Two



Construction of the first buildings on the present site of Plant No. 2 on North Larch street was started in 1916 when the Gier and Dail Manufacturing Company outgrew its quarters on North Grand avenue and moved to this location. The fi

built were the power house and the building now housing the power presses and offices. Other units were added from time to time until the floor area grew from an original 108,000 square feet to the present 1,200,000 square feet.

What is now known as Plant No. 2 of the Motor Wheel Corporation is an outgrowth of the Gier Pressed Steel Company which had its origin in the Gier and Dail Manufacturing Company. This latter company was organized in 1908 as a partnership between B. S. Gier and E. J. Dail.

The offices of the Gier and Dail Manufacturing Company were first located on East Michigan avenue. From there, the company moved its headquarters to the basement of the building which is now occupied by the Lansing State Journal on North Grand avenue, and a short time later moved again to the building at the foot of Ionia Street.



Above is pictured the "home" of Motor Wheel's merchandise sales division more commonly known as service department. This building is located south and east of the main part of Plant No. 2 and was formerly occupied by the old Auto Wheel Company before that firm was made a part of the Motor Wheel Corporation. The merchandise sales division, under supervision of H. E. Powell, was established in 1920 shortly after Motor Wheel Corporation purchased the Distel Wheel Company of Detroit and the Forsythe Wheel Company of Harvey, Ill. The company's export division is also located in this building.

End Partnership

In July of 1909 the partnership was changed to a corporation and in 1915 the name of the company was changed to the Gier Pressed Steel Company, which was merged into the Motor Wheel Corporation in 1920.

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