

### Rapid Rise of Durant Motors Is Spectacular

Eclipses All in a Year of Starting Events for the Automobile Industry.

In a year of startling events for the automobile industry, none has been more spectacular than the rise of Durant Motors, Inc.

From the germ of an idea in the mind of one man to the quantity production of a new automobile in less than 12 months is the new record established by the wonder enterprise.

January, 1921, perhaps the worst month in the business depression period, saw the beginning of a new company. William C. Durant, a pioneer in the automotive field and the directing genius behind the Buick, Cadillac, Chevrolet, Oakland and Oldsmobile companies, had severed his connection with the General Motors corporation, of which he was the organizer. It was the common report that he would take "a long vacation." Just how Mr. Durant made use of that "vacation" is shown by subsequent events.

Mr. Durant decided that there was need for "just a real good car" to sell around \$1,000. Toward this end he bent his energy and his 17 years of experience in the automobile field. The first step was to raise the necessary capital. A half million shares of no-par stock was offered to a group of men who knew his record for achievement and oversubscribed within 48 hours. By the end of another three months four separate companies had been organized in a similar manner.

Designing Started. The work of designing the new car was immediately started at the experimental department of the Long Island City plant. Experienced engineers pooled their knowledge and evolved the Durant car as it now exists.

By July the first car was ready for inspection at the Long Island plant. There is no record of any other automobile company getting into actual production in such a short time.

Surprising as was the mechanical aspect of the undertaking, it hardly surpasses the sales record made by Durant Motors, Inc.

M. B. Leahy was appointed sales manager of the Durant Motor company of New York, Inc. in May, 1921. A sales organization was built up in less than two months and on August 4 the first Durant car was placed on exhibition in New York city. The announcement of the new car had been given wide circulation in newspaper columns. The result was startling.

15,000 Visitors. During the first three days, over 15,000 people visited the Durant show room to inspect the new car, and this at a time of the year when interest in automobiles was at a low ebb. In that short space of time, cars were sold amounting to \$150,000 and applications for the right to sell the car were received from more than 100 New York dealers.

Contracts with dealers for sales territory started about September 1. By October 22, Mr. Leahy had signed contracts with deposits and shipping orders for 24,617 Durant four-cylinder automobiles and 6,025 six-cylinder cars, a total of 30,642 machines. Delivery from November 1, 1921, to July 31, 1922, was specified.

The volume of business represented by these sales was approximately \$31,000,000. Yet it was negotiated from the Long Island office without the assistance of a single traveling representative. The total selling expense was \$15,416.94, or an equivalent sales cost of one-twentieth of 1 per cent.

Inasmuch as the New York subsidiary of Durant Motors, Inc., covers less than one-quarter of the entire territory, exclusive of Canada, Mr. Leahy estimates that 140,000 cars will be needed by next July to meet the demand. The "putting across" of a new car in a big way in such a short time is a feat unequalled in automotive history.

Ocean-to-Ocean. Coincident with this sales achievement, the production side was not being neglected. The Long Island City plant speedily swung into activity after turning out the first model. By the middle of November, a production rate of 50 to 60 cars a day was being maintained.

In addition to the Long Island plant, manufacturing centers were established at Muncie, Ind.; Lansing, Mich.; Toronto, Ontario, and Oakland, Cal. By distributing from factories scattered all around the country, freight charges are to be materially lowered.

The "Durant Six" will be made at the Muncie plant exclusively. The Durant Motor company of Indiana was incorporated in August with a capital of \$3,000,000. The Muncie plant of the Sheridan Motor Car company Division of General Motors corporation was purchased outright. The capacity of the factory was originally 25,000 cars annually, but changes in equipment have been made that will augment production greatly. The line of six-manufactured includes five and seven-passenger touring cars, runabouts, coupes, sedans and limousines.

The Lansing and Oakland plants will be devoted entirely to the making of "Durant Fours" of all models. The Durant Motor company of Canada, Ltd., was organized with a capital of \$2,000,000. The principal plant is at Leaside, Ont. Quantity production at the Canada works is planned for 1922 delivery. Between 1,200 and 1,500 cars are to be turned out the first year.

### Traveling Inspector for Motor Trucks



J. W. McClure is one of several inspectors who travel the states of Nebraska and Iowa to inspect White trucks. McClure makes his headquarters with Andrew Murphy & Son.

### Maxwell Firm Makes Progress

Current Assets of \$25,500,000 to Offset Current Liabilities of \$1,700,000.

According to a recognized Wall Street authority, the Maxwell-Chalmers combined companies are now among the strong ones in the motor car industry. Early in December the current assets of the companies amounted to \$25,500,000, with current liabilities of only \$1,700,000. That is, the current assets amounted to nearly 25 times the immediate liabilities. These figures disclose that the new corporation has maintained its unusual position of quick assets to liabilities with which it started June 1, 1921, during these six months.

With the liabilities of its predecessor companies converted into deferred liabilities to be paid over a three-year period, the Maxwell-Chalmers interests find themselves in an advantageous position, according to the same authority.

Along this line President W. R. Wilson of the Maxwell and Chalmers corporations points out that the manufacturing facilities have been improved and extended during the year the new organization has been in control and that the quality of the products has been brought to a high standard. In consequence the companies are well prepared to carry out interesting plans for 1922.

"Maxwell-Chalmers plants today in Detroit, Dayton, O.; Newcastle, Ind. and Windsor, Ont., comprise a total of 197 acres and about 3,000,000 square feet of floor space," stated Mr. Wilson.

### Powerful Radio Station Built in Lower California

Mexico City, Feb. 25.—The federal government has just finished the erection of a powerful wireless station on Magdalena bay, Lower California. The erection of this station was begun some months ago with three objects in view. Primarily it was intended as a part of the military organization of the country, which is building up a most effective system of rapid communication so as to be able to locate speedily any local trouble or threatened uprising. This station is also to be used to aid commercial needs and it is regarded as a challenge to outsiders that Mexico has not now and never had any intention of giving up supreme control of Magdalena bay.

### Three Million French Veterans Claim Pension

Paris, Feb. 25.—Three million French war veterans have claimed life pensions from France, according to figures given to the press by Minister Maginot, who has combined the department of pensions with the War department under the Poincare administration.

"Of the 3,000,000 cases 2,200,000 have already been settled," announces the minister. "We hope to finish the remainder at the rate of 150,000 a month."

### Victory Near, Says J. D. Dort

Depression Being Routed, Declares Automobile Manufacturer.

By J. D. DORT, President of the Dort Motor Car Co. When the months of marking time have given way to the forward march of business an analysis of the strenuous days of 1921 will show the attitude of manufacturers and merchants stemmed a disastrous rout. Every condition was fine for demoralization. It needed but one break in the line.

Shoulder to shoulder have the men who make things and the men who sell them stood through the onslaught of depression. Under the banner of optimism they maintained the line, and now they are marching forward to the goal they knew existed.

We are re-entering an era of demand. Benefits will be shared by all communities.

Gradually, not in a rush, things are becoming as the motor desire. The victory of business soon will be written.

### Marmon Coupe Built to Carry 4 Persons

The automobile shows of 1922 have demonstrated that the Marmon coupe is no exception to the rule that the coupe is very popular among users of closed models. The fact that four can ride in such a compact and sociable group and with the greatest of comfort has served to draw visitors to this model.

Although the arrangement of the seats is like that of the average coupe, so much thought has been devoted to the actual placing of the seats and in determining their size, as well as in the upholstery, that the Marmon coupe has reached the last word in comfort.

As a matter of convenience, extra carrying space is provided in a special compartment at the rear of the car. This provides ample space for bags and suit cases. Inside the car, just back of the driver's seat, is a small compartment where small packages and parcels may be placed.

### Mid City Motor & Supply Has New Service Station

The Mid-City Motor and Supply company, distributors for Stephens Salient Six, Maxwell and Chalmers motor cars in this territory, have opened a shop and service station at 2416 1/2 Farnam street, under supervision of F. C. Mayers, service manager.

### New Model Buick Roadster



A new Buick model roadster to be known as the "Special 6-54" was exhibited for the first time at the New York show by the Buick Motor Car company, a subsidiary of General Motors. It has been designed, because of the continued popularity of the Buick "24," which was brought out in 1916, but has not been manufactured since that time.

Like its elder brother, the new "Special 6-54" is built on a big chassis, with 3 1/2 1-2 cord tires, and a gear ratio of 4 1-3 to 1. It looks impressive and its performance bears out its appearance. It is fitted with soft, easy-riding springs and sub-lambers front and rear and carries more



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drum type headlamps and cow lamps. Inside the car there is specially embossed leather trimming in color to match the body. Walnut is used for the steering wheel, control lever ball and horn button. The toe and floor board carpets are removable and there is a trap door in the floor for keeping the battery water at proper level. The door locks with a Yale lock. Transmission control and emergency brake lever are nickled. Many Conveniences. Exterior accessories and conven-



The Updike Lumber and Coal Co. own and operate 12 White Trucks. Five of them were purchased over five years ago.

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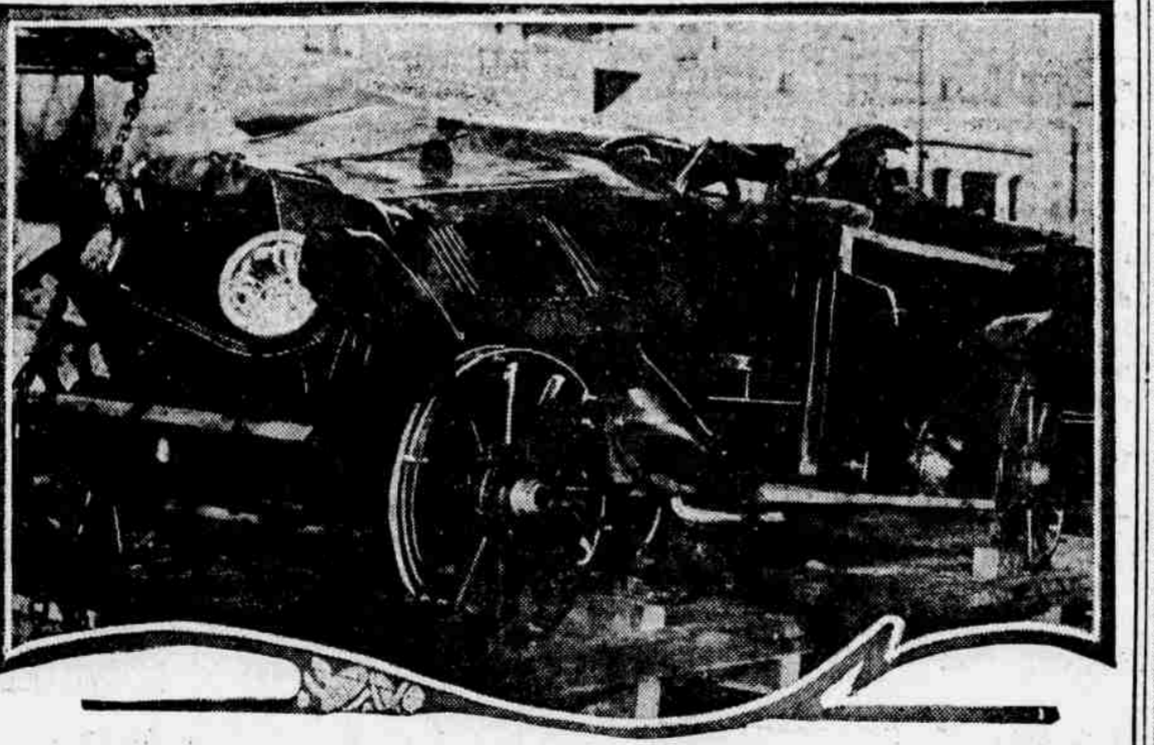
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