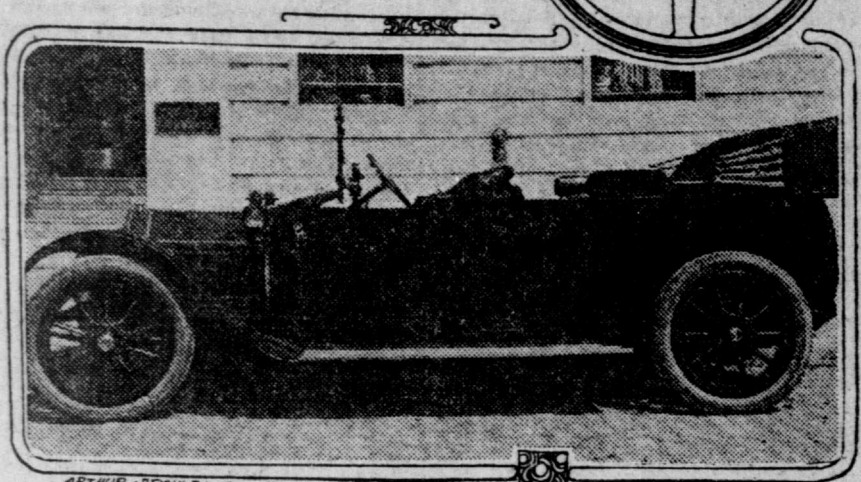


Electric Gear Shift Appears Novel Equipment for S. G. V.

1914 Models Designed to
Further Increase Com-
fort of Motorists

When the self-starter was perfected, it was freely stated that the automobile had reached its highest state of mechanical perfection and that in fu-



Latest type of S. G. V. car and design of electric gear shifting arrangement on steering wheel.

ture the development would be along the lines of body refinements and finish. But such is not the case for the engineers of the S. G. V. factory in designing the 1914 models have introduced a feature that bids well to even eclipse the popularity of the self-starting device. It is an electric magnetic gear shift, and does away with the laborious lever shifts.

The first of these new cars was received yesterday by the E. Stewart Automobile company, distributor of the S. G. V. line and the firm's display room in lower Van Ness avenue was crowded throughout the day with motorists anxious to inspect the new device and its method of operation.

By this electric gear shift, the usual gear shifting lever is eliminated and the various speeds of the car are governed by a series of buttons conveniently arranged on the spoke of the steering wheel. The buttons are clearly marked, denoting the different speeds, such as first, second, third, fourth, neutral and reverse, so that in operating this device it is only necessary to press the button corresponding to the speed desired, and second a switch automatically interconnected with the clutch pedal.

The method of this control is a system of electric magnets. There are five of these, one for each forward speed and one for reverse. Two switches are interposed in the line between the battery or generator and the electric magnet, first the one on the steering wheel corresponding to the speed desired, and second a switch automatically interconnected with the clutch pedal. This second switch performs the final operation of shifting the gears by applying the current to the electric magnet selected by the button on the steering wheel when the clutch is thrown. The shift is made instantly.

These buttons are so arranged that no two can be depressed at one time, similar to the operation of the automatic button telephone. The combination of these two switches in the circuit makes it possible for the driver when operating, say at third speed, in congested traffic to have the button for second speed depressed and be in a position to immediately drop back to this speed by throwing the clutch pedal. If, however, he changes his mind and desires to go into fourth it is only necessary to press the fourth speed button, when the second speed button, already depressed automatically, flies back into its neutral position. The mechanical interlocking of the clutch pedal lever with the gear box is such that the gears are always in a neutral position before the electrical contact is made, thus making it impossible to clash or slip a gear.

This device permits the gas car to be operated with the ease and simplicity of the ordinary electric car, and can be handled by a woman with more comfort, safety and pleasure than has ever been possible heretofore in driving automobiles.

The new S. G. V. cars are also equipped with the U. S. L. electric and starting system, and the same accumulator battery charged by the flywheel motor generator that operates this system is used to shift the gear.

Sales Manager Frank Weston of the S. G. V. factory, who has been in the city for some time past, is most pleased with the way the new car was received yesterday and he says it is going to keep the factory humming to fill orders. However, he says the coast is going to get its share, no matter what the conditions are.

TRUCK SURVIVES FLOOD

A 40 horsepower, 4 cylinder Locomobile is the only automobile which survived the ravages of the flood in the inundated section of Dayton, O. This car, which was covered with mud and debris, was rescued from the flood section, cleaned up, and immediately put into service as a salvage car, apparently none the worse for its having been submerged.

COAST PROSPECTS PLEASE KRIT MAN

President Moore of Detroit
Factory Leaves Here in
Happy Mind

After personally going into every detail for conducting a progressive campaign having as its object the making of the Krit car as popular on the coast as it is at present in the middle west and eastern states, Mr. Lawrence Moore, president of the Krit Motor Car company of Detroit, left this city yesterday for the northwest, en route to the Detroit factory.

Mr. Moore and Mr. Warren, the coast representative, with Mr. C. F. Orra, the newly appointed representative for the Krit line in this territory, have been in close conference for several days, and as a result Mr. Orra starts at once on the work of developing the Krit trade in the territory of northern California and the Hawaiian Islands.

Mr. Moore has been on the coast for the last three weeks, most of which time he spent in Los Angeles with the Krit representative for southern California. He is enthusiastic over the outlook for the motor car trade in the west and intends to develop it to the limit. While here he made all arrangements for the establishment of a parts service depot with a coast factory representation associated with Mr. Orra.

"The Krit car has made wonderful progress wherever we have secured a foothold," says Mr. Moore. "We are now the second largest exporters of automobiles in the United States."

George A. Crittenden of the Krit Motor Car company recently returned from an extensive European trip made in the interests of his organization. Mr. Crittenden, a keen observer, had many interesting things to report among which were significant comments on the condition of the automobile industry in England.

"The American made low and medium priced car, Mr. Crittenden tells me, has become a fixture in England, and I believe that owing to their peculiar manufacturing methods the United States will export more and more of these types of cars each year."

"Having these beautiful roads and practically no speed limit, cars must be built and designed to stand under the vibration caused by speed driving, whereas a car to be successful in the United States, must be built principally to withstand great road shocks. A car designed and built to meet the combination of these demands is certainly an ideal one."

"The buying seasons in England are more pronounced than they were a few years ago, which I believe is due to the announcements of seasonable models by American manufacturers; and as soon as we do away with having any special time of the year in which to add the improvements, English buyers will take as many or more cars in the winter than they do now in the spring."

"Their selling methods are very interesting indeed. It would be practically impossible to follow up a prospect either by correspondence or personally and ever sell him a car. The Englishman must be left alone until he calls at the dealer's place of business, and if he cares for a demonstration, he will ask for one. If he does not buy during his first call, the dealer must wait until he either calls again or writes a note asking the dealer to call on him; and if he is bothered by the dealer, either personally or by correspondence, in the meantime, the sale is surely lost."

This Ad. Is For Automobile Dealers Only—and Only the Live Ones

YOU'VE BEEN HOPING and praying for years for the kind of car you thought some big manufacturer ought to build, and that you knew you could sell.

THAT IS TO SAY, a light touring car of about 25 horse power, made so well the maintenance cost would be as little or less than any other car on the market; one that would look the part; act the part; and yet sell in the neighborhood of \$700.

THAT WAS ABOUT THE PRICE you set—wasn't it?

YOU'VE ASKED for that kind of a car, insisting that it be one the owner wouldn't feel he ought to leave in the alley so the neighbors wouldn't see it!

A CAR FOR THE KIND OF OWNER who wants his money's worth in looks as well as performance, and who doesn't care to be pointed out as one who bought the cheapest car.

SUCH A BUYER, you've told us, would pay a few dollars more to have a car that was worth more than the difference.

YOU'VE KNOWN that there were only two, or possibly three, concerns in the world that could make such a car at such a price. Millions of capital, and plants equipped with special automatic machines throughout for making every last part of the car are necessary.

AND DOUBTLESS IT HAS occurred to you that the reorganized Maxwell Motor Company was in an ideal position to produce such a car—having the capital, the plants, the organization—and a clean slate. That is to say, plants ready for the work and no old models or material in course of construction.

AND, YOU'VE HEARD WHISPERINGS that that was the sensation the new Maxwell Motor Company had up its sleeve.

WELL, WE HAVE—and we've tried to keep the details from getting out because we didn't want to start a stampede of buyers until we were ready to supply the cars. But you can't send test cars all over the country—as we had to do to prove up this product to our own satisfaction—without starting trade gossip. And trade gossip goes fast and far. It isn't always accurate, but it goes just the same.

WE ARE STILL DETERMINED to withhold all detailed specifications and the real price from the public until we are ready to deliver a few thousand cars—or at least until demonstrators are in the hands of our dealers.

PAST EXPERIENCE with stampedes of the kind that will certainly ensue when the features of this car are generally known, teaches us that our plan is right.

BUT MEANTIME—and here's why we are publishing this ad. to dealers—the information is leaking out; dealers are coming to Detroit wanting to contract.

THAT'S ALL RIGHT—but we want to start right with this proposition. It's going to be the biggest, greatest thing this organization has ever done—and you know the men who comprise the Maxwell organization of designers, production, sales and advertising experts—from Mr. Flanders down—have done the biggest things that have ever been done in this industry.

WE WANT TO START RIGHT. We want to select the best dealer in each town—the one who has the best standing locally, and the kind of fellow who will take hold of this product, not for a day, but for his whole future—to go along and stay with us while we both make money and at the same time giving the buyer more for his money than he can possibly get elsewhere.

IT'S A QUANTITY PROPOSITION and when you see the car you'll say it is a permanent proposition.

THAT'S WHAT YOU'VE BEEN LOOKING FOR—that's what we've been aiming at in producing this car. Coupled with our \$1,085 "35-4" and our \$2,350—50-6, here's the greatest line in the world—and any maker who tries to compete, either in quality or price, will have to go some.

NOW HERE'S WHAT INTERESTS YOU at this moment. We can't very well refuse to sign up with the other dealer who comes from your territory. We appreciate his coming—it shows he is on the alert. That's always a good sign.

BUT HE MAY NOT BE THE BEST man for us to tie to—how are we going to know unless you come and tell us?

SO WE DECIDED to tell all dealers that we are ready to contract for these 25's as well as the 35 and the rest of the line.

WE ARRANGED to have all our District Managers in Detroit during week of April 14th to 19th. It was the first glimpse they had at this 25 car themselves—and you may imagine they were as eager to see and ride in it—as you are.

EVERY DEALER IN AMERICA KNOWS the heads of this organization. You all know Walter E. Flanders. He has always given his buyers more—and forced his competitors to give theirs more, than they wanted to.

HE IT WAS WHO FIRST SAID, "Magneto included, of course." He who first put a "fore-door" body on a thousand dollar car—after cutting the price of the most popular and the greatest \$1,250 car to \$1,000. It was Flanders who forced all other makers to equip with demountable rims, by doing it first. He who said, "same electric starter as the Peerless," on a \$2,350 car, when most \$5,000 cars were still without starters.

AND FLANDERS HAS DONE MORE for the dealer than any other. He it was who five years ago originated the "sliding scale of discounts" to stop the gouging of the little fellow—the small dealer, who in the aggregate disposes of 80 per cent of the product. He who sent a copy of his dealer's contract to every dealer in the United States to show that all were treated alike, while other makers were "dickering" with theirs. Yes, you know Flanders—and you know why other dealers don't approve of his methods. Good reason, isn't there?

AND YOU KNOW McGUIRE—if you don't happen to know him personally, you certainly know him by reputation. Wm. F. McGuire is known in trade circles as the former production manager of the Ford Motor Company—the man who seemed to create cars by miraculous methods. Mr. McGuire as the "man behind" isn't so well known to dealers, but you've heard it said if there's one man in the industry who can produce cars in greater quantities than any other, it is McGuire. Come and meet him—He'll show you the "25" himself.

E. LE ROY PELLETIER you all know personally. You know his advertising and its instantaneous results. "Roy's" advertising has sold more automobiles than that written by any other man. He knows you, knows your problems and knows your territory. Besides handling our national campaign, Mr. Pelletier will furnish you with copy to run locally and, when occasion requires, he will be glad to write special copy to meet your local conditions.

YOU'LL MEET TWO NEW FACES—Walter M. Anthony, Comptroller, and C. A. Forster, Commercial Manager, in charge of sales.

MR. ANTHONY IS THE MAN you'll deal with at the financial end—and you'll like him. He's a rare combination of keen business acumen and royal good fellowship. In short, he's a business man of breadth and character and poise—and a saving sense of humor. You'll like Anthony—and that makes business dealings a lot more pleasant.

AND YOU'LL LIKE FORSTER. He comes from the Burroughs Adding Machine Company. We don't know it all yet in the automobile business, you know, and tho' you'll look with suspicion on a new man in this industry, that impression will be dispelled in the first five minutes you are with Forster—and then you'll agree that he, as well as Anthony, "belongs" in this organization of specialists and experts.

AND YOU'LL FIND in the other officers and in the factory, not scores, but hundreds of men you've known for years—experts, specialists all, and you'll conclude that if the kind of car you've been wanting—the kind you'd design and make yourself if you had the capital and the facilities—can be made, then this organization can make it—to the Queen's taste—and yours.

THE CAR IS HERE ready to see and to ride in. Deliveries in quantities will begin in June. You've been looking for this car for years—come to Detroit on the first train; see and try it out for yourself—and tell us why you think you can sell more of them in your territory than any other dealer.

NOW MULL THIS OVER: You must realize—you who have watched the trend of things—that this automobile business will gradually narrow down to a few big ones. It will be a contest between giants.

TODAY, WHEN MARGINS OF PROFIT to the maker are so small that ninety per cent of all the buyer pays goes into actual automobile value and service; when, in other words, the profit per car is very small, only those makers who have the financial backing, the facilities and the experience necessary to produce cars in quantities, can survive.

MAXWELL MOTOR CO.

Executive and Sales Offices, Detroit, Mich.

355 POLK STREET

UNITED MOTOR SAN FRANCISCO CO.,

F. J. LINZ
Manager

District Managers

Ralph Coburn, 398 Newberry St., Boston, Mass.; C. F. Redden, 1790 Broadway, New York, N. Y.; E. G. Oliver, 305 Abbott Bldg., Philadelphia, Pa.; A. Burwell Jr., Charlotte, N. C.; C. H. Booth, 380 Peachtree St., Atlanta, Ga.; E. M. Greene, 1217 Sweetland Bldg., Cleveland, Ohio; F. B. Willis, 427 North Meridian, Indianapolis, Ind., and 306 N. 12th St., St. Louis, Mo.; Frank Shaw, Gayoso Hotel, Memphis, Tenn.; C. F. Stewart, Masonic Temple, Des Moines, Ia.; O. W. Klose, Hennipen Ave. and 99th St., Minneapolis, Minn.; J. M. Opper, 1122 Farnam St., Omaha, Neb.; C. E. Stebbins, 1612 Grand Ave., Kansas City, Mo.; J. W. Sheler, 1318 Commerce St., Dallas, Tex.; D. S. Eddins, Denver, Colo.; C. R. Newby, St. James Hotel, San Francisco, Cal.; and 217 Oregon Hotel, Portland, Ore.

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