

KITCHENER MAN FOR JOB

English Public Opinion Believes He Will Tame Egypt.

AGITATORS ARE NOT PLEASSED

Nationalists of the Ancient Land Are Believed to Be in for Drastic Handling—"Citizen" Army Proposed.

LONDON, Aug. 5.—Except among the Egyptian nationalists, who, however, have been very quiet of late, the appointment of Lord Kitchener as British agent in Egypt and the Sudan has been received with the greatest enthusiasm. More in England satisfaction is expressed at the fact that the government has at last found something for the greatest of British generals to do, something that is considered worthy of his talents, while the British residents in Egypt have received the news with the greatest delight.

Although Sir Edward Grey has announced in the House of Commons that the appointment of Lord Kitchener does not fore-shadow any change in the government's policy, there is a feeling, both here and in Egypt, that if there is no change there will at least be a different way of carrying out that policy. Kitchener's reputation gives the imperialist hope that he will deal a little more drastically with those nationalists, who at the commencement of the late Sir Eldon Gorst's administration attempted and to some extent succeeded in stirring up trouble.

Discontent Deep Seated.

While the nationalists are quiet and their leaders disassociate themselves from all talk of violence, there is known to be a great deal of smoldering discontent, encouraged by the socialist members of Parliament. A strong man, it was felt, was needed to keep this under, and in Kitchener the people believe they have the man. His long experience in Egypt and the Sudan further fits him for the place and his appointment was doubtless made with the almost practical certainty that British prestige would benefit from his administration. There are some optimists who believe that this benefit will spread throughout the near east and that with Kitchener and a strong army in Egypt Britain will be able to formulate and carry out any plans it may have in Turkey and Persia or frustrate any schemes of other powers that might interfere with England's policy.

Lord Kitchener's full title is minister plenipotentiary and consul general and his salary is \$5,000 a year. In theory he simply acts as the authorized exponent of the views and wishes of his government to the government of Egypt. In reality, however, he is arbiter of Egyptian policy and will be responsible, under the British government, for the administration of Egypt and the Sudan and the khedive, the theoretical ruler, is bound to accept his advice. The khedive is said to have opposed the appointment of Kitchener, but with a strong man at Cairo, the Sultan's representative will have very little to say.

"Citizen" Army Proposed.

Trade unionists are looking forward with interest to a fight over the question of the organization of a citizen army to be raised at their annual congress in September. The subject is to be brought forward by the London Glass Blowers' society in the form of the following resolution:

"This congress, realizing that militarism and the existence of a regular standing army constitute a menace to popular liberty, is of the opinion that the time has arrived for the institution of a real citizen army, free entirely from military law during times of peace, officered entirely by the selection of the rank and file, such citizen army to be used for defensive purposes only."

The members of the congress are not by any means agreed on this subject. At previous congresses similar resolutions have been defeated, the members declaring themselves opposed to all forms of militarism. If the proposed resolution is to be credited, however, trade unionists are coming around to the view repeatedly urged by Will Thorne, M. P., the labor member, that every man should be compulsorily trained to bear arms, and that they should be organized as a citizen army to take the place of the standing army. A variety of opinions have been given by labor leaders and social reformers on the resolution.

It is rather interesting to hear H. W. Lee, the secretary of the social democratic federation, declaring that "military training in some form or other is bound to be introduced into this country before long, and we prefer to see it universal and in a democratic form as possible, without the application of military law in time of peace."

LEAVE THE WORRIES AT HOME

If They're Taken Along a Vacation Is a Waste of Time and Money.

It is easy to preach rest, says the Philadelphia Ledger, to get the restless man to rest it is one of the hardest tasks, some say, that a mortal can undertake. For when men's arms would fall playfully, and their hands are quite willing to play the sewing machine, they will thrash the lake with a rod for trout, their minds refuse to take the same vacation that the physical frame is enjoying. They import their ceaseless worry into the heart of Adirondack woods, take it camping with them in New Brunswick, or climbing in the peaks of the Rockies and on Canadian rivers. Some men are so afraid of losing their trouble they will take it with them even on a trolley ride or to a clam bake at the seaside. They do not want to let it out of sight or thought, lest they should not recover it.

One admires the genius of the man or woman who can calmly turn the key in the closed door on a past incident, and not let the howling midnight luncheon of deplorable bygone assail his or her sleep. It is no vacation if, in your portmanteau, along with your shirts and collars, your toothbrush and your paper novel, you pack the little blue devils that so easily beset us if we let them, and the small nagging annoyances that are all the worse because they are so small, that like South American insects, we cannot get at them to dislodge them. To know what to leave behind as well as the things to take along spells the secret of going away in summer for a rest—or of staying where you are. If you must, with an equable mind, throw in no more useful baggage for a holiday than the disposition not to weep over spilt milk, nor be distressed about the reverse side of the moon, nor manufacture trouble with any tools at hand, instead of shaping objects of communicative delight.

The Knack Answered.

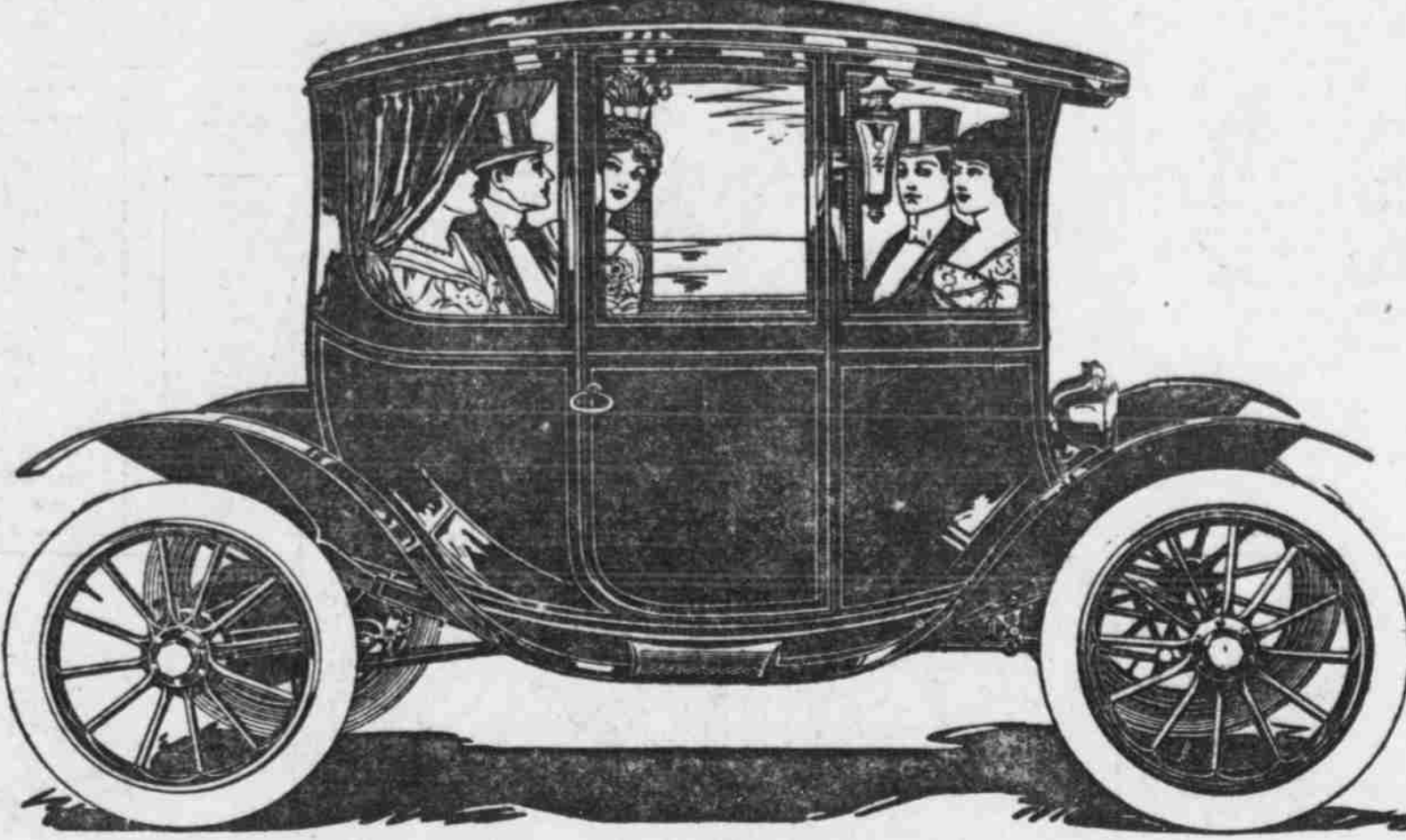
Opportunity knocked once at the man's door. To the surprise of Opportunity the man appeared and said: "I don't want any mining stock, and I don't want to invest in any bamboo plantations, and I don't want to buy a sand plant in Arizona, and I don't want any Belgian hare or equal farms, or mushroom culture, or—"

"But, my dear sir," Opportunity interrupted, "I do not bring you any such offers. I am merely here to show the way to give yourself to the good job you are now holding."

whereupon the man invited Opportunity in.—Life.

Dare we infuse red blood into an advertisement of an electric carriage? Some well meaning friends, who think they know, tell us we may not—that electric cars are bought mostly by ladies therefore only parlor prattle and pretty pictures are permissible. We don't believe it! We believe that women as well as men like, on occasion, to be treated as rational beings, capable of thinking. They like to enter into the fundamentals and to be told the reasons why of things. So here goes. Better read this ad carefully so you will be able to discuss it intelligently when it becomes the topic among your friends.

Here is the Flanders Electric



ISN'T SHE A BEAUTY?—"Un equipage digne d'un Roi."

A Full Five-Passenger Carriage of Pure Colonial Design, Faultless Appointments, and the Price is Half—\$1,775.

FIX THE FORM IN YOUR EYE—the artistic lines, the graceful curves—fix it in your mind for this is the design of the future for all high grade electric. Within a year—within six months—this Flanders design will be copied by half the other makers.

IT IS THE LOGICAL as well as the most beautiful form for an electric carriage—and when you think of it it is the only logical as well as it is the only really artistic electric yet designed.

RIDES LIKE A HAMMOCK, was the way one lady expressed it—and a glance at the curved frame and the long, graceful springs with axles set well in front and rear of body, convinces you that the riding qualities of this car are superior to those of any other.

WHEEL BASE IS 100 INCHES and step is just 10 inches above the pavement when car is loaded. Car seats 5 adults liberally—3 in rear and 2 in front—and will seat 6 persons comfortably. Compare this with the ordinary, high-perched electric with short wheel base that rock like a skiff in a sea on slightly wavy asphalt, and pitch and toss dangerously on a bad piece of block pavement.

OR COMPARE IT WITH THOSE imitation automobiles in which valuable room is taken up by a hood and the four passengers are cramped in—two seated fairly comfortably and the other two on a half width folding seat so low only a child can occupy it in comfort.

JUST LISTEN TO THIS—it is interesting—it explains something you have wondered about—why electric cars have been so ugly, so cramped for room inside, and so unstable because of their short wheel base and highly perched construction.

THE FIRST ELECTRIC built in this country had a whip-socket on the dash! Now don't laugh! that is an absolute fact. And it is significant even if it is humorous—it shows how devoid of thought the designing of this type of car has been up to now.

WHY IN THE NAME OF REASON was that whip-socket there? Tell you why. Originality is the rarest human quality. Only one man in a million can think independently.

HOWE LOST A LOT OF TIME when he first tried to invent the sewing machine. He thought it ought to sew like a lady—and surely no self-respecting needle could have an eye anywhere but in the head. It took him a long time to decide that he dare put the eye in the point of the needle—when he had done that he had invented the sewing machine.

NEVER THOUGHT OF THAT BEFORE—did you? Most likely not. Most people don't look below the surface of things—most designers of electric cars are that way.

NOW THAT FELLOW who put the whip-socket on the dash of his electric car not only committed one foolish act—he was guilty of two—the dash had no business there either. But that simple idea had never occurred to him.

A THOUSAND YEARS BEFORE he was born some genius had added to his two-wheeled cart a piece of bark to prevent the nag kicking mud in the face of the lady he was trying to propose to.

THAT WAS GOING SOME in invention—and it was several hundred years later that another bright youth bethought him of a socket to hold the gas—whips were invented later—so he could have one hand free to hold the lady on the insecure seat.

THEN CAME ELECTRICITY—or rather the harnessing of it—and an electrically propelled carriage for Milady became possible. He tried to design one. That was the first and only lucid idea he ever had! And all he did was to unhitch the horse, lay away the shafts, build

a lean-to on the rear to hold some of the batteries and another on front to look like a cow-catcher. He cramped the seats and the leg-room between—for a long wheel base had not yet been invented either.

THIS PIONEER DESIGNER of ours found both the dash and whip-socket there when his eyes first opened in a carriage factory. He never stopped to consider that, there being no horse in front, the need of a dash had also vanished. Nor had it ever occurred to him how the whip-socket came there originally—so he left them both on.

IF THAT CAR HAD RUN, we verily believe it would have been the standard design up to now—for we find many features in electric cars that are just as illogical—just as archaic and just as useless as that.

TAKE THE HOOD FOR EXAMPLE—why should it be on any electric? No reason on earth save that some designers don't think.

ON A GASOLINE CAR it has a use—therefore it is right. Handsome as is handsome does. It covers the motor. But do you know we in this country used to be ashamed of a motor—tried for years to conceal it beneath the seat; till one day one of Gran'pa Daimler's cars came over from Germany—and forthwith we all imitated the Mercedes hood and will probably continue to use it for the next hundred years—whether we need it or not. We are such an original people!

NOW THERE IS ANOTHER DANGER—the danger of copying without knowing what or why you copy. Education, training, experience, travel are requisite if one would copy intelligently—artistically.

COLONEL INGERSOLL USED TO SAY "Imagination cannot go beyond the range of experience. No man can describe an animal he has never seen. He may describe one with the trunk of an elephant and the wings of an eagle. But that is not an animal—it is a monstrosity composed of various things he has seen or dreamed of"—a farcical, phantasmagorical, phenomenon, as it were.

NEXT TIME YOU SEE AN ELECTRIC on the street just stop and look it over. Don't laugh—it might offend the lady inside. And it is not her fault. She needed an electric, and bought the only one she could find, though she might tell you her sense of the artistic and the beautiful were offended by every line. She doesn't think it so ugly now—one gets used to anything in time.

DON'T LAUGH—Though you will see several features left over from buggy design coupled with others from gasoline automobiles that are as funny—or as ridiculous—as was that whip-socket on the dash of the earlier electric, or Ingersoll's composite quadruped.

THE FLANDERS ELECTRIC is consistent in every detail—the graceful body curves, the dignified, though pronounced striping, the flowing leather fenders—even to the colonial lamps which were especially designed for this carriage by Mr. F. E. Castle.

"I EXPECTED SOMETHING DIFFERENT," exclaimed a prominent dealer when his eyes first rested on this carriage, "but frankly, I did not expect to see anything so beautiful and in such excellent taste as this. Rumor said that you were making an electric that would create a sensation. I feared it might verge on the bizarre—and for that class of trade of course that wouldn't do at all. But this—it is faultless, exquisite! There is not a radical feature—not a discordant note. It is true to every convention—and it is the easiest riding car I have ever seen."

NOT A "WHIP-SOCKET" ANYWHERE—not a superfluous feature—not even a hood to imitate a gasoline car and occupy room that should be devoted to passenger capacity.

WE CAN'T CLAIM ORIGINALITY either. We go farther back than that fellow who invented the dash. The earliest ancestor of the Colonial carriage was the sedan chair—most luxurious as well as most artistic conveyance ever devised. Then came the Colonial carriage—swung on leather straps. This was the carriage of kings and of our forefathers.

IF YOU'VE BEEN TO EUROPE, you have visited the various palaces and museums there—Versailles, for example. There you saw Napoleon's Coronation Coach. At Munich you saw that of Ludwig and Maximilian. These magnificent equipages were of this design. It was this fact that the French gentleman had in mind who, when paying a visit the other day, saw the Flanders Colonial Electric and exclaimed, "Un equipage digne d'un Roi." (Freely translated, a carriage worthy of a king.)

LET US SUPPOSE YOU KNOW NOTHING about art—yet you could not pass a Corot or a Millet unimpressed. You are not versed in architectural lore—but sit you down in a cathedral of pure Gothic and you would be overwhelmed by, even though you could not express in words, your emotions. Nor can you listen to a Beethoven sonata without being profoundly moved by the marvelous melody—much as you may protest you like "rag-time" better.

NO; ONE NEED NOT BE AN ARTIST to appreciate the truly beautiful—that instinct is inherent in all of us. Art but caters to our desires—only we are not always conscious of that fact.

NOW WHEN YOU COMPARE the Flanders Colonial Electric with others, you may not be able to analyze the difference. Only a designer could do that. But you will feel, even more than you will see, that here is art—there is art. Here beauty, chaste, harmonious—there a nondescript, half an automobile, half buggy, and all discordant.

WE HAVE TALKED OF BEAUTY to the exclusion of every other consideration. Do not think, however, that any other factor has been neglected in this car. We believe beauty is the first consideration in an electric—nine tenths of them are driven by ladies and are much used for dress occasions—as well as trips through the park, shopping, theatre, clubs, etc.

BESIDES THERE ISN'T MUCH ROOM for improvement in efficiency in this type of car. Electrical science was some years since brought to a very high degree of accuracy. Despite the foolish statements you read in some advertisements, there is nothing really new under the sun either in motor or batteries. Both are known quantities and the knowledge is free to any who will seek it.

ANY GOOD ELECTRIC will go as fast and as far as you will ever want to go. Besides—digest this—an electric vehicle can be made to go faster or farther—either, but not both—than any other type of self-propelled vehicle. And the "how" is no secret either. Let us send you our little booklet—"Wise and Foolish Statements About Electrics."

WE DON'T PRESUME TO KNOW more about electricity than Steinmetz or Edison or Timmerman. So we didn't try to revolutionize that science—we proclaim no wonder-working improvements or innovations. Instead we have embodied in this vehicle only standard electrical practice—up-to-the-minute in every improvement of course—but accepted, tried and proven standards.

THERE WERE THREE WAYS, however, by which our skilled engineers saw they could obtain greater efficiency than others less skilled—by reducing wind resistance, weight and friction to the last possible degree. We have done that—the Flanders Coupe sets twelve inches lower—20% less wind resistance; weighs 650

pounds (30 per cent) less than any other of similar capacity; and friction has been reduced to a point where she will coast freely on an incline so slight as to be almost imperceptible to the eye. This indicates skillful designing—engineering. Net result is 25% more mileage and incomparably better hill climbing qualities.

DRIVE IS DIRECT—of course. And, of course, it is the latest and most improved type of direct drive—worm gearing. Silent—of course absolutely. Runs without even a "whisper." And the electrical control is so simple, so certain, a ten year old child can learn to operate it in fifteen minutes and do it just as well as you can.

NOW CONSIDER that though lighter by 30 per cent, you have in the Flanders Electric a full five passenger carriage—actually eight inches more room inside than the next longest electric made—that the front seat is just as deep and full as the rear, and there is more leg-room than in any other.

LADY WITH PICTURE HAT can sit back comfortably in the deep seats—and head-room is such your aigrettes will not be broken.

THERE ARE SO MANY FEATURES about this electric you will admire, you must see it to fully appreciate.

AND THE PRICE—\$1,775—is about half what you would have to pay for other electric of similar quality—and lacking the beautiful appointments of the Flanders. The only other electric that can be compared with the Flanders for roominess, efficiency, ease of control and beauty sell for \$3,400 to \$3,600. Of course there are cheaper ones—but—well compare them. You will find they do not compare at any point.

WE DON'T CONSIDER IT CHEAP—in the ordinary sense of the term. Nothing has been left undone—no detail slighted. Take, for example, the seamless windows of ground French plate—you'll find them in no other electric at any price. You've seen them in Rothschild-Mercedes Limousines in Europe. We are first to introduce this feature in America. Our ambition has been to make the most beautiful car possible, one that would be the last word in beauty—finality in good taste. So we could have priced it at \$3,500 and sold a few—as many as others sell.

BUT YOU DOUBTLESS KNOW we are quantity producers. The name Walter E. Flanders is known the world over as that of the world's greatest automobile builder. His success has been achieved, not by selling a few cars at a large profit per car, but by being satisfied with a small margin on thousands of cars.

THIS ISN'T PHILANTHROPIC—it is just plain business. It costs a lot to sell an article for more than it is worth. So the maker who places a profit of \$1,000 to \$1,500 on a car doesn't really make that profit—he must spend nine-tenths of it in selling expense.

YOU HAVE FREQUENTLY REMARKED that you couldn't see the value in electric at the prices that were asked for them. Good reason too—it wasn't there. Cost of selling was the main item. On the other hand, true value makes its own appeal—this car will sell itself on sight.

DONE IN THREE STANDARD TRIMMINGS grey whipcord, dark blue broadcloth, and leather. We don't use goat skin—it cracks. Most ladies prefer the whipcord—cool in summer and warm in winter. Standard color of body is Napoleon Blue with broad French stripes in white.

STANDARD EQUIPMENT INCLUDES especially designed (Castle) Colonial side lamps and tail lamp. Two sets of slip covers (so one is in laundry while the other is in use; Milady will not soil her evening gown); toilet case, and cut glass flower vase. No step-ladder.

FLANDERS MANUFACTURING COMPANY, Pontiac, Mich.

DEALERS—Let this be our reply to the hundreds of letters and telegrams we have received: We have closed no territory—determined not to until this public announcement was made so everybody could have an even start. It has been most gratifying to know that trade comment has been so widespread and as favorable, this car has become famous even before officially announced. Competition for the line of your facilities and your fitness to properly represent this product in your city. All applicants will be considered on their merits without regard to present or past affiliations. Notice: write immediately, however—also your competitor may be first.

For the convenience of visiting dealers we have established temporary factory sales offices in hotel Pont Chartrain, Detroit.