# **AUTO COMPANY GIVES** BOOM TO NEWCASTLE

Maxwell Concern Builds Modern Homes for Workers in Indiana City.

#### WILL BE SOLD AT ACTUAL COST

Within the last five years Newcastle Ind., has graduated from a little town to a prosperous city and the transformation has been due chiefly to the influence of the Maxwell Motor company. When the big automobile organization located one of its mammoth factories in this place, less than ten years ago, the popu-Intion was close to \$,000. Now it is in the neighborhood of 15,000. The town has become congested. Transportation and housing problems are engaging the attention of the city officials.

The situation became so acute that the officials of the Nowcastle plant of the Maxwell company offered to co-operate with the city planners in effecting a remedy and a plan has been evolved that will not only take care of all the realdents of Newcastle, but also provide for many others who are being attracted to the place by its industrial activity.

#### Big Company Formed.

At the suggestion of the Maxwell officials a corporation known as the Greater Newcastle company was formed and capitalized at \$100,000. A tract of land, seventy-five acres, adjacent to the Maxwell plant, was purchased and divided inte The city was induced to buy ten acres of this ground for park purposes remaining sixty-five acres were divided into 250 lots. None of these lots are less than fifty feet wide and 122 feet deep. Many of Newcastle's prominent business men took stock in the new company, the Maxwell retaining a controlling nterest of 60 per cent.

The building of attractive five-room houses of the bungalow type is now progressing rapidly. Streets, alleys and sewers are being built. Water mains, electric lights and telephones are being The property is highly ro stricted and a general plan of tree planting is being carried out, so that beauty is not being neglected for the aske of expediency. Each house is being finished with distinctive touches, so that the whole plan does not savor of the tenement atmosphere

#### Sold at Cost.

Each of these houses will be sold at the cost price and by an arrangement under which any worker may buy. The prices will range from \$1,600 to \$1,900 and the initial payment will be about 19 per cent. The balance is to be paid in weekly installments of from \$5 to \$6. Maxwell officials figure that this is about at more than the average Newcastle resident pays in rent, so that by saving only a dollar week, the purchaser of the house is buying his own home.

For Maxwell employes in Noscastle this housing plant presents other econ features. The houses are all within basy walking distance of the factory. Car fare is elminated and the mer will all be able to go home for lunches None of the houses have been sold, the directors of the company preferring to wait until all improvements have been Maxwell employes are eager to buy and already there is a waiting list that indicates that all of the 250 houses will be taken speedily. When the initial allotment is sold the project will be extended gradually to provide easily acquired homes for all, if possible, of the growing army of Maxwell employee in

HAPPY IN THE OLD PEOPLE'S HOME-Left to right, John Smith, 82 years old; Mrs. Fred Carpenter, 84 years old, and Miss Eliza Anderson, 75 years old. For more than thirty years this home was the special charge of Mrs. George Tilden. An earnest effort is being made to secure funds for the crec ion of a new fireproof building for the many helpless old people of Douglas county.

tunes have been such as should render them exempt from becoming county

Pledges to the new building vary from \$5 to \$5,660. Cash and pledges on hand amount to \$25,000. The amount to b nised is \$40,000. The present endowmen is \$26,000, and \$10,000 more when building erected. This is the only home for 21. propic endorsed by the Associated Retailers of Omaha.

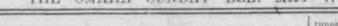
The Old People's Home on Wirt street has been of inestimable value to this nmunity, doing a work that no public stitution could do. For nearly a third of a century this organization has been upported by private donations. The work it is doing maken a very strong appeal to benevolent people, willing to miribute money for the support of worthy men and women who in their id age greatly deserve such a house. There is no nobler work than which women sponsors for the Old Peoples' ome are doing, and we cheerfully and without reservation commend the hom o the generosity of the public.

James C. Dahlman, Rev. Titus Lowe, Luther Drake, R. C. Peters, John L. McCague, E. P. Peck, C. M. Wilhelm, Charles B. Sherman leorge A. Joslyn, Juarles H. Pickens, W. S. Wright, tev T. J. Mackay, abert Cowell, letor White, harles H. Withneil, Charles R. Sherman, A. L. Reed, H. I. Adams, elden. V. Higbee, Barlow corge G. Wallace. Jeff W. Bedford

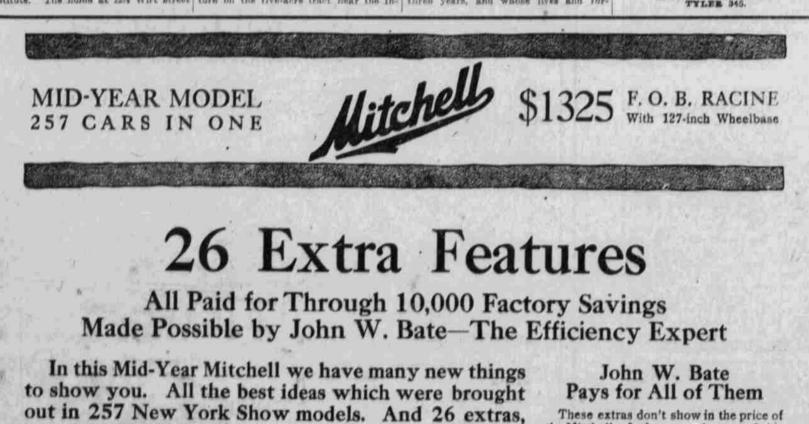
FORMER OMAHAN GIVEN **BIG NORFOLK CONTRACT** 

W. J. Creedon, formerly of Omaha, now has outgrown the demanda of the insti- stitute for the Deaf, recently donated of Norfolk, has been awarded the contract for the addition which is to be built There are so many things relating to to the Norfolk Insane asylum. The conthe Old Peoples' home which command tract is for \$50,521.

> WE CALL FOR AND DELIVER ANY ORDER IN ANY PART OF THE CITY Our Automobiles Pass Your Door Every Day. **Dresher Bros.** DYERS, DEY CLEANERS, MATTERS AND TAILORS. 2211.2217 FAENAM ST. TYLER 345.



ples' Home, which was organized over The board of directors of the Old Peo- | thirty years ago as the Women's Chrisple's Home is planning to build a new tian association. The home has out- the care and keeping of worthy men and home on a five-acre tract donated by Mr. grown its quarters at 2214 Wirt street, women over 55 years of age, who must and Mrs. George A. Joslyn, near the Deaf and is getting ready to build a new struc- have resided in Douglas county at least institute. The home at 2214 Wirt street ture on the five-acre tract near the In- three years, and whose lives and for



tution, which was established more than, by Mr. and Mrs. George A. Jusiyn.

The following statement has been sub- it to the good offices of the people, that

erthed to by prominent men of this city: we feel it our duty, as it is our pleasure

We wish to direct the attention of the tained the home in their efforts to pro-

secturian.

good people of Omaha to the Old Peo- cure money for their proposed building.

to help the women who have long main-

The home is free from debt. It is non

It is maintained solely for

thirty years ago, under the name of the

Woman's Christian association.

to the Propie of Omaha:

These extras don't show in the price of the Mitchell. In fact, no other car of this size and grade sells at the Mitchell price. All of these extras are paid for by factory savings. And those savings are due to John W. Bate, the efficiency expert.



# The Car That Was Built for Service---and Not to Meet a Price.

"The car first-the price last" has been the immutable policy behind the 1916 Glide Light Six "40" from the start. To our way of

## THE OMAHA SUNDAY BEE: MAY 7, 1916.

14-A

Newcastle.

#### AUTOMOBILE SHORTAGE IN FOREIGN COUNTRIES

The fact that the English, German French and all other European automobile factories have been taken over by their respective governments for the mantifacture of war munitions, according to L. E. Doty, local Velle representative hus caused a shortage of cars in all countries heretofore dependent upon the European source of supply. "As a result American manufacturers are experiencing an enlarged demand from all quarters of the globe," Mr. Doty said. "The buyer in Australia, China, Egypt or wherever he may be, depends upon the past reputation of the manufacturer in buying his car. In the light of the

world-wide disturbances confidence in the product is an absolute necessity along with quality methods of building. "The Velle Motor Vehicle company, manufacturers of the 'Velle Six,' have

recently insugurated a 'special export department to handle the ever-increasing correspondence and detail pertaining to foreign husiness. Velie literature is also being printed in several languages to eliminate the necessity of translation on the part of both foreign dealer and pwner."

## Pullman to Build **Immense Factory**

Thirteen years ago historic York, Pa., became famous with the birth of the Fullman Motor Car company, as the eastern metropolis of the automobile in dontry.

In order to meet the need of larger room; the company is contemplating the erection of a new, modern factory on a forty-acre tract at Grantley, a subart of York.

As soon as final arrangements are consummated with the owners of the Grant ley track, the blitting of the new plant will be sushed to completing, so the old plant will be transforred gradually to the new one and within a year the entire Puttman establishment will be located In Grantiny.

In summerior with the news that the company a growth proceediated larger guarters and increased facilities, and in the light of the increasing importance which automobile buyers attach to the financial promuters and stability of the manufacturer, the latest annual report of the Puliman company is interesting.

#### LAST TIME HE WAS IN THIS CITY HE CROSSED ON FERRY

W. S. Chapman, aged in yoars, called a the guy hall fas the official seal of the etty - high was placed in his array loads as a then of that he stropped here on he transmoblemental walking trop.

He goodth he is hining on a wager : \$5,000 offering by the Norw York Jacks allin. Hay dustination in thermalisment. Mr. Components sents him front mind forvers and I so was in 180 when he was will it. Personalis United States opinity, its or farty years ago.

Whatever may be your name. a Da-Want Ad will get it for you.

unique to the Mitchell. Don't miss this car.

The construction of the chassis in the Mitchell is uniform. We have spent 13 years in developing it. And we cannot hope to greatly improve it.

But a hundred designers-experts and artists-are evolving new ideas in body and equipment. And our chief effort is to keep ahead of the rest.

## **Our Composite Car**

This year we took a new tack. We brought out this Mid-Year model-our second for 1916.

We held its completion until after the, New York Show. There we saw all the new ideas and touches. And we learned what people liked best.

Then we combined in this new model 73 things that folks wanted. Of these, 26 are unique to the Mitchell-cither exclusive or very rare.

So you will find this New Mitchell, in scores of ways, the most interesting car on the market.

#### The Prize Design

With high-speed economical six cylinder en-gins of enormous power; wheelbase, 127 in, anti-skid tires on resr, complete equipment, in-cluding rugins driven tire pump, reversible headlights, etc.

\$1325 F.o.b. Racine

For Five-Passenger Touring Car or Three-Passenger Roadster Seven-Passenger Touring Body \$35 Extra

New Mitchell Eight, \$1450 f.o.b. Racine

This body design stood out first at the Show. It was voted by women-and by

men-the handsomest touring model ever created.

Body styles are like women's styles. The designer's favorite is often unpopular. The only way to get a winner is to take a vote-as we did.

As a result of that vote-covering 257 models-we have a design which all will concede first place among cars of this season.

So with every new idea and equipment. They are not merely our conceptions. They are all what people liked best at the Shows.

### **Exclusive Extras**

Then this Mitchell includes 26 extra features-things other cars don't offer.

All are wanted all are things you'd miss. But they are costly and unusual. So most makers ignore them, or else list them as extras.

We believe that fine cars of this day should embody all known comforts and conveniences. So we add all we learn of or invent.

We will let you decide, when we point out these extras, if you would wish any left out.

Mr. Bate built this plant, covering 45 actes. He equipped it with 2092 modern machines. He builds in this plant 98 per cent of this car, under Bate efficiency methods.

He builds it for half what it would have cost, even five years ago. He builds it for less than any other factory could build a similar car. And for 20 per cent less than any factory which buys a large share of its parts.

This is the model factory of America building high-grade cars. John W. Bate has worked out 10,000 savings. That is the reason for all these Mitchell extras.

This is the only car with Bate Cantilever springs, which double the ease of riding.

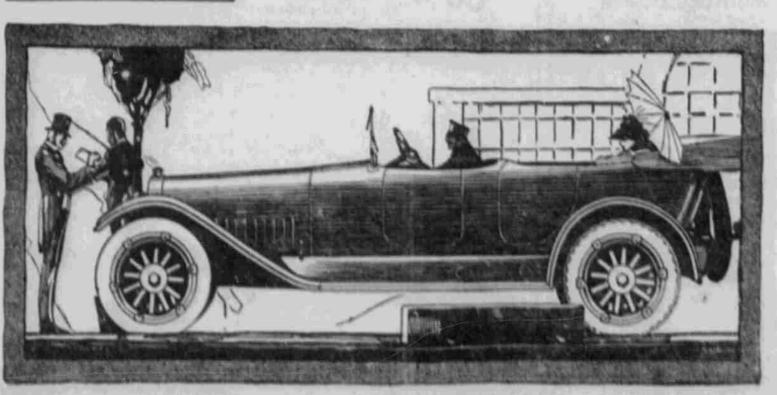
This is the car which 37 noted engineers have selected for their personal car. This is the car which holds the world's road endurance record. Six Mitchell cars have averaged 164,372 miles each-an average 30-year service.

Every motor car enthusiast should come and inspect this car.

# Alitchell - Buris Motor Co. Racine, Wis, U.S.A.

# J. T. STEWART MOTOR CO. Phone Douglas 138

2048-52 Farnam Street



thinking, that was the only reasonable basis upon which to proceed, if we were to give the purchaser first consideration, instead of "adapting" him to our manufacturing convenience, The 1916

Light Six "40" \$1,095

was built primarily to serve-not merely to sell. We knew that if it served satisfactorily there would be little doubt of its selling sufficiently well to repay us for the care and effort invested.

The remarkable thing is that the price does compare favorably with that of other sixes of the same size and class, even though price was the last consideration. To do the "Glide" justice you must see it-ride in itdrive it. Pictures, words and specifications are inadequate to properly convey any idea of its true worth. Sixes exclusively this year, and only one model. Make it your business to see it.

#### Here's a Tabloid Story of Glide Supremacy

Roomy Tonneau. Flush Type Doors and Concealed Hinges. Superb Finish, Genuine High-Grade Enameled Leather Jpholstery, Goodyear Demountable Rims, Goodyear 34x4 No-Rim-Cut Tires-Non-Skid on Rear Wheels, Rutenber High Duty Motor, Six Cylinder, 3x5, 12-Plate Dry Multiple Disc Clutch. Spicer Dust-Proof Self-Olling Universal Joints. Tubular Propeller Shaft. Spiral Bevel Driving Gears. Pressed Steel Rear Axle Housing. Brown-Lipe Differential. Hitchkiss Drive, Crowned Fenders. Rim Type Tire Carrier. Two Bulb Head-lights conforming with city ordinances for dimming. Linefeum-Covered Runboards. Storage Battery under Footbeard. Unit Power Plant. Brown-Lipe Transmission-Aluminum Case. Stewart-Warner Vacuum Gasoline Feed System. Westinghouse ignition system. Westinghouse Starter, Bendix Drive 18-Inch Corrugated Walnut Steering Wheel, One-Man Top, Jiffy Curtains, Rain-Vision Windshield-Integral with Body. Wheel Base, 119 Inches. Weight, 2,600 Pounds. Price, \$1095 f. o. b. Peorla.

