

CO-OPERATIVE PLAN ADOPTED BY RECORD AUTO SERVICE CO.

Two Hundred Books Issued, Giving Purchasing Value of \$55 for \$50.

NO STRINGS TO THE OFFER

Holder May Buy Anything in Supplies, Accessories, Repairs, or Gasoline.

Following upon the heels of the Ford company's statement that the profit-sharing mark in its sales had been reached, comes an announcement by the Record Auto Supply and Service Company, of Washington, that it is inaugurating a similar plan.

Two hundred books have been printed, containing coupons, whose purchasing value will be \$55, while their cost to the purchaser will be only \$50—or 10 per cent greater buying power to the owner over his investment.

No Strings. The holder may buy anything in supplies, accessories, repairs or gasoline with his coupons—any service, in fact, that the Record affords, and if one is to judge from the rapidly increasing number of patrons the 200 books, with their \$1,000 share of profits, will be quickly disposed of.

Discussing the phenomenal rise and growth of the Record Company, M. H. Bayles, director-in-chief and general manager, stated modestly that he personally was only in a small measure responsible for this success. In the main he attributes it to the consistent, loyal co-operation of the employees as a whole.

Nothing Too Much. "Nothing is ever too much to ask of the men—no task too arduous, no too long in performance; no work too difficult for them. They are specialists in every sense of the word, but combined with their abilities they have a loyalty which is priceless."

"When the Ford Company opened its local branch offers were made to many of them. In some cases highly tempting I am sure, but there is not one instance in which these offers received even an approach to serious consideration."

Then I inaugurated the bonus-plan, permitting the men to share in the success of our business, a thing I believe essential to the success of any concern. It proved just the stimulus and encouragement I expected it to be, and today the earnest, self-sacrificing loyalty of our organization has been exalted to a point of self-sacrificing loyalty.

Owners Appreciative. "As far as our service is concerned, experience has taught us that Ford owners are quick of appreciation. They are most ready in their cognizance of 'personal' service, and since we let no opportunity go by to make this point conclusive to our patrons, I believe our regiment of friends will have become an army by the end of this year."

Doubling its business in one month, and with its patronage ever on the increase Mr. Bayles hardly exaggerates in this statement, and the continued success of the Record Auto Supply and Service Company seems certainly assured.

AUTO CLUB NEWS DISTRICT OF COLUMBIA

The District of Columbia Automobile Club's membership roster was augmented during the past week as follows: Arthur E. H. Middleton, George T. Parker, Francis P. Dally, W. J. Vickery, Charles A. Baker, Henry P. Wilson and T. P. Long.

The following tour was mapped out by the club's touring bureau for Chester P. Vickery of the R. P. Andrews Paper Co., who is one of Washington's ardent motorists:

Washington to Baltimore, Philadelphia, Trenton, Somerville, Morrisstown, Suffern and Newburg. At Newburg Mr. Vickery crosses the Hudson to Poughkeepsie, thence to Great Barrington, over Jacob's Ladder, Springfield, Worcester and Boston.

Mr. Vickery's tour follows macadam roads; almost entirely, through the States of Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut to Massachusetts, eliminating New York city, which point Mr. Vickery did not care to visit.

A letter containing interesting figures regarding the growth of transcontinental motor touring was received recently by William Uliman, secretary of the club. Writing from Springerville, Ariz., where he operates a garage and general mercantile business, G. Becker has the following to say about the number of parties that have passed through his town on their way to the Pacific Coast:

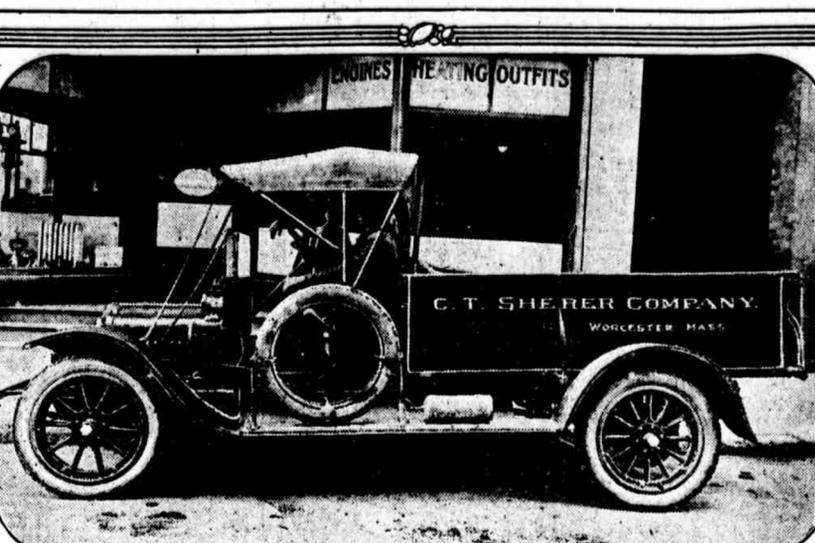
"In 1911 we noted less than twenty-five parties during the entire season. Not more than forty came through in 1912, and about seventy in 1913. Last year the number rose rapidly, the season's total being around 180. Thus far this season we have registered 712 parties, while at this time in 1914 the total was 150."

Another interesting fact communicated by Mr. Becker is that the cars passing through Springerville average four passengers. He further says that little complaint is heard about the roads.

"What had going their strike is accepted philosophically," he writes. "Most of them are good travelers and realize that on a trip of so many miles superfluous highways cannot be expected to prevail."

Indicating the popularity of the National Capital as an objective for motorists, several middle western clubs affiliated with the A. A. A. have written to the District Club for maps and road data for the country contiguous to Washington. Particular interest is expressed in the routes to Mt. Vernon and Gettysburg.

"NOBBY TREADS" IN COMMERCIAL FIELD



Under very heavy loads, this rough-and-tumble utility car of the C. T. Sherer Company, of Worcester, Mass., does hard work the year round. These "Nobby Tread" tires were found to give the greatest mileage, protection against skidding, and to withstand rough roads even when the car is loaded with engines, pumps, heating outfits and radiators.

UNDER PRESSURE OF TIRES IS DANGEROUS

Factory Expert Shows Fallacy of Belief That Expansion Causes Blowouts.

"One often hears the argument that heat causes expansion of the air in a tire sufficient to produce a blow-out," says P. W. Litchfield, factory manager of the Goodyear Tire and Rubber Company. "Many motorists thus excuse their habit of running tires under-inflated. Even experienced garage men advise that tires be run at fifteen to twenty pounds lower pressure in hot weather. We have to admit, of course, that heat does expand air and raises the pressure in a tire, but in its practical effect the rise in temperature is insufficient to cause even the slightest danger."

"To satisfy ourselves on this point we recently made an unusually severe test, using a runabout equipped with 33 1/2 tires. We selected a day, which according to the local records was the hottest June day ever recorded. The tires were pumped up to eighty pounds with the car standing in the cool of the garage. It was driven intermittently for about an hour, and when not running was allowed to stand in the sun. Then it was taken for a spin at forty miles an hour over brick and tarred wood-block pavements. On measuring the pressure we found it had increased just four pounds."

"As far as the welfare of the tire is concerned the increase of four pounds is really no difference at all. Tires are now built with such a high factor of safety that an increase of four or five pounds, four pounds would not cause a blow-out unless already ruined by overloading and under-inflation. We would often inflate up to 300 pounds without any damage to the tire."

"The most serious variation in tire pressure is caused by leakage. Rubber is a small degree porous and will allow air under pressure to leak through it. A certain amount of leakage through both the air valve and the normal and to be expected. Pressure may maintain itself for a considerable time, but it is never safe to count on it. One cannot tell how long it will hold under such conditions, and over-inflation, is the condition to guard against."

Fats and Leans to Play Off Baseball Contest

The Svelte and the Plump members of the Electric Vehicle Association are scheduled to mingle this afternoon in the play-off contest for baseball supremacy.

Capt. James Orme, of the corpulent aggregation, has promised Government officials not to slide into the bases on the Monument grounds and to refrain from knocking foul balls into the observation room of the Monument.

The loss of one of his crack men will compel Orme to play his mascot, Duck-stien, at second base.

Captain Harveyutter is said to have a dark horse primed to strengthen a slightly weak spot in the outfield of the slug-ging slim team.

HIGH SPEED MOTORS ARE SAVERS OF FUEL

Oakland Owners Assert Surprising Economy Is Found in Tires, Also.

The average motorist usually is quick to notice all motor superlatives which come close to his pocketbook. The reputation of the high-speed motor in this country has, for this reason, called forth enthusiastic expressions of approval.

This type of motor was brought out in stock cars first in this country by the Oakland Motor Company in their 1914 model 37 four-cylinder, and continued with some improvements in the Oakland 1916 model 38.

The triumphs of this type of motor on the speedway courses, under trials which are less of distance than they are of motor endurance, is a convincing testimonial. Owners of Oakland models 37 or 38 testify to its virtues under all road conditions. Both of these models have shown for their owners a surprising economy of tires as well as of fuel.

In one performance of which the Oakland Company has official record an Oakland model 37 made four miles on one and one-half gallons, fifty-two miles on a country road. The car carried four passengers. A letter addressed to the company owners of Oakland models 37 or 38, witnessed to this effect, and it provides an example of the road economy of their high speed motor. Copy of the letter follows:

"Dear Sir: We wish to state that the 1915 Buick '4' four-cylinder Oakland model 37, bought of you in April, 1915, made fifty-two miles on one and one-half gallons of gasoline, on the longest or roughest road between Fort Worth, with four passengers. Yours very truly, 'D. D. MARRY, 'W. R. SHAW.'"

"Attest: 'ROBERT MULINOX, 'W. R. SHAW.'"

MAKES 17.7 MILE RUN ON A GALLON OF GAS

A real gasoline mileage test was administered a Mitchell "Eight" recently by Ray Albee of the Mitchell-Lewis & Smith Company, of Portland, Ore. Earl Smith and a reporter were disinterested spectators.

"I want a real test," said Mr. Albee; "none of your pink tea boulevard runs for this car. I don't know what it will make and I don't care. This mileage test means little to me. What I want is this: Run this car over the same sort of roads that any buyer of the car would face with his family or friends; dodge no hills; make no preliminary try-outs; incorporate no freak driving; have the machine strictly standard and at a price that will give me the best of the test. I want to be able to duplicate the results of this test any place, any time that I am out in this car."

When the machine came to a sudden stop on a sandy road the mileage was 17.7, a splendid showing for the roads and the standard test administered. The bogie that has been administered for the test has been administered for all time. Smith expressed the opinion that on a standard road even higher mileage could be obtained. "I believe that on city boulevards at least twenty-five miles can be registered," he declared.

The only preparation made for the trip was to fasten a gallon tank above the carburetor; to the tank was fastened the gasoline feed pipe detached from the vacuum feed system to insure the accuracy of the test. Smith had driven the car only twice prior to the test. The motor out of high gear, and drove most of the distance at from eighteen to twenty-two miles per hour. The test came up in the specifications laid out in every particular.

"Any buyer of a Mitchell 'Eight' can duplicate this performance," Mr. Albee said. "I'd a great deal rather have another owner brag about beating it than to have to explain how we did it."

PHILADELPHIA OPENS ITS HAY FEVER SEASON

PHILADELPHIA, Aug. 14.—Philadelphia, which opens the hay fever season one day earlier than cities farther north, is celebrating St. Hay Fever Day, not waiting for the official date, which is tomorrow. The day opened with Chautauque salutes and a close with handkerchiefs still in the air.

All victims in touch with the United States Hay Fever Association and in position to accept its advice are seeking places where the pollen of the rose, ragweed and goldenrod do not fill the air.

AMERICA PROTECTED BY MOTOR INDUSTRY

The European conflict clearly points out that it is a question of munitions more than men in modern armies, says Stewart McDonald, of the Moon Motor Car Company of St. Louis.

Mr. McDonald says: "The greatest revelation in the military developments in Europe has been the manner in which Germany has been able to attack and hold off her foes. It is openly conceded that this is due largely to her tremendous internal manufacturing development."

"Russian hordes are without value because they are not provided with sufficient shells and guns, and the English openly deplore the lack of high explosive shells."

Could Turn Out Munitions. "To those who are not versed in mechanics it will be interesting to learn that the average automobile manufacturer has almost the identical machinery that would be used to equip a first class arsenal or manufactory of guns. Similarly it is only the automobile industry which the large number of highly skilled workmen accustomed to doing their machining to an accuracy of 1/1000 of an inch are found."

"Therefore, when the war broke out the automobile factories of Germany, France and England were immediately turned into plants for munitions of war, and Germany, of course, came off best by reason of her resources."

Stronger Than Europe. "For this reason," according to Mr. McDonald, "the United States has nothing to fear from the European conflict. Of course, at the outset we would be handicapped, but in three months the big automobile factories could make machine guns and field guns at the rate of several hundred per day, and just imagine the number of hundreds and thousands of shrapnel shells, for instance, that the Ford plant could produce in lieu of its daily quota of 1,000 automobiles."

"In my estimation the United States is more formidable as a warring nation under the new aspect of affairs than all Europe, and I feel perfectly safe in saying that exactly as the capacity of our automobile plants is almost seven times greater than the combined capacity of for continental warring nations, we are just that much stronger."

RECORDS SHATTERED BY CADILLAC EIGHT

Wins Race With Train From Denver to Cheyenne—Victor by Two Minutes.

The Cadillac Eight has shattered another record—this time racing with a Union Pacific special train from Denver to Cheyenne, and arriving at the station two minutes before the train.

The regular schedule of the Union Pacific between Denver and Cheyenne is three hours; but Engineer Charles Burgdorf, of the Denver Post Special, which carried one hundred of Denver's most prominent business men to Cheyenne for the Frontier Days' celebration, was instructed to make the run in two hours and fifteen minutes. Burgdorf was true to his trust—but when he pulled his train into the Cheyenne station after his record run he found that the Cadillac Eight had preceded him by two minutes.

Railway's Record Broken. All Union Pacific records for the run, however, were broken; and the special at one time touched a speed of eighty miles an hour, which is said to be the fastest a locomotive has ever traveled in Colorado.

Much interest was evidenced in the race, and the towns along the route covered by the motor cars permitted the racers to pass through at top speed. Work was suspended in most places along the route where throngs turned out to watch the contest. At times the road parallels the railroad tracks, which made the race the more exciting, especially when the locomotive and the Cadillac fought for the lead.

The motor cars were forced to travel 116 miles, while the train's mileage was 112. Its smooth tracks gave the train another great advantage, for part of the distance covered by the motor cars there was practically no road at all.

Beats Ten Motor Cars. Despite these handicaps Harold Brinker averaged better than fifty miles an hour with his Cadillac Eight and reached the goal two minutes ahead of the fast-flying special.

Engineer Burgdorf had the satisfaction, however, of beating the other ten motor cars entered, as the second one to finish is said to have been thirty minutes behind the Cadillac.

MOTOR CAR FIRM IS FORCED BY ORDERS

Compelled to Resort to Heroic Efforts to Meet Its Rush of Business.

Facing an ever-increasing demand for its Twin-six motor cars, the Packard Motor Car Company has been driven to heroic efforts to maintain the necessary production schedule in its factory. As a result of the pressure for cars, F. F. Beall, the vice president of manufacturing, has been getting shipments of bar steel by express and chartering special trains for hauling big machine tools.

Not long ago the company paid a record express charge for a special transmission boring machine weighing nearly a ton, which was purchased in Worcester, Mass., and rushed to Detroit. A few days later, when the railroads could not guarantee a hurry-up delivery on a special milling machine from the same city, Beall chartered a locomotive and brought the freight car through as a special train. This extraordinary method of shipping machinery was invoked a second time to transport a special double-end driving machine manufactured in Springfield, Mass.

Packard officials say the high cost of these special shipments is soon offset by the saving effected through the improved methods of manufacturing.

New Record Is Set For Atlanta-to-New-York Road

Bumping over miles of corduroy roads in the back country of the Central Atlantic States, sloshing through mud in Maryland, with the wind sometimes burning his face, and at other times holding to his course through drenching rain, W. M. Taul, of Birmingham, Ala., fresh from the Panama Canal Zone, arrived at the Hendee factory recently on his Indian motorcycle from Atlanta, having covered 1,232 miles in 4 days 23 1/2 hours. He had close calls in many places. On one of the hills in Maryland he took a curve at sixty miles an hour, unconsciously heading full tilt for a toll gate. Although he did not see it until within 200 yards, he stopped his Indian with its nose against the gate.

All the southern part of his trip was through mountainous territory, the hills packed so close that it was difficult to see where a road could wind through. His average on the road was fourteen hours of riding a day.

The "Grant Six" F. O. B. \$795 Factory Touring Cars and Roadsters Washington Agency, With Models on Display, Now Located 1612 Fourteenth Street N. W. C. L. Burrows & Co. Telephone North 208

USED GORSON'S BARGAINS AUTOS The biggest and best stock of used cars in the U. S. More than 1000 to select from. MERCER raceabout: in elegant condition, number of extras: \$1000. 1915 BUICK "6" touring: at a snap. 1914 CADILLAC touring: practically new, slip covers and extras. 1915 PAC CARD limousine: very fine condition; at a bargain. 1915 CHALLENGER little touring car: fully equipped, \$650. 1914 STUDEBAKER 6-cylinder touring: fully equipped, \$650. 1914 FORD touring: glass front; good running order; \$200. 1914-15-16-17 FORD touring cars with factory equipment, from \$125 to \$275. 1914 OVERLAND touring car: a snap. NATIONAL touring car: equipped. 1915 FRANKLIN, 8 cylinder, \$500. 1912 MICHIGAN touring: all overhauled and repainted; very beautiful affair; \$350. 1915 CHEVROLET roadster: \$400. PACKARD "12" limousine: very good condition; overhauled and repainted; \$200. FORD "town" car: at a snap; \$200. 1912 R. C. H. top: \$100. CADILLAC touring: overhauled and repainted; in elegant shape; \$375. WELCH-DETROIT touring car: overhauled and repainted; \$450. KLINE limousine: tip-top condition; \$425. MAXWELL special roadster: newly equipped; \$275. 1915 PACKARD touring: overhauled and repainted; very good condition; \$450. 1913 CADILLAC touring car: very good shape; number of extras; \$600. 1912 HUDSON touring: 8 cylinder; very good condition; \$350. 1912 "A" Buick coupe: very handsome body; excellent shape; \$450. 1913 KITT touring: practically brand new; factory equipment; \$475. 1915-16-17 MAXWELL touring cars: all factory equipment; from \$200 to \$350. Gorson's Automobile Exchange 236-240 N. Broad St., Philadelphia Head for Free Bargain Bulletin

Modern, Elegant Luxurious, Perfect Comfort Giving PLEASURE CARS Efficient, Durable, Simple, Accessible, Flexible Service THE DORT AND MITCHELL TOURING \$650 Fully Equipped "SIX OF 16" \$1,250 ROADSTER \$540 F. O. B. Factory "PERFECT 8" \$1,450 \$1,260 FLINT-1 TON--TRUCK \$1,435 —Distributors— MILLER BROS, Automobile and Supply House, 1405 H St. N. W. Washington, D. C. 61 Pierce St. N.E.

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