

# HIGH MOTOR-CAR TAXES ABROAD WARP AUTOMOTIVE INDUSTRY

## HIGH FEES ON CARS MEETS FAILURE IN JAPAN & ENGLAND

Tokyo, However, Is Fast Realizing Its Costly Error.

## STUDY U. S. SYSTEM Demoralization of Automobile In France Traced to Taxes.

High and discriminatory taxes on motor vehicles are proving to be injurious to motor transportation of certain foreign countries.

In Japan this is strikingly illustrated. The authorities of Tokyo, apparently seeking revenue, raised the motor tax by 50 to 80 per cent. The operating costs became excessive and many cars were retired from service. At the time there were 5,000 cars in circulation. Upon promulgation of the law, 600 licenses were returned and a like number placed in storage. A major problem of Japan, that of congestion in cities, was made more difficult of solution, because of the decrease in modern transportation. The central Japanese government, realizing this error, recently sent an official to United States to study our traffic arrangements. His conclusion was that Japan can solve its problem of congested cities best by encouraging motor vehicle transportation. The removal of dis-

## Thriving Auto Firm



The Overland Wheeler Company, 2415 Fourteenth street northwest, is one of the city's most active auto firms. Insert shows the president of the company, R. P. Wheeler who is the agent for Overland and Willys-Knight cars here. Mr. Wheeler has a branch at Rockville, Md., from which center he conducts the distributorship of Montgomery County for Overland and Willys-Knight cars.

criminatorily high taxes is the first step and action in that direction may soon be officially recommended to the prefectures throughout Japan.

In France, the demoralization of the automobile industry is directly traceable to high taxes. Although French manufacturers have an unusual advantage in their home market because of an import duty of 45 per cent they are still unable to keep their factories reasonably busy. The numerous and high taxes make operation of any type of motor vehicle exceedingly expensive and many persons, whose occupation might make use of an automobile prerequisite, have to forego its time-saving advantages and perform their work in a less efficient manner.

The automobile situation in England is similar to that of France. Motor vehicles, despite their utility value which was especially emphasized during strikes, are taxed. The inequity of this assessment is being demonstrated by experiences of automobile owners who are urging a modification or a repeal.

A contrast from that of these three countries is afforded in the taxation policy of Canada where the taxes derived by the provinces are devoted to the maintenance of roads and where the central government imposes no discriminatory taxes. Canada's motor vehicle registration, 463,000, is nearly as large as the mother country which has 497,000, although the Dominion is much smaller than Great Britain in wealth and population.

**Two Causes for Smoke.** Smoke from an automobile comes from two sources, either too much "gas" is being burned, or too much oil is being used. The latter is usually the case.

## COMPLETES PLANS TO HELP SUMMER MOTORISTS IN CITY

## Local Branch of A. A. A. Extends Touring Service for Members.

Carrying out the individual service ideas adopted recently by the American Automobile Association, there have just been put into operation the most forward-looking plans ever undertaken by the District of Columbia division of the great national organization of car owners, according to a statement issued at A. A. A. headquarters yesterday.

In addition to competent representation in all matters affecting the interests of motorists and an enlarged map and touring service, the local branch of the A. A. A. is now offering its members free legal advice, gratis towing service and speedy mechanical first aid when in trouble, while many other invaluable features of motor club work are to be announced in the near future.

Simultaneously with this increased scope of member service activities a membership campaign is being inaugurated which is expected to make the District A. A. A. the largest and most brilliant motoring organization in America. The drive for members is to be under the direction and personal supervision of Charles D. Seymour, Jr., and Victor L. Pope, who are already in the midst of a campaign that will be extended to reach every car owner in the local territory.

Messrs. Seymour and Pope, who were brought to Washington by President George Diehl, of the A. A. A., are said to have many other club successes to their credit and are expected to develop many new ideas designed to benefit local motorists.

## GIVES TIRE ADVICE TO HIS SALESMEN

## Examine All Parts of Car To Insure Tires, Says Oldfield.

"March winds and April showers bring forth May flowers," runs the old adage, "but it might be modernized a bit to take in many an automobile that has been stored in the garage during the winter," says a recent letter from Barney Oldfield, now president of his own tire company and still the idol of the racing fans who know him as the master speedster.

The letter was the racing monarch's annual message to his representatives dealing with the vital need of giving attention to the tires and tubes, as well as the car's mechanism, following its winter storage.

"To commence with, make sure that the axle bearings are all set snug; a loose bearing means trouble. Check up the wheel alignment. Misalignment is disastrous to tires, for it means uneven tread by excessive wear quickly detected by the tread.

"Then, before you take the joyous swing into the road that is the motorist's prerogative, look over the casings thoroughly. Even the tiniest crack, cut or abrasion should be filled at once with a good repair compound, a single drop of which may save the cost of a new tire.

"Examine carefully the tubes also," the letter continues. "There is a tendency to forget all about the air container once it is in the casing. Test it for slow leaks and pinholes. Make sure the valve plunger works readily. Sometimes the plunger washer becomes stiff and hard, breaking after lapse from use. Test the hand pump as well. If the rubber leaks, the inflater is worse than useless when out on the road.

There are few men in the automotive world who can speak of tires and their needs from as fruitful and wide an experience as Barney Oldfield, and from the day Barney drove the racing car, the "99" built by Henry Ford, and is the name Barney has taken for thirty years back, the master driver's study. It is evident then that the motorist looking for authoritative information as to tire needs may do well to talk things over with Mr. Oldfield's local representative.

## Lumber Market Grows as Buying Remains Strong

CHICAGO, April 29.—In its weekly review of the lumber market Lumber says today: "Despite bad weather lumber demand has held well up to the proportions of the previous three weeks and prospects definitely point to further expansion.

"Buying pressure from the larger cities is steadily increasing as the recent heavy building permits are translated into purchase orders, retail stocks generally being insufficient to absorb these demands without prompt replacement.

## NEW REFINEMENTS ON THIS CAR MEET PUBLIC'S APPROVAL

## Says Body and Mechanical Improvements Receive Popularity.

The Ford Motor Company, Detroit, has just made public a list of recent improvements in the mechanical features of Ford cars.

Asserting that Ford cars are better today than they ever have been before, the statement adds that fuel consumption is lower; the engine is more efficient than formerly; improvements in the springs and steering apparatus insure easier

riding and driving qualities; a new headlamp lens, which complies with all State laws, improves the road light, and that many other minor betterments have been made.

Ford pistons and connecting rods have been redesigned and are matched for weight before assembling into motors. This reduces vibration and gives the motor a quicker pick-up. The new pistons weigh three-quarters of a pound less than those formerly used. A highly polished crank shaft bearing surface also reduces wear and added to the piston and connecting rod improvements, insures a smoother running and better balanced motor. The material used in the Ford crankshaft and the care and precision in its manufacture make it second to none.

The new Ford carburetor gives increased acceleration. Though not radically different from the carburetor previously used, the new construction improves the all-around performance of the motor, giving it a quicker pick-up and a greater flexibility of action.

The wiring system has been completely redesigned, and while it costs more to install than the old system, is most efficient, proof of which is evidenced by the fact that it affords a fire insurance rate as low as the higher-priced cars on the market.

Many other changes have been made. A 16-inch steering wheel is now standard equipment; Timken roller bearings are used in the front wheels; one-piece pressed steel running-board brackets insure body rigidity and eliminate vibration and body noises; a dash weather trough prevents rain from reaching coil terminals or dash wiring; the steering mechanism has also been improved; and the tools supplied to purchasers of Ford cars have also been improved in quality. Another important improvement in the truck chassis is the adoption of cord tires as standard equipment on the rear wheels.

The change made some time ago in the seating arrangement of the touring car has met with widespread approval. By lowering the seats and altering the seat backs, greater comfort was added.

## To the Motorists of Washington:

We beg leave to announce the appointment of Mr. WILLIAM ULLMAN, formerly with the American Automobile Association, as our General Agent in charge of our Automobile Insurance Department, with complete jurisdiction over all eastern territory.

While Mr. Ullman will specialize in automobile insurance, he will also represent our other departments, including the writing of surety bonds, health, accident, plate glass, liability, burglary and other forms of insurance.

We announce this appointment with considerable pride and ask for Mr. Ullman in his new field of endeavor a continuance of the splendid support and confidence accorded him in the past by the motor car owners and dealers of the District of Columbia. We are sure that in return Mr. Ullman will evidence the same watchfulness over the interests of his clients which marked his work with the A. A. A. and will be found ever alert in their behalf.

Very Sincerely,  
**The Federal Surety Company**  
Davenport, Iowa  
Authorized and Accepted by the United States Government

## AUTOMOBILE INSURANCE

Fire Collision Property  
Theft Liability Damage  
Secure the Car Without Insurance.

**WILLIAM ULLMAN**  
Home Life Bldg. Phone Main 4303

## POPULAR TYPE CAR CLAIMED SUCCESS

## Motor Is Free From Service Requirements of All Kinds.

What is believed to be a new record for dependability has been attained by the Cadillac Motor Car Company through its type 61 car.

Although the Cadillac throughout its history has had an unusually small amount of service after the introduction of a new model, the type 61 has been astoundingly free from service requirements of all kinds.

Although the type 61 has now been out for over six months, and although approximately 10,000 type 61 cars are now in the hands of owners, there has scarcely been a complaint of any kind from any part of the country. In fact, the service required from the factory has been only one-third of what has been required for any other new type of Cadillac during the first six months. On the other hand, hundreds of letters are received every week praising the unusually satisfactory operation, and amazing dependability of the type 61 Cadillac.

## FORMS PLEASURE MOTOR CAR CLUB

## Members of Organization Can Travel Over South Economically.

An association unique in its purposes and one destined to bring pleasure and comfort to its many members, while at the same time proving an economical measure for them, has just begun to operate throughout the South, with its headquarters at Pensacola, Fla.

The club is known as the National Auto Pleasure and Service Club. It was organized and has been put into practical operation by James A. Logwood and his associates. Mr. Logwood has for many years been a prominent figure in the automobile world, and is well known all over the South.

The association is formed along co-operative lines, giving to its members upon the payment of nominal dues certain privileges and economical pleasures not otherwise secured by the travelers over the highways of the South.

In Florida and elsewhere the organization will have comfortable lodges and club houses, where various kinds of wholesome recreation may be enjoyed with safety and comfort, such as fishing, surf bathing, boating, etc., and thousands of acres of land have also been provided where the sportsman or tourist may hunt or camp without molestation.

**Economical Side.** Through equitable arrangements with various business concerns of the South, including leading hotels in many cities, members of this organization are assured fair and courteous treatment, to say nothing of the economical advantages provided.

The club also will be enabled to point the way to some of the highest class resorts in the South where a membership in the organization is a guarantee of a most cordial reception.

Not only special privileges will be accorded its members as they tour the country in motor cars at co-operating hotels, but the association itself owns and controls beautiful properties to which members will be welcomed as club members.



The Universal Car

## FIRST! In Initial Cost and in Upkeep! In Service Facilities! In Numbers and Demand!

Nearly 6,000,000 in Use—"There's a Reason"

For the information of those who may wish to purchase Ford cars on a "deferred payment" basis by an initial payment and a series of monthly payments thereafter, the following schedule of prices for the different models is submitted, the prices being for the car or truck as delivered in this city and including freight, Federal excise tax, gas, oil, the deferred payments, fire and theft insurance. Cover Sedan \$500, Coupe \$400, Touring \$300, Runabout \$300. Non-value policy.

WITH INSURANCE			
Model	One-Third Cash, Bal. in 12 Months.	40% Cash, Bal. in 12 Months.	50% Cash, Bal. in 12 Months.
Touring	\$191.90 Down, \$21.90 Each Month.	\$228.96 Down, \$25.98 Each Month.	\$288.43 Down, \$32.90 Each Month.
Sedan	\$207.90 Down, \$24.00 Each Month.	\$236.94 Down, \$27.83 Each Month.	\$296.42 Down, \$33.90 Each Month.
Coupe	\$248.78 Down, \$29.61 Each Month.	\$291.90 Down, \$35.40 Each Month.	\$362.00 Down, \$42.20 Each Month.
Runabout	\$180.22 Down, \$20.02 Each Month.	\$215.92 Down, \$25.97 Each Month.	\$268.92 Down, \$31.22 Each Month.

WITHOUT INSURANCE			
Model	One-Third Cash, Bal. in 12 Months.	40% Cash, Bal. in 12 Months.	50% Cash, Bal. in 12 Months.
Touring	\$196.90 Down, \$21.90 Each Month.	\$223.96 Down, \$27.78 Each Month.	\$279.90 Down, \$32.90 Each Month.
Sedan	\$202.90 Down, \$24.00 Each Month.	\$230.94 Down, \$27.83 Each Month.	\$288.90 Down, \$33.90 Each Month.
Coupe	\$243.78 Down, \$29.61 Each Month.	\$286.90 Down, \$35.40 Each Month.	\$357.00 Down, \$42.20 Each Month.
Runabout	\$175.22 Down, \$19.02 Each Month.	\$210.92 Down, \$25.97 Each Month.	\$262.92 Down, \$31.22 Each Month.

## Authorized Washington Ford Dealers

- DONOHUE MOTOR COMPANY, 215 Pennsylvania Ave. S. E.
- HILL & TIBBETTS, 14th St. & Ohio Ave. N. W.
- R. L. TAYLOR COMPANY, 1540 14th St. N. W.
- PARKWAY MOTOR COMPANY, 1005-1007 Wisconsin Ave.
- UNIVERSAL AUTO COMPANY (Inc.), 1323-31 W. St. N. W.
- ROBEY MOTOR COMPANY, 1439 E St. N. W.
- TRIANGLE MOTOR CO., N. Y. Ave. at N. Capitol St.
- STROBEL MOTOR COMPANY, 1435 Irving St. N. W.
- STEWART'S GARAGE, 141-151 12th St. N. E.

These Dealers Can Sell Ford Cars, Tractors, Parts, Etc., Anywhere in the United States. Reasonable Delivery on Sedans, Coupes and Chassis. Immediate Delivery on Touring Cars and Runabouts.

NOW THE GREATEST AUTOMOBILE VALUE IN AMERICA

No Need to Hesitate Because of Cost!

Fits Limited Incomes—Satisfies Extravagant Tastes!

TOURING	\$550
ROADSTER	\$550
COUPE	\$550
SEDAN	\$695

F. O. B. FACTORY.

Today's Overland \$215 CASH Balance Monthly

"it goes 25 miles on a gallon of gas. Its short turning radius is another reason for its being so easy to drive, too."

**R. McReynolds & Sons**  
Main 7228. 1423-25-27 L Street N. W.  
Associate Dealers  
Furnishing Genuine Parts and Giving Service

JOHN B. SAUNDERS, 3214 Prospect Ave. A. P. PAYNE, Clarendon, Va.  
OVERLAND-WHEELER CO., 2415 14th St. N. W. D. G. LUCKETT, 300 Eleventh St. S. E.

## LIGHTNING

"Be Sure You're Right--- Then Back Up!"

There is only one way to buy good Motor Fuel—just as there is but one way to insure your satisfaction with any purchase—

Insist upon a name that you know guarantees Quality.

When buying gasoline—that word is "LIGHTNING."

Lightning Motor Fuel means less trouble from spark plugs—less carbon—

Lightning Motor Fuel means—power—speed—dependability—at all times!

Lightning Motor Fuel is the best in the country—and is sold cheaper in Washington than in any other city.

USE LIGHTNING MOTOR FUEL  
"There's a Filling Station Near You"

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