

MOTORS and MOTORING



AUTO ASSOCIATION DECLARES AGAINST BURDENSOME TAXES

Is "Unalterably Opposed" to Enactment of Legislation for Federal Assessment on Motor Vehicles.

The American Automobile Association is "unalterably opposed to the enactment of any legislation by Congress which would place an additional burden on motor car owners," the association has announced following a meeting of the executive committee, which discussed the bill proposing a federal tax of motor vehicles.

The association takes its stand on the basis that ten million owners of motor vehicles in the United States pay taxes aggregating \$348,769,838 annually, or \$4.87 per cent. and that the tax already on a valuation basis amounts to nearly 9 per cent on the average assessed valuation, said to be greater than any tax on any other form of property.

Headed by President Diehl, the entire committee called Thursday afternoon on Senator Townsend to learn the status of the Townsend bill, and to tender any support the association might be able to afford. The committee learned that a compromise had been reached on the Townsend and Dowell bills, which retained the provision for a federal highway commission. The association has consistently advocated establishment of such a commission.

Other Matters Considered.
The association declared itself against action of the touring motorist who seeks road information without membership in A. A. A. It was expected that a successor to the late A. G. Batchelder would be appointed, but a permanent selection for the position was not made.

ENTERS PEAK CONTEST.
Lexington Names Two Cars for Mountain Race.
Lexington has entered the two leading drivers in last year's Pike Peak race for the renewal of the annual classic this year. The race will be held September 5 and Ot Loesch and Al Cline, who finished first and second respectively, last year, will again drive Lexington cars in this year's race.

"The Pike's Peak hill climb, to my mind, is the premier motor contest of the year in the world," Frank B. Ansted, president of the Lexington company, said. "We believe it is the sportsmanlike thing for Lexington to enter our cars, notwithstanding the victory won last year. And we're going out there to repeat."

RETAINED BY ITALIANS.
Transfer of Stock to Foreign Capitalists Denied.
The capital of the Italian Fiat Company remains entirely in Italian hands, notwithstanding reports that negotiations have been in progress between German capitalists and the company, it has been announced.

There have been no negotiations and consequently no concessions of shares to foreign capitalists on the part of the Fiat company, its managing directors or any members of its board, it is stated. No group of Fiat shareholders, acting independently of the company, has negotiated the sale of any important quantity of Fiat shares to foreign interests.

necessary amendments to the by-laws to obtain more revenue with which to carry on its work.

"Not only will the individual memberships in the organization be materially increased, but it was voted to raise the cost of club affiliations. This vote was concurred in by members of the board representing practically all of the big motor clubs of the country which are to be more affected by the increase."

"Because a widening of the scope of the organization's activities has been urged on every hand, it was agreed that more members and more revenue should be forthcoming. Plans for an intensive membership campaign are being formulated and every effort will be made to solicit every motor car owner in the United States for either membership direct or in one of the A. A. A. affiliated clubs.

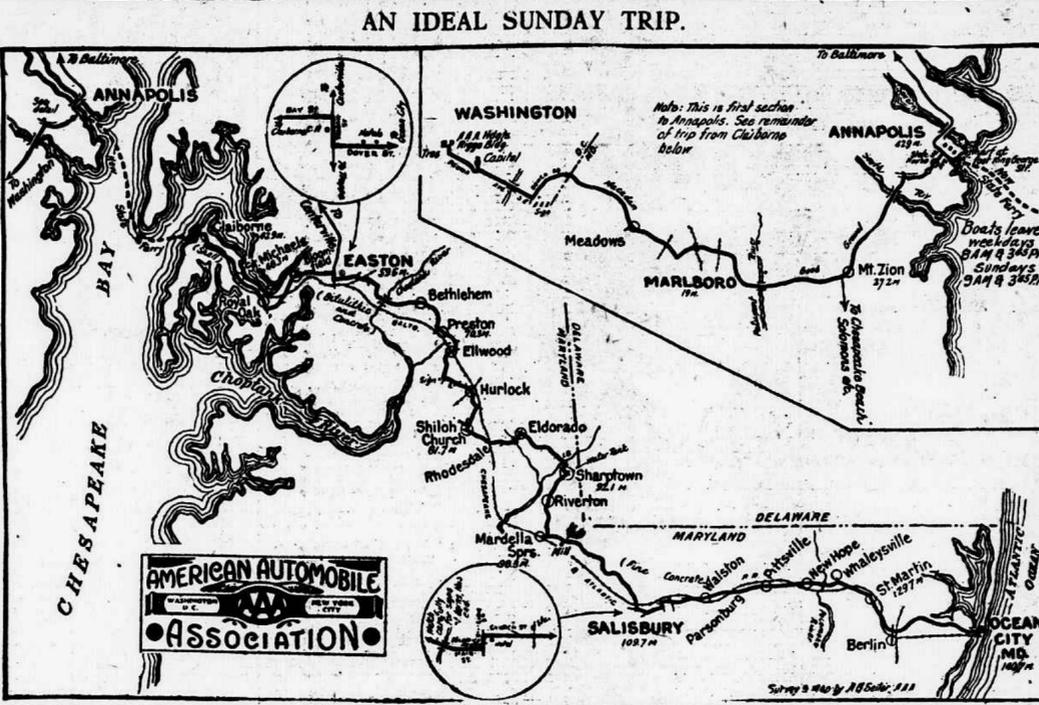
"In addition to its increased legislative activities, it will be of special interest to motorists to know that the work of the A. A. A. touring bureaus and map-making departments will be materially broadened.

Having recently and successfully opposed what appeared to be an unsound tariff on oil, the association will for the time concentrate its passage of much needed national roads legislation as embodied in the Townsend bill, and upon the defeating of any demand to further tax motor cars."

"Because a widening of the scope of the organization's activities has been urged on every hand, it was agreed that more members and more revenue should be forthcoming. Plans for an intensive membership campaign are being formulated and every effort will be made to solicit every motor car owner in the United States for either membership direct or in one of the A. A. A. affiliated clubs.

"In addition to its increased legislative activities, it will be of special interest to motorists to know that the work of the A. A. A. touring bureaus and map-making departments will be materially broadened.

Having recently and successfully opposed what appeared to be an unsound tariff on oil, the association will for the time concentrate its passage of much needed national roads legislation as embodied in the Townsend bill, and upon the defeating of any demand to further tax motor cars."



AMERICAN AUTOMOBILE ASSOCIATION

ADVANTAGE IN POWER. WILL BUILD OWN CAR.

Big Motors Can Loaf Along and Avoid Strain.
The man who has under the hood of his car a motor capable of driving the car eighty miles an hour has something in reserve all the time, according to prominent motor car builders.

In answer to the question often asked by the purchaser who says, "What am I to do with such speed, when I am satisfied with thirty-five or forty miles an hour?" these men say the car is traveling at only half speed when going at 40 and eliminates a great strain on both car and driver.

"A car geared up to such speed can usually loaf along steadily at a pace at which some other cars are being strained."

NEW YORK'S AUTO SHOW. NEW RICKENBACHER CAR HAS FRENCH FEATURES

The next New York automobile show will be held next winter at the Grand Central Palace again, the National Automobile Chamber of Commerce has announced. The date is January 7-14, 1922. Decision was made earlier in the year to exhibit at Madison Square Garden if the Palace could not be secured, it having been said the Palace was to be converted into office suites. No action has been taken on the new project, and the Palace again will house the annual show.

The Chicago show will be held in the Coliseum and 1st Regiment Armory, January 8-February 14, 1922.

enbacker is vice president and director of sales. Henry L. Cunningham is secretary and treasurer and these men and Carl Tichenor, Roy Hood and E. R. Evans make up the board of directors.

The car will probably be in the medium price class, although details as to manufacture and price have not yet been made public.

If it's insurable WE insure it. If there's a loss WE pay it.

The only thing to do

—It's the poorest economy possible to attempt to run your automobile without "adequate" INSURANCE. That word adequate is important—for it differentiates wisely on what protection each one needs—all dependent upon operating conditions. We can tell you just what features of coverage you require—the cost, and all about it. And if we place the insurance for you we will adjust the loss with you in case of damage.

Call Mr. Ruoff—Main 4340.

Boss & Phelps

1406 H Street Phone Main 4340

'ACHILLES'

10,000-Mile Super Grip Cord Tire

DISTRIBUTED BY

Mid-City Auto Tire Repair and Supply House

708-8-10 M Street N.W. PHONE NORTH 211 WASHINGTON, D. C.

Are you buying the value of today or the reputation of yesterday?

In one year the history of the motor car industry has been rewritten. It has been the survival of the fittest. The public knew this age-old law of business was at work. They stood on the sidelines during the tumult of price reductions. When the shouting was over, the public knew there was a new batting order for automobiles.

The public is buying the values of today and not the reputations of yesterday.

Particularly in the case of two automobiles the public verdict is unquestioned. One is a car selling for several hundred dollars more and the other is Briscoe.

It is not the buying public alone which has endorsed the Briscoe of today and backed its judgment by purchase. Since April first 18 new distributors and 197 new dealers have contracted to handle Briscoe.

You or your neighbor only buy one car at a time but these men contract for hundreds. Their purchases run into millions of dollars. Their whole business future is based on their decision.

These men are veterans in the automobile business. They know cars from every angle. Some of the best-known names in the automobile industry have been lettered on their display windows. Many of them have been sought after by most of the good motor car manufacturers in the country. Yet one after another these men have come to Jackson and said, "We want Briscoe."

These men know merchandise. They know markets. They know men. They realize the rightful demand of the public for honest, dollar-for-dollar value. They realize the public is looking for something more than a price tag on an automobile. They know the man whose pocketbook limits him to a light car wants real quality just the same as the millionaire.

What, you may ask, is the underlying reason for this right-about-face in favor of Briscoe?

Every motor car built is based on *man*-power as well as horsepower. Every manufacturing and selling organization is the lengthened shadow of a man. In the case of Briscoe this man is Clarence A. Earl.

Clarence A. Earl is the new president of the Briscoe Motor Corporation. For years he has been admittedly one of the leaders among the makers of motor cars. Among automobile men his name is a guarantee of value and quality, of fair dealing and progressive methods.

When automobile makers generally joined in the recent price-cutting scramble with one eye on their competitors, Earl stood apart. He knew just how far lower material costs would allow him to reduce Briscoe's price without shaving quality. He reduced Briscoe from \$1285 to \$1085 and not one penny further. His previous experience had taught him that an automobile of real quality cannot be produced below a certain figure.

At its reduced price of \$1085, f.o.b. Jackson, Briscoe is a better car than at any time in its history. Quality was added when the price was reduced. Not only was quality kept intact but Briscoe was equipped with necessary accessories such as windshield wings, bumpers, front and rear, motometer and running board mats. Today it is the most completely equipped car in America in its price class.

Today thousands of motorists have found that Briscoe is the car they want at a price they can afford to pay. We say sincerely that you owe it to yourself and your pocketbook to investigate this car of *extra visible value*. Come in today—the proofs are here waiting for you.

CAPITAL CITY GARAGE

410 Eighth St. N.W. Main 8778

Territory Open for Sub-Dealers Write or Wire

Carroll's Garage Mt. Jackson, Va. Shan. County

New Price \$1085

BRISCOE MOTOR CORPORATION Jackson Michigan

THE SIGN OF GOOD VALUE QUALITY AND SERVICE

BUY YOUR CAR NOW!

Reports from all over the country are being received to the effect that this year will be a greater Automobile Year than 1920.

In 1920 1,900,000 Automobiles were sold in the United States.

There are registered in this country today over 9,000,000 cars.

The Automobile industry, which is still in its infancy, represents an investment of \$1,802,302,862, which is a greater amount than the combined capital of the national banks in the country.

We advise you—if you are contemplating purchasing a car—to place your order now for the car of your selection.

Today's Automobiles represent a greater investment, dollar for dollar, than at any time in the history of the industry.