

BEWARE OF THESE 'CHAUFFEURS' TIRES'

If You Are Using Them, You Are Being Robbed.

By BERTON S. BROWN. There are many dealers on Broadway who use standard makes of tires as decoys to open the way for the sale of imitation tires.

There are three sold in this city which are plainly known in the trade as "chauffeur" tires. One of these is sold to chauffeurs only, and every time one of them is sold a new crooked deal, in which the "boss" suffers, has been recorded.

A dealer who wants to be dishonest has a very easy time of it. He first lays in a stock of standard advertised tires and in the end interests a chauffeur in the special make of poorer tire on which he can give the latter a good commission.

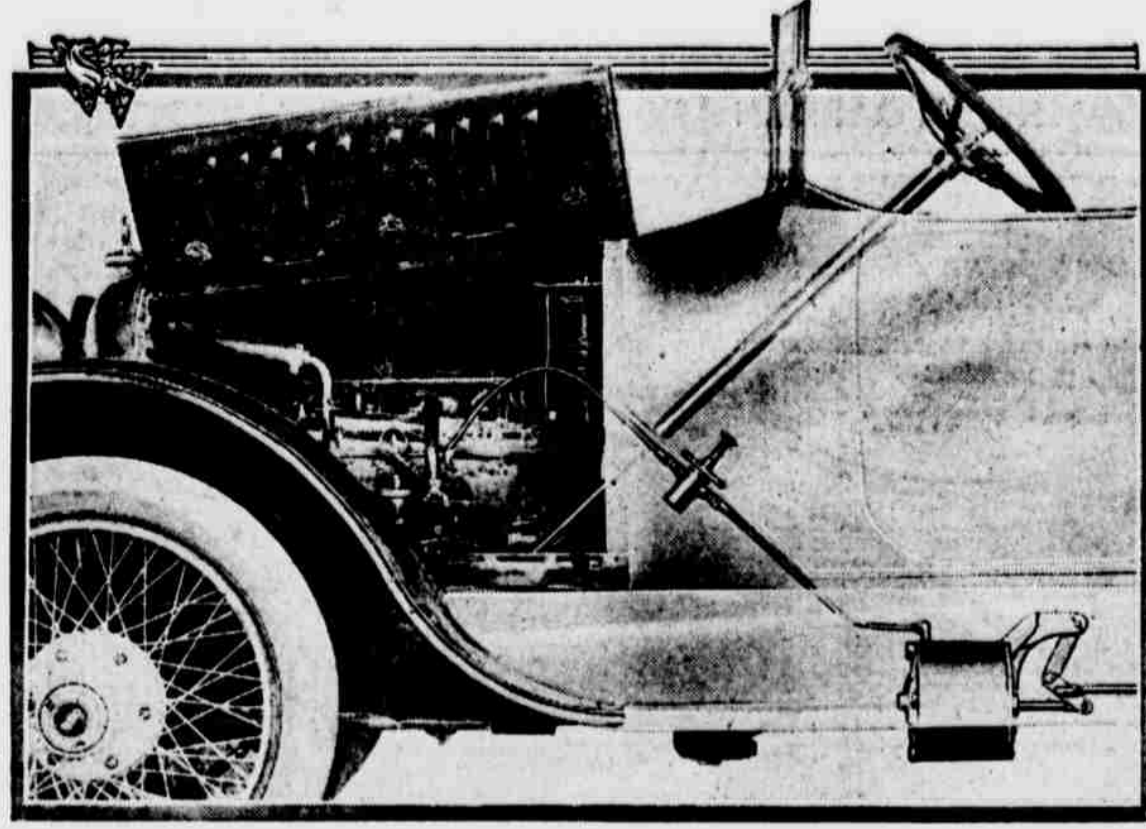
Now, the proposition of the most expensive tire is had on the very face of it, because nobody can make any better tires than the standard companies are making, and any price for a better tire quoted by them is an inflated and dishonest price.

The trouble with many car owners is they can't figure out how a chauffeur can trick them, and therefore they believe that what he does must be all right. Owners are deceived and robbed every day as they sit in their cars outside the stores in which their chauffeurs are making purchases for them.

Many chauffeurs from the first day of their employment plan to systematically rob their employers by a special inside arrangement with dishonest dealers. In some instances the thing is done in an amazing extreme. The writer knows of an instance that hardly seems possible, but is nevertheless a fact.

There are many dealers on Broadway who use standard makes of tires as decoys to open the way for the sale of imitation tires. These men find ready access to automobile owners' pocket-books by dealing with dishonest chauffeurs.

New "Self-Stopper"—Successful Automatic Brake.



Joins Liberty Co.



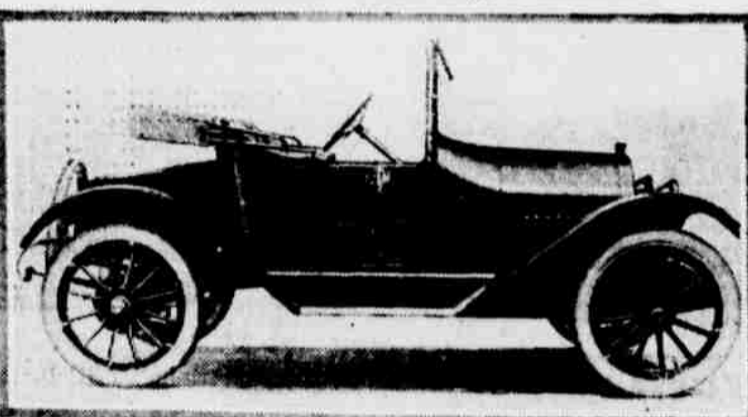
ROBERT W. MICKAM.

Percy Owen of the Liberty Motor Car Company has announced the appointment of Robert W. Mickam as advertising manager of that company.

"So rapid has been the development of our business that we have had to hasten to expand our organization to keep pace with it," says Mr. Owen, "particularly heavy have been the demands upon the sales and advertising departments."

Mr. Mickam for the last two years has been advertising manager of the Ford Motor Company of Canada, Ltd., before that he was in charge of the advertising department of the King Motor Company in Detroit, and previous to that was formerly one of the best known newspaper writers of western Michigan and at one time was connected with the client, Buck Advertising Agency of Chicago.

Little Monroe Has Big Features



Norris Mason, well known on Automobile row, has taken the agency for the Little Monroe car. In addition to this city, his territory will include Westchester, Brooklyn, Long Island and a part of New Jersey.

The roadster shown here sells for \$265 and there is a big demand for it. Mason sold three of them in one day and will sell a fourth in one day. A chauffeur walked into a certain store on Broadway not long ago and said to the proprietor: "How much have I got coming to me this month?"

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BIG BUILDINGS FOR BIGGER BUSINESS

Packard Company Forced to Erect Extension in a Hurry.

Four acres of additional floor space for factory operations will be made available at the Packard Motor Car Company's plant with the completion of six extensions, additions and new buildings now under construction.

The Packard company has been obliged to make these extensions because of the enlarged demands upon the plant. It probably goes further than any other automobile manufacturing concern in building complete motor cars and trucks, this being made necessary by inability of the quantity of producers of parts to furnish parts of the required high standard.

The larger of the additions now under way are two six story wings to the stock building. The dimensions of these are 102 feet by 208 feet each. Next in importance is the addition to the main power house, 65 by 140 feet, which will double the space of the power plant. Other units under construction are a traffic garage, fourth story addition to the technical department, lumber sheds and a finished truck storage building.

The necessity for additions to the service buildings was made by the natural increase in demand for Packard cars—the building of parts for the numerous earlier models. These buildings will be equipped with the necessary machine tools and appliances. Four immense generators will be installed in the new power house addition upon its completion.

The total floor area of the plant will be 58.6 acres with the completion of the improvements listed. There are now sixty buildings on the factory site, which covers 50.6 acres of land.

Announcement has just been made by the Packard Motor Car Company of New York City that A. J. Banta has been appointed chief engineer of the company.

Joins Premier.



A. J. BANTA.

A. J. Banta, for twelve years general manager of the central western territory district for the Locomobile Company of America, has become vice-president of the Premier Motor Corporation of Indianapolis, makers of the aluminum six with magnetic gear shift.

While the exact nature of his work with the Premier company has not been officially announced, it is learned from so many sources that he will give attention to production, together with other duties which have not so far been divulged.

Another large automobile concern will soon announce an increase in the price of its product because of the high cost of material. In a letter sent out to dealers, General Manager T. E. Harthel of the King Motor Car Company says in part as follows:

"The King Motor Car Company has been fortunate in that its material cost which will soon cost you and your customer more money. Purchases at this time are important because the present Model 'E' chassis will be continued when the price goes up."

"Numerous tests have been carried on during the present year by the King Motor Car Company, not so much for the advertising value in them as to find, if possible, ways and means of improving what has been a very unusual car. These tests were made from the standpoint of the owner's demand, and now, at \$1,350, he is getting a car that should meet his most exacting requirements. The new price will be announced when the price goes up."

AUTOMATIC BRAKE IS NOW PERFECTED

Presto-O-Lite Company Calls It "Self-Stopper" and It Does the Work.

Self-starting devices for automobiles have practically reached a stage of perfection, but it has remained for the Presto-O-Lite Company, makers of the Presto-O-Lite storage battery and gas tank, to develop and place on the market the first "self-stopper."

This latest automobile convenience is a vacuum brake which enables the motorist to bring his car to a gradual stop with ease and smoothness or to stop it instantly with a minimum of personal effort. The effort necessary, in fact, is about the same as is required when operating the ordinary hand or foot accelerator or sounding the horn.

The driver is relieved of all physical strain, an advantage which will appeal to all motorists who have experienced the muscular tension of driving a heavy car down a long, steep grade.

It is claimed that the vacuum brake will be a boon to women drivers, many of whom haven't the physical strength to use the foot brake and bring the car to a sudden stop. With the vacuum brake "applying the brake" is just as easy as turning on a lighting switch.

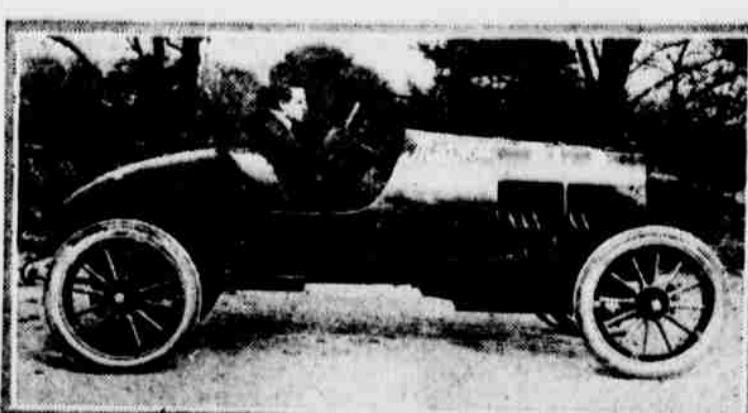
The name of the new Presto-O-Lite "self-stopper" is the Presto-O-Lite Brake. It is a device of few parts and care has been taken to make it of a simple, large or small, having the ordinary foot brake.

There is some similarity in its action to that of the air brake systems on present day railway trains, because both employ the same sort of cylinder and piston, connected to the brake rods. But here the compressed air is replaced by a vacuum, and the vacuum is created by the foot brake.

The Presto-O-Lite Brake operates on the same general principle as the vacuum brake on a railway train. It consists of a small special cylinder mounted on the frame or any convenient cross member of the chassis and a copper tubing connection to the intake manifold of the engine, in which is located a simple valve, controlled by a lever or button convenient to the hand or foot.

When the hand control is provided the lever is located on the steering column and is operated in much the same way that the spark lever on hand throttle is operated. When the foot control is provided, the button is located on the foot accelerator, which is located on the toe board.

De Bear in Maxwell "Whizzer."



Here is a new type of Maxwell car to meet the demands of the speed-loving public. This new Maxwell creation is known as the Maxwell "Whizzer," and Harry J. De Bear, manager of the local branch of the Maxwell Motor Sales Corporation, has just included it in his regular Maxwell line.

The car is patterned after the Maxwell "racer" cars, which have been so successfully driven by "Eddie" Rickenbacker and Pete Henderson during the past year.

"This type of car," says Mr. De Bear, "is one that will particularly appeal to those who desire not only a speedy car, but one that is built along modern lines, furnishing comfort as well as class."

The body is mounted on the regular Maxwell chassis and is so designed that the passenger's seat is set further back than the driver's seat to prevent interference with the driver's manipulation of the car.

The new style "bullet" tail, offering the minimum of wind resistance. The car is attracting considerable attention.

Consider the woman motorist. She buys shrewdly and her estimate of value are close. She is not entirely swayed by fancy. Rather she weighs by mechanical excellence of a motor car its driving qualities and its simplicity of operation.

George S. Morrow, president and general manager of the Saxon Motor Company of New York, gives credit to the fair sex for a keener insight into the true value of an automobile than is possessed by the average man, especially in this day and age to be motorwise, if wise at all.

"Quite outside of the popular belief that the woman of the family is the deciding factor in a motor car sale because she rules the bank account, is the fact that she drives an infinitely better car than the average man," says Mr. Morrow. "The same intuition that gives her the ability to ferret out bargains in apparel and household articles, shows her the way to distinguish genuine merit from those of an automobile."

A REMARKABLE NON-SKID TEST

With a Compensating Driving Axle Big Car Refuses to Slide.

It looks as if John D. Allen, after six years work, has solved the sliding problem. He has invented a compensating driving axle that does wonderful things for a Winton car in which it has been installed for demonstration purposes.

This car was taken over to First avenue the other day and put through a series of evolutions on a stretch of slippery asphalt. It was driven around a sharp and slippery corner at eighty miles an hour and did not skid. The observers were very much impressed.

In discussing his invention, Mr. Allen said: "The Allen compensating driving axle is constructed upon new and radical lines—free of all internal gears. The construction of this mechanism includes ratchet clutches, through which both wheels are positively driven on forward drive. The ratchet clutches are so arranged that the hub for the driving axle, the driving clutch being fixed to the main drive shaft. When the floating axles are fixed to the wheel clutches, the vehicle wheel on the forward drive becomes a fixed and solid drive shaft."

"On rounding a corner the ratchet clutches on the long side of the wheel with the axle driving the wheel on the short side of the curve, thereby neutralizing the power between the wheels. The power and the momentum of the car wheel from the drive clutch, which gives an absolute free wheel for any direction the driver chooses to back up his car. The Allen mechanism will prevent a vehicle from skidding on wet streets and will not and cannot set on a paved street. It will drive both wheels in the same direction all the time. Hence the wheel of the vehicle are always under the control. It is a safety first proposition. The word this device is so simple and so scientifically correct and effective, it effectively meets every requirement of riding and economy. It effectively moves the cause of dangerous accidents. The ratchet drive clutch for the sliding axle was derived from the sliding machine of many years ago."

The 22-73 series chassis is produced in a clean cut L head block type machine. The principal features of which are the distributing parts, high power, economy and economy. Both sides of the car are left perfectly clean, the pistons and magnets being driven from the main shaft in front, leaving both sides of the motor free of all encumbrances. The two inch chain drives the camshaft, a small filler gear with a strong attachment being provided to prevent any slackness that may develop in the chain.

Advertisement for Abbott Detroit cars, featuring a large circular logo with 'ABBOTT DETROIT' and 'OFFER Five Models designed to please the eye and taste of the most critical. Special Models built to your own design. Service par Excellence. COURTESY REPRESENTATIVES TO INTERVIEW YOU AND DEMONSTRATIONS GIVEN AT YOUR CONVENIENCE. LONGNECKER AND SANDERS, Inc. 9 Central Park West Abbott Corporation, Detroit.

Advertisement for Automobile Exchange, Cruelty to Automobiles, Stewart Auto School, and various car listings with prices and descriptions.

Advertisement for Bearings Service Company, featuring the text 'When Your Car Needs a New Bearing' and 'Your car is worth no more to you than the pleasure or profit you derive from its use.'