

FINE NEW LINE OF MAXWELL CARS BEING EXHIBITED

NEW YORK AUTO DEALERS TO HOLD CLOSED CAR SHOW

No Trace of the Former Models in These Sturdy Looking New Designs.

12th Regiment Armory Will House Exhibition During Week of Nov. 14 to 19.

Harry J. De Dear, head of the New York Maxwell Company, has sent out 25,000 engraved invitations to motorists to view the new and improved Maxwell line which is on exhibition at the Columbus Circle salesroom.

The cars on exhibition include a touring car, a roadster, a coupe and a sedan, and it can be said that the Maxwell engineers have solved the problem of making a low-priced small car look as good and attractive as the big, high-priced cars.

The Maxwell engineers, however, have stuck to the principle that a satisfactory result can be achieved only by absolute consistency. Their reward is that the car is neither squat nor otherwise dwarfed, but conveys the effect desired, and actually looks larger and more commodious than its wheelbase of 109 inches implies that it should.

There is not a trace of the former models in the well balanced sturdy looking new designs. Though built on the same wheelbase as their predecessors, the new bodies are more roomy. In addition to the greater room afforded, the improved seats and cushions and the many little refinements to be found in the bodies all add to the greater comfort of the occupants.

In keeping with the smart appearance of the new designs, each of the four models is beautifully finished and trimmed. In the matter of appointments and refinements, the new series embodies much that is not commonly found in a car selling at a popular figure, as does the new Maxwell. The attention paid to details of finish is an outstanding feature.

While the bodies account for the greatest part of the newness of the new series, many minor improvements have also been incorporated in the chassis.

Contributing much toward the sturdiness of the new car's appearance is the larger radiator and higher hood. Aside from adding to the beauty of the lines, the larger radiator also affords increased radiation for the power plant. It carries, furthermore, the new name plate of the Maxwell Company, a shield embodying the name "Maxwell" on a white strip, pierced by three arrows.

INSTRUCTION CLASSES FOR MOTOR CAR OWNERS.

A well known service manager said recently that according to records kept in his shop "65 per cent. of all automobile troubles were due to lack of care or proper operations."

This is probably because few owners have realized the necessity of really learning to understand the motor vehicle.

It is because of this need that several automobile schools have been organized in the last few years by automobile owners of high standing. One course, that given by the Stratton-Biss Company, Dodge Brothers' New York dealers, located at No. 199 West 64th Street, has proved of great benefit to its students.

The course in itself required but two nights a week for four weeks and is very thorough. In addition to the regular lessons on the mechanical subjects, lectures are given by outside authorities on the starting, lighting and ignition system, the storage battery and tires. The next course starts Nov. 7.

AID TRUCK OWNERS TO SECURE TIRE EFFICIENCY.

With a view to enabling truck owners to secure greater efficiency from their trucks and to lessen their tire bills, a technical service bureau was established a few months ago by the United States Fire Company to solve any tire problems submitted by truck owners.

In announcing the establishment of the bureau, the company expressed the fear that nearly half the trucks of the country are operating on tires not best suited to them. The avidity with which truck owners in all parts of the country have availed themselves of the offer of this free tire advice has demonstrated that nearly every owner has some special problem which only a skilled engineer is qualified to pass on. Any truck owner anywhere may address the Technical Service Bureau, United States Fire Company, and get the advice of its group of engineers.

Forty-five different makes of closed body motor cars aggregating 178 automobiles and 35 different automobile accessory manufacturers are listed for display at the coming closed car automobile show to be held under sanction from the National Automobile Chamber of Commerce and the auspices of the Automobile Dealers' Association, Inc., of New York at the 12th Regiment Armory at the corner of 62d Street and Columbus Avenue, and 230 feet from Broadway, during the week of Nov. 14 to 19. Something entirely new in the decorative art has been planned by the Show Committee of the Dealers' Association for this show which will be the first closed car show ever held in New York, and it is believed that being held in the "heart of Automobile Row" and but a few steps from Columbus Circle that the attendance will be far beyond any previous show ever held by the association.

Every model of the coach builders' art will be shown at this show, from the diminutive coupe to the stately seven-passenger limousine, and many of the manufacturers exhibiting will show bodies and fittings which will rival for luxuriousness and comfort any of the Pullman railroad cars.

AFTER 45,000 MILES VELIE CAR CROSSES CONTINENT.

Old Car Adds 9,700 Miles to Record With No Mechanical Repairs.

Just because the speedometer of an automobile records 45,000 miles or so is no indication that the car is not fit for a trip across the American Continent and back, according to Henry C. Knudsen, No. 126 West Street. He recently drove a Velie Six from New York to Portland, thence to Los Angeles, and piloted the car over the rough roads of New Mexico on his return trip to New York.

Mr. Knudsen left New York in the late summer driving a Velie Six of the vintage of 1916, and which had seen more than 45,000 miles of hard service before the start of the trip.

After the beauties of the Park had been enjoyed to the full, the trip to Portland was made over the Columbia River Highway, and when the old Velie had covered most of the highways of Oregon and Washington it was headed toward Los Angeles, when the return trip was begun through the Grand Canyon country and the southern route to Denver.

The entire trip back to New York added 9,700 miles to the 45,000 when starting from New York.

Speaking of the trip, George W. Garland of the Garland Automobile Company, Velie distributors here, said today: "The really remarkable feature of Mr. Knudsen's trip is that during the entire trip no mechanical repairs were made."

AUTO DATA BOOK OF VALUE TO DEALERS.

An interesting compendium of information for automobile men is the "1922 Auto Data Book," handy pocket edition, published by the City Editor Publishing Co., Inc., No. 15 Park Row, New York City. The "Auto Data Book" is a hand book guide and reference book all in one, arranged alphabetically and indexed for quick reference. Following are some of its features: Detail specifications for all current cars, prices of all cars 1914 to date, value of used cars as of to-day, serial numbers for all cars 1914 to date, engine trouble and causes, classified gear ratios, piston ring and break lining sizes for all cars from 1914 to date, and hints to car owners. The book is bound in cloth, giving it exceptional wearing qualities.

READY TO EXHIBIT BUSINESS COUPE.

As his entry in the closed car exhibits at the closed car show of the Automobile Dealers' Association of New York, in the 12th Regiment Armory, during the week of Nov. 14, George Stowe, general manager of the Geo Motor Car Company of New York, has put in the Geo Business Coupe. This car will, no doubt, jump into immediate favor, for it has become popular wherever shown.

"It's a closed car made especially to fit the needs of business and professional people," says Mr. Stowe, "and its appointments and lines are most striking. It has no frills, but inside it is comfortable, practical and convenient, and roomy enough for all needs of the class for which it was especially built."

when you "charge it" -
at the MENTER store

You receive the same courtesy - the same service - the same standard first Quality Merchandise that any Good Merchant delivers to you - Plus - the convenience of deferred payments for which there is *no* charge. We are as different in every respect from the typical credit store as a bank is different from a pawn shop.

and *Everything* that's GOOD dressing for women, men, and children at one price, whether you pay cash - or

"Pay some each pay day" **charge it.**
on the Home Budget Plan.

ESTABLISHED 1889

MENTER

"UP ONE FLIGHT TO ECONOMIZE"

226 West 125th Street, UPSTAIRS.
OPEN EVENINGS UNTIL 9 P. M., SATURDAY UNTIL 10 P. M.
149 Market Street, Newark, N. J., OPEN SATURDAY EVENING UNTIL 10 P. M.

435 Fulton Street, Brooklyn, N. Y.
Jay and Pearl Streets
OPEN MONDAY UNTIL 9 P. M., SATURDAY UNTIL 10 P. M.
GRESHAM, 34 N. Broadway, Yonkers, N. Y., "AFFILIATED WITH MENTER."

"We do as we advertise"

47-51 West 42nd St.

Renard

FRIDAY AND SATURDAY SALE

WOMEN'S SPORT HOSIERY OF SILK and WOOL

(Lowest Price in Town)

\$1.48
Value \$2.95
Box of 3 pr. \$4.25

Yes, most are full fashioned - ribbed and plain - a silk and wool hose; looks good, wears better - and best of all LOOK at the price.

Smartest Blending and Contrasting Colors Ever Shown.

"Values Never Surpassed"

MAIL ORDERS FILLED