

# Automobile News and Gossip

## MOTOR WRECKED IN A WINDOW

Novel Demonstration of Maxwell's Simplicity at Leary Showroom.

### EDUCATION FOR PUBLIC

Car of Washington Physician Chosen for Test—Affidavit Given by Owner.

H. B. Leary, Jr., agent for Maxwell cars, 1321 Fourteenth street northwest, inaugurated Tuesday a novel method of window display at Kase & Warren's cigar store, 207 Fourteenth street northwest, to demonstrate the construction and wearability of the Maxwell motor. It is the most exacting test that a motor could be put to.

This branch of the Maxwell company's publicity service is in charge of a special factory representative, who is touring the country and, by the original methods adopted, has created a sensation in the districts visited.

The demonstration consists of a transfer of simply one unit of motor car construction from the Maxwell factory to a public show window, where every step in the operation of tearing down and building up an automobile motor is shown right before the eyes of critical observers.

To make the test still more impressive and valuable they have taken the motor out of a car, borrowed from Dr. J. P. Condon, Victor Building, an affidavit having been given by Dr. Condon to the effect of the number of miles which he has driven the car himself. This, of course, removes all possible doubt as to the real use of the motor.

A factory mechanic in overalls and equipped with the same kit of tools that come with the Maxwell car as regular equipment, begins with the outside of the motor to tear it down.

The operator has before him a series of some thirty placards, descriptive of each operation, telling the observers just what is being done. It is a most admirable lesson in motor construction, such as could not be seen outside of an automobile factory. Whether the onlooker is a Maxwell owner or not, he cannot fail to be benefited by a close observation of such a demonstration.

After the motor is torn down and every opportunity has been given the spectators to ask the mechanic questions about the different steps in his work, the condition of the motor and the various parts contributing to those conditions, the mechanic reverses his work and starts to build the motor again, step by step he puts the pieces together, showing the corresponding descriptive placard as he advances.

A remarkable feature of this demonstration is that it shows the simplicity of Maxwell motor construction and displays the ease with which a mechanic or owner of even far less experience can take care of his own car. The idea of the Maxwell company in giving these demonstrations is to educate users how to better care for their cars, to get better service and longer life from them.

**DETROITER "EIGHT" BOON TO BEGINNERS**  
Any Speed Possible with New Type So that Little Gear Shifting Is Required.

A drive through congested traffic in the Detroit "Eight" is generally the crowning feature of a demonstration that clinches the sale, so far as the women folk are concerned. As the statement of Claude S. Brinza, president of the Brinza-Detroit Car Company of Detroit.

"The remarkable flexibility of the 'Eight' means a very large increase in the number of women drivers because of the fact that the necessity for shifting gears is reduced to a minimum, and the driver very seldom finds it necessary to take her hands from the wheel.



OVERHAULING MAXWELL MOTOR. Maxwell motor from car driven by Washingtonian 10,000 miles being taken down before interested crowds for inspection.

## SAME FIRESTONES WON FOR OLDFIELD THRICE

In Supreme Test, Tires Proved Their "Wearability"—Macadam and Desert Roads Defied.

Hot on the heels of Barney Oldfield's Decade no-stop victory St. Patrick's Day, comes the news that he has won the 100-mile road race at Tucson, Ariz., on March 25, at an average speed of sixty-six miles an hour over porous desert roads, also without a stop. The most remarkable thing about this victory is the fact that the same set of Firestone tires which carried Barney the 20 miles to victory over macadam roads with 20 right-angle turns on March 17 were again used in the Tucson race.

When Barney made the Decade no-stop record on the high crowned track at Corona, Thanksgiving Day, his Firestone tires were much commented upon, and it was said "They certainly show up well on the track." When Barney repeated the performance on March 17, over the macadam course, it was said "Firestones certainly can stand the grind on the macadam" and now, after winning his last victory over rough Western roads, critics have been compelled to admit that Firestone, as a tire for any condition of service, have proven their merit without a question.

These three victories are only a few of the long list to which Firestones have made roads within the last few years. The great Seattle Los Angeles-Phoenix road race, ended November 11, 1914, concluded to be the greatest race ever won on tires, was won on Firestones, "Barney Oldfield driving." Second and third place in this race was also won on Firestones. The 40-mile El Paso-Phoenix road race, driven at the same time, was also won on Firestones.

In the last few years twenty-five victories of national and international importance have been won on Firestones carrying such drivers as Jules Goux, Bob Hagman, Louis Chevrolet, Earl Cooper, Jim Parsons and Simeon Wisbart, and many others to famous victories, as well as many other races of less importance. First place in such events as the Memphis-Spartanburg race, the Montgomery-Eto race at Tacoma, the Corona race, etc., are numbered among Firestone achievements. World's records have again and again been broken on Firestone tires.

**CANNOT RACE: IS AT WAR.**  
Jules Goux Writes He Cannot Get Away for Event.

Indianapolis, March 27.—The stuff racing drivers are made of was never more clearly shown than in a letter to the Indianapolis speedway management from Jules Goux, winner of the 1913 500-mile race. Goux says:

"It would be a great pleasure for me to compete in the international 500-mile race this year, as I did in 1913 and 1914, but the position I hold on the French frontier is very important, and I simply haven't the heart to ask my release under any pretext while France is at war. France must come first, always. I know you will readily comprehend it is only reasonable of the most urgent sort which prevent me from being among you for your most attractive 500-mile excursion on May 30, but so it must be. Meanwhile, give my best regards to all the boys. Goux."

**Testing Gasoline Costs Much.**  
The cost of gasoline for automobile testing is quite an item in the expense account of the Studebaker Corporation, Detroit. The company uses 2,500,000 gallons annually.

**Studebaker Business Good.**  
The Studebaker Corporation, of Detroit, reports that it is selling as many commercial automobiles in a week this year as it did in an entire month in 1914.



ARGO Light Delivery Car. RELIABLE. \$365. EFFICIENT. ECONOMICAL. 400 POUNDS CAPACITY. Smith Motor Sales Co 1823 14th St. Tel. N. 5461.

## DELIVERY CAR COSTING JUST \$365 IS ON SALE

Argo Machine Said to Be Lowest in Price Ever Offered Merchants. Specially Built Body.

The lowest priced "light delivery car" ever offered to the merchants of Washington arrived last Thursday at the showroom of the Smith Motor Sales Company, 1323 Fourteenth street northwest. It is the Argo car, with the same chassis, motor and construction as the Argo roadster, but with a specially built body designed by Walter Smith, of the local agency, and now being made regularly for stock by the Argo Motor Company.

There is room for 400 pounds of packages with a large comfortable seat for the driver and additional room alongside this seat for smaller packages. Curtains all around make it practical to use the car in any weather. The price is \$265, and Smith says, "at this price, a dollar a day, a very low initial cost and the fact that you get from thirty to forty miles on a gallon of gasoline, no merchant can longer afford to use the horse for smaller deliveries. For the larger deliveries there is the big truck."

Another member of the Argo line is the Argo parcel delivery car, which is essentially for small packages. This car sells at \$339 and is so made that after the day's work one can remove the rear package compartment easily and attach the hood making a storage compartment, transforming the parcel delivery car into a classy roadster.

**Ray Harroun at Speedway.**  
Indianapolis, March 27.—Ray Harroun, winner of the 1911 500-mile race, who now controls the racing destiny of the Maxwell company, has taken permanent quarters at the speedway, arranging accommodations for no less than seven cars. Harroun expects to make a very strong bid for 500-mile honors this year, all his cars being practically finished.

**Big Use of Steel in Autos.**  
In its automobile factories at Detroit, the Studebaker Corporation uses 19,750,000 pounds of steel annually.

**Ullman Has Plan for District A. A. A. Club**  
Local Organization Affiliated with National Automobile Body Favored by Many Enthusiasts.

Washington motorists can have an automobile club that, in point of rendering practical help and achieving desired improved motoring conditions in the District, would be the equal of any motor club in the world, if only a few of them follow the lead of a number of local motorists who called at A. A. A. headquarters during the past week, and indicate their pleasure in the matter.

This is the statement of William Ullman, former editor of Motor News, who is now connected with the American Automobile Association, and who has always been an ardent advocate of a District auto club that would be of material assistance to the member.

With the national headquarters of the A. A. A. in Washington, a local club affiliated with this body would have immediate access to more touring information of authentic character than, perhaps, any other motoring organization in the country. The business of signposting the highways leading into and out of the District and improving roads leading to points of interest would be quickly accomplished under such an arrangement. Knowing this, and anxious to improve local conditions for local motorists, as well as for the benefit of visiting tourists, who long ago had their highways marked for the benefit of the stranger, many prominent motorists called upon Mr. Ullman during the past week to ascertain the possibilities of launching a District branch of the A. A. A. Of these all that called were enthusiastic over the idea and signified their willingness to assist in every possible way the formation of such a club.

To a representative of the Herald Mr. Ullman stated that the A. A. A. stands ready to back such a venture, and that many of the desired improvements in local motoring conditions could be quickly accomplished, if a representative number of Washington motorists will come forward and agree to take out memberships in an A. A. A. District club.

"In our offices in the Riggs Building is already laid the foundation for the formation of a District of Columbia club such as local motorists have never known, but always wanted," said Mr. Ullman. "No money would be needed for establishing offices. They are already established. No maps would have to be made. We have maps showing the good and the bad roads in nearly every section of the United States. In fact, many of the expenses incidental to establishing a club under ordinary conditions have already been met by this association. A member of such a club as I have in mind would be not only a member of the local organization but would be a member of the national organization, and the motoring information obtainable would be of a national character."

**Argo Cars Delivered.**  
Argo cars were delivered during the past week to Dave Campbell, Bluefield, W. Va.; F. C. Smart, Parkersburg, W. Va.; two cars to Dewey Auto and Supply Company, Philadelphia, W. Va., and another to W. R. Wilson, Jr., of Inglewood, Md. At the local Argo agency, the Smith Motor Sales Company, preparations are being made for demonstrations of the Argo light delivery car.

**Six Maxwells Sold.**  
Among those who purchased Maxwell touring cars during the past week are E. L. Hutchinson, H. M. Packard, Fred S. Gleason, Dr. G. F. Goulin, P. A. McKay, and J. A. Coad. H. L. Leary, Jr., of the local Maxwell agency, has been congratulated on the instructive exhibition he has arranged in a Fourteenth street show window showing the building and overhauling of a Maxwell motor.

**Baker Electric**

**The New Baker Coupe Unequaled In Luxury and Utility**

IMAGINE the most beautiful lines created by classic art built into being by the most exquisite craftsmanship known in modern automobile manufacture! Then you have a faint conception of the surpassing luxury, the beauty, comfort, richness and dignity of the Baker Electric Coupe.

**The Cook & Stoddard Co.**  
1138-40 Conn. Ave. Tel. North 7810

**Studebaker**  
Commercial Auto & Supply Co., 817 14th st.

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**Big Use of Steel in Autos.**  
In its automobile factories at Detroit, the Studebaker Corporation uses 19,750,000 pounds of steel annually.

**TO MAKE ROOM for 1915 Excelsior motorcycles we are closing out all second-hand motorcycles, regardless of prices.**

- 2 1914 Excelsior twin, slightly used.....\$150
- 3 1913 Excelsior twin, fine condition.....\$125
- 1 1912 Mertz twin, good condition.....\$75
- 1 1912 Harley-Davidson.....\$65

20 other machines of all makes, from \$25 up.

All machines are guaranteed in good condition.

**HAVERFORD CYCLE CO.,**  
523 10th St. nw. Phone M. 6588.

# RECORD

In Business Building

Three months in operation has proven to the satisfaction of five hundred Ford owners and our co-operative organization, that we have the name with the meaning.

**Better Service**

Exclusively for Ford Owners

If you are not one of the five hundred satisfied customers we have been striving to please, let us introduce our organization of thirty intelligent men who stand ready to serve you at your convenience night or day at REGULAR DAY RATES. We can save you money in supplying you accessories, gasoline and oil, all makes of tires, tire and radiator repairing, or anything you may need for your Ford car.

Ten Gallons of Gasoline and One Pint of Cylinder Oil, \$1.20.

1915 Ford Runabout Bodies Exchanged for Ford Delivery Bodies, Including Straight Dash and Wind Shield, \$42.50.

Ford Cars Rebuilt, Equipped with Delivery Bodies; Practically New, \$400.00. Guaranteed to give Satisfaction or Money Refunded.

Ford Cars Painted, \$25.00.  
Storage, \$7.00 Per Month.

Service and rates will meet your approval

# Record Auto Supply and Service Co.

631 Mass. Ave. N. W., Washington, D. C.

W. F. Hale

**Barnhart Delivers Many Cars.**  
William P. Barnhart & Co. announce the delivery of the following cars: Pullmans, Model 4-24, to H. T. Shuler, A. E. Abbot, C. P. Cobb, D. Scott Thompson, Z. V. Park, R. F. Mondoff, G. H. Crane, Ford, B. E. Bare, L. T. Long, Ralph E. Renno, R. N. Shenk, and A. Ricketts; King fours to Thomas Griffith, E. L. Meyer, and W. H. Cuckler; King eights to J. J. Hughes, John A. Berg, George M. Ford, B. C. Jones, William Baker, T. J. Pretlow, and A. M. Mason.

Joseph Brooks will present Taylor Holmes in a Rice comedy, "Mr. Hed's Mystery," written by Lillian Trimble Bradley.