

FLANDERS TELLS OF BUYING BIG PLANT

Chalmers Factory Is Bought by the Maxwell People, Who Will Operate It in the Future.

Detroit, Mich., Sept. 29.—You can't help admiring the gigantic nerve of these people who build automobiles. Wars may come and wars may go, but motor car production goes on here forever. It is not that Detroit is not patriotic. It is simply learned quickly how to do its big bit for the war and conduct business at the same time—which is, by the way, a corking plan.

More than 25,000 men have already left the great factories. They were sent away with the most rousing, heartfelt farewell that any throbbing, busy American city has given its recruits. The departure of this cream of the working force has not interfered with business any more than the departure of 25,000 automobiles by freight would have upset the traffic of the railroads.

Detroit could tomorrow send 100,000 more fine young men to the war and on Monday morning every monster factory would mingle its black smoke with the crimson blanket of Old Sol as he uncovers himself beyond the Canadian bank of the river.

Who Is Next?

So the question here is not so much "who will be called next." These people are not weeping about those who may never return. They are wondering if Detroit can get enough raw material to keep its plants busy; to hold its supremacy as the world's greatest car-producing city. They are worried lest production this year should fall below normal. They are wondering what Hugh Chalmers is going to do, now that he has closed his desk in one of the best-equipped factories in the city. They are wondering what Walter E. Flanders is going to do with that factory; how he is going to dove-tail it in with the Maxwell factory, where within a few short years he has jumped production from 2,000 to 100,000 cars per year.

Mr. Chalmers and all of his former executives, under the terms of the Maxwell lease of the Chalmers properties, are absolutely through, just as much so as though they never had been and I knew none of them would whisper even a rumor into the mystery," said Hank Caldwell. "Hiking miles over the rushing city to the executive offices of the Maxwell company, I found Mr. Flanders, presi-

dent and general manager, smoking a big cigar, with soft hat on one side. He looked in the picture of health, not a nerve in his body and as strong as an ox. He was writing with a regular old-fashioned pen and I have never seen a man write so fast or show less regard for the high cost of white paper. I know he seldom uses a stenographer, but still he does everything important in black and white.

Curiosity Wins.

"He looked up and grunted expressively. There was a sardonic twinkle in his eye. I knew he was not in as bad a humor as he pretended to be, so I sat down without being asked.

"What do you want?" he said, still trying to be mad. I knew, but I hated to tell him so quick, like that.

"I want to know," I said, "just what a lot of other people want to know. What are you going to do with the Chalmers plant?"

"Build regular Chalmers automobiles and a lot of them," was the short, sweet reply.

"I felt inwardly he was just as pleased to have the plant as the distributors I had talked to at the Chalmers works were to have him on the job. Finally he opened up, something he seldom does, and told me, in a nutshell, just what he has up his sleeve. And the funny thing about the whole business is that he hasn't anything up his sleeve except the same old thing—a lot of hard work and the production of about 20,000 automobiles of the present Chalmers models.

Wants to Make Good Auto.

"There isn't much of a sensational story for you here," he said. "We just saw this excellent plant, going begging, you might say, and we took it in. All the talk about our buying more plants is rot. If we can't make good automobiles in this plant then we can't make them anywhere else.

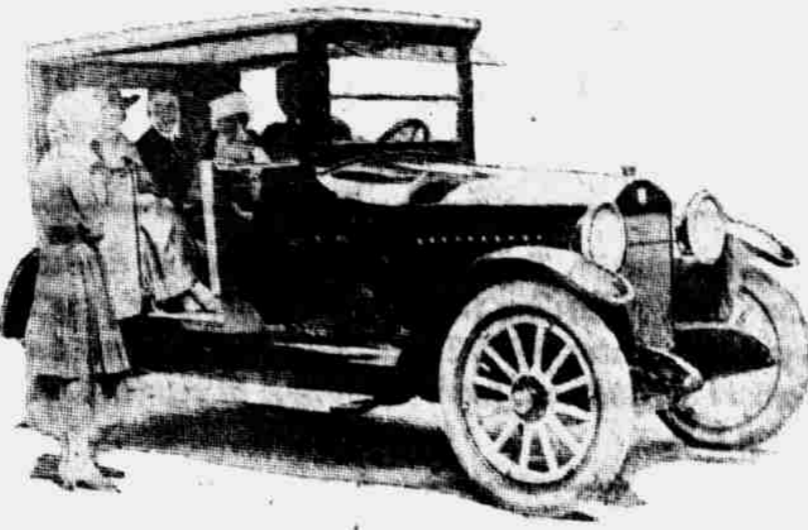
"If we can't make money for ourselves and a fair amount for our dealers, then we don't know much about building automobiles; and if we do make money for ourselves, we must, under the arrangement by which we have leased the plant, make money for Mr. Chalmers and the other stockholders.

"That's all there is to it. It looks to me as though the Chalmers stockholders got a good deal after all.

"It's a fine factory and we can make it work. In the Chalmers organization there are some of the finest distributors and dealers in the business, and I want to say right now, to those who may be interested, that we are going to keep all of the good ones if we can, and I think the manner in which Maxwell dealers stick to us is pretty good evidence of the fact that we will be able to hold the Chalmers dealers' organization.

"I haven't been over to the Chalmers factory since Mr. Toner took charge, but he tells me he never met

New Liberty Sedan Now on Auto Row



a more enthusiastic lot of men in his life than the men who have voluntarily expressed their faith in the Maxwell company and made a special trip to see us during the past few days.

"There have been rumors that we are going to drop the Chalmers cars and build trucks in the Chalmers plant. We may build some trucks, but long before we get trucks under way we will be producing Chalmers passenger cars at the rate of nearly 100 per day and continue this production to meet the dealers' requirements.

"The dealer situation is entirely in Mr. Toner's hands and I know he intends to hold both our Maxwell and Chalmers dealers right where they are now. Where we have a good Chalmers dealer he can rest assured that he will retain the Chalmers line and be able to make money out of it."

Closed Cars Attract Attention This Fall

Closed cars, according to H. Pelton of the Franklin Motor Car company, are very much in vogue and bid fair to dominate the field in number of sales.

Already there are a good number of closed models in Omaha and the larger cities and the enthusiasm seems to be spreading to the rural districts.

"Ak-Sar-Ben week is bound to stimulate closed car favor to a great extent," asserts Pelton, "and we have already received reports from several of our dealers to the effect that they will bring closed car prospects to Omaha during the week.

"Franklin models have long been winter favorites, owing to the absence of the radiator and the attention paid to enclosed models.

"We will exhibit a complete line of closed models during Ak-Sar-Ben week and feel certain that we will receive the names of many prospects."

FINE TRIBUTE TO HEAD OF NASH FIRM

Dealers of This Section of the Country Assure C. W. Nash of Their Loyalty During Trying Period.

A fine tribute was paid to C. W. Nash, president of the Nash Motors company, last week in a letter written and signed by twenty-five dealers operating through the Nash Sales company of Omaha.

Last week T. H. McDearmon, head of the Nash Sales company, called his leading distributors to Omaha to inform them that deliveries of the new Nash models would be delayed somewhat, owing to a situation created by the government through its commandeering the services of a machinery maker who the Nash Motors company was depending upon for certain machinery.

The following letter from the dealers not only pledges them to support, but indicates that they, too, are willing to bear their share of the burden necessitated by the war without a murmur:

"We want to write you and tell you that we have learned today, for the first time, through Mr. McDearmon of the Nash Sales company of this city, the unusual and most trying conditions that you are meeting in your production plans on the Nash Six.

"Our great disappointment at getting this information is sufficient evidence of our faith and loyalty in you and in your organization.

"We realize, however, that our disappointment and our loss and our burden are insignificant and most trivial

when compared to the burdens that you are and have been carrying. We want to assure you that we take pride and pleasure in this opportunity to express to you our continued confidence in you and your organization and we want to assure you of our steadfast loyalty.

"You can rely upon our efforts to do our part in the realization of your hopes and your wishes and we pledge

ourselves to do all in our power to help you overcome these unforeseen obstacles which are daily presenting themselves to you in working out your production."

Allen Prepares to Make Big Drive for Sales

In speaking of the Allen auto, Carl Changstrom of the Standard Motor

Car company asserts that the Allen manufacturers are laying plans for a big sales drive during the coming year, which will make the Allen known to all communities.

The Allen people have heretofore been content with a small production, feeling their way and making sure that they had struck a responsive chord in the motorist's heart. This year has convinced them and they are going at it "big" next season.

Allen
Five-passenger Touring
Four-passenger Roadster
Five-passenger Sedan

Wherever It is Known It is Well Known

The financial and moral rating of The Allen Motor Company is very high.

We mention the fact because it has a direct bearing on the character of the car.

The Allen brothers are, above all else, close manufacturers and careful business men.

And they are manufacturers in the strict sense of the word—not assemblers—a fact having unusual significance under present war conditions.

The growth of their business has been the growth of excellence.

The Allen has made haste slowly—feeding and flourishing on the approval of owners.

Wherever it is known, it is well known.

You will hear more about The Allen this year than in the past five.

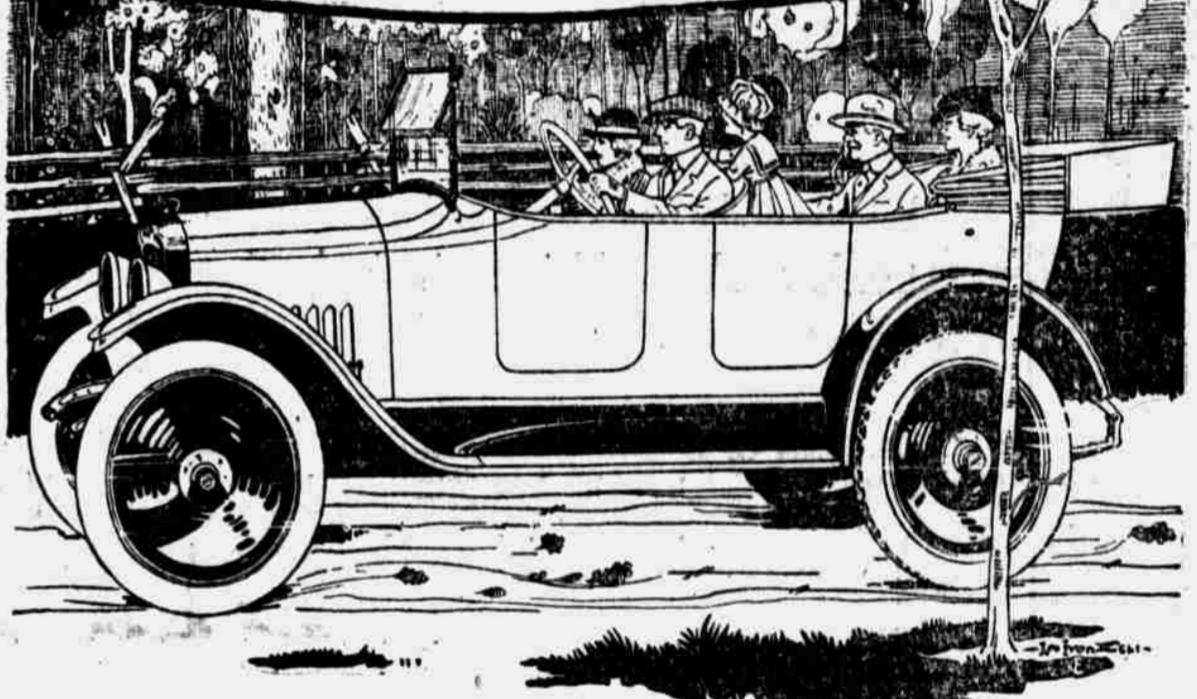
And what you hear will make you want to own the car.

TO DEALERS—New dealers of high repute are now being appointed in territory not previously allotted.

We Invite Ak-Sar-Ben Visitors to Visit Our Show Rooms.

STANDARD MOTOR CAR CO.,

Distributors
CARL CHANGSTROM, Prop.
2020 Farnam St. Omaha, Neb. Douglas 1705.



The new Packard Imperial Limousine, seven passengers

What makes economy?

In old France, Jean Rillé was a man of big affairs.

"For my work's sake I will search all the lands of the earth for those men who can use the quill most skillfully," he said. "I must have the best, for then I will have the cheapest."

And thereby did Jean Rillé set down the final word in the common sense of economy.

You wouldn't think of using the quill in business today. There are methods infinitely more speedy and dependable. It is sheer waste to use

other means than those which will do the work most efficiently at lowest cost.

The automobile has become a necessary part of the equipment of the men and women of affairs today.

And this new Packard costs not one cent more than is required to efficiently build and market a car of its supreme dependability, comfort, speed and economy of maintenance.

You must have the best, for then you will have the cheapest.

In old France, Jean Rillé was a man of remarkable common sense.

Seventeen distinctive body styles in open and enclosed cars in the Third Series Twin-six—3-25 and 3-35

Ask the man who owns one

See the Orr Motor Sales Company
40th and Farnam Sts., Omaha. Also Lincoln and Sioux City



GRANT SIX \$875
f.o.b. Cleveland

GRANT SIX Service Costs Least

BECAUSE of its remarkable economy the GRANT SIX costs very little to run. Owners average over 20 miles to a gallon of gasoline and 900 miles to a gallon of oil. With standard tires 7000 miles or more are not uncommon.

dignified car, splendidly built. In size, appearance and performance, it compares favorably with cars costing several hundred dollars more—in fact you cannot buy appreciably more than the GRANT Six gives you in power, speed, comfort or appearance until you add at least \$500 to the GRANT Six price.

This low operating expense and low initial cost of the GRANT SIX give you all the pleasure and service of a motor car at the lowest cost.

This statement will be verified by your comparison of any or all other cars. In its own field—Sixes priced under \$1000—the GRANT Six is so unquestionably supreme that no argument is necessary.

Yet there is no sacrifice of anything worth while. Your GRANT Six is a good sized, good looking,

Some Good Territory Open for Dealers.

LININGER IMPLEMENT CO.

6th and Pacific Sts. Omaha, Neb. Phone Douglas 109.

GRANT MOTOR CAR CORPORATION, CLEVELAND

