

## COLLECTING PARTS OF ALL U. S. MODELS

Arrangement Made to Give Service to All Owners of Such Makes.

### NEWCASTLE PLANT IS USED

Every One Who Bought of Defunct Concern or Everitt Is Helped.

By E. LEROY PELLETIER.

Hercules? That's a name that has been compared with Hercules' task. Why, Hercules was on a perpetual vacation as compared with the job J. L. Burns assumed when he became head of the service department of the Maxwell Motor Company at Newcastle, Ind., with the task before him of furnishing replacement parts to 122,000 owners of 244 different models of automobiles—119 Columbia models, 56 Stoddard-Dayton, 48 Maxwell-Briscoe, 3 Everitts and a miscellaneous lot of other models formerly made by now defunct concerns under the names of Sampson, Courier, Brush, etc.

One who has not visited the mammoth Maxwell plant at Newcastle can have no conception of the task that confronted the reorganized Maxwell Motor Company when it decided to do what no other concern has ever done—concentrate all the drawings, lists, tools, dies and repair parts of all the cars made by all former owners of the Maxwell Motor Company, so as to furnish those 122,000 former owners with replacement parts as long as their cars are on the road.

There was no legal obligation to do this. Nor according to the precedents of the trade was there any moral obligation. The common practice of concerns when succeeding other bankrupt concerns has been to dispose of repair parts business to some junk dealer or other person who makes a business of buying up of signs and patterns and making a handsome profit off the luckless owners who must have the parts at any price. Obviously such a concern would have no interest whatever in those who formerly bought cars and therefore would give indifferent service even at the highest prices.

The Maxwell company decided that there was a moral obligation, even though there was no connection between the present Maxwell company and the concern which made the former Maxwell car. The Maxwell company purchased the assets of the former Maxwell-Briscoe Company, as well as those of the Columbia, Stoddard-Dayton and other concerns mentioned above, from the receiver, through the United States courts. So there was no legal or moral obligation. It will interest owners of these cars to know that the one reason for selecting the name "Maxwell" for the new company was for the protection of about 60,000 owners who had purchased cars under that name, though from another company. By adopting any other name the value of those cars in a second-hand market would be cut in two. The first principle of the new company was to adopt the name Columbia for the corporation and the full line of new models. But there were 60,000 Maxwell owners as against 11,000 Stoddard-Dayton and 3,000 Columbia. The greatest good for the greatest number decided the point.

When it was decided to continue furnishing these replacement parts just as if the cars had been made by the present Maxwell Motor Company, the management cast about for a plan for doing it. They decided there was only one way—to concentrate the entire business at one plant, and as the plant at Newcastle is ideally equipped for the purpose, it was decided—within 150 miles of the center of population of the United States—it was decided to make that the service headquarters. The next thing to do was to concentrate all the special machinery, patterns, dies, tools and jigs in this plant. This was done, and here is a great factory devoted entirely to the manufacture of repair parts for former models and entirely separated from the manufacture of the present product.

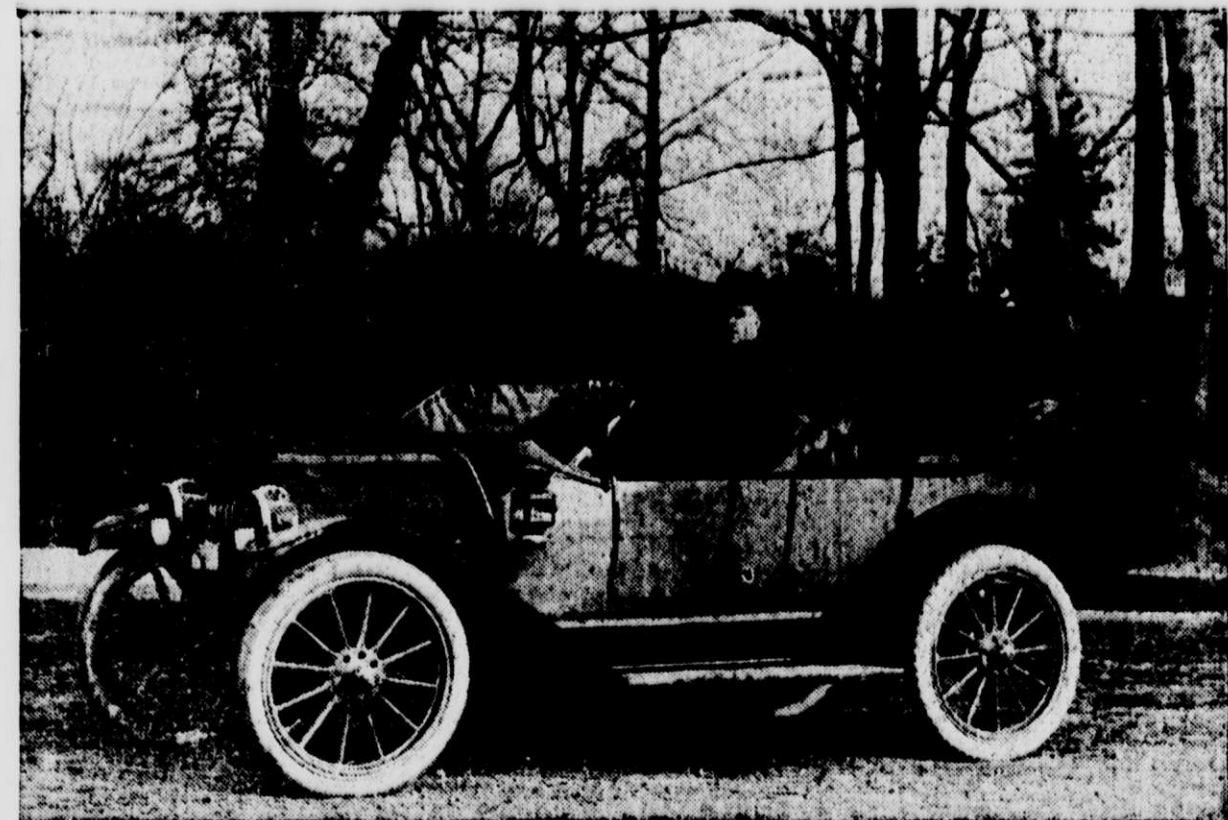
That was a tremendous task, but it was only part. The still greater task was the concentration of hundreds of thousands of dollars worth of parts from all over America, the sorting out and indexing of these parts. It was understood that the Maxwell Motor Company inherited eleven factories, a large number of branch houses and also a large number of distributors to all of whom large quantities of parts have been consigned. A great hue and cry went up when the policy of concentration was first announced. For many months the company, for example, hollered "where will my customers get their repair parts?"

Now the fact was that there might have been forty-five right gear fenders for a 1908 K-C Stoddard, but there were no left rear fenders or any right front ones for that same model in stock there. There might be a whole roller full of fenders, but the man who wanted one for his 1908 model Columbia would still have to send to some other branch for that fender. And if you needed a new piston for your particular Courier, San Antonio was probably the nearest point where that could be found. In a word it would require millions of dollars to carry all the parts for all the models at all distributing points. To even attempt to do so would break any concern. Besides, nobody knew where all those parts were. Inventories were made of course, but an inventory does not always indicate and a description on paper does not always tell just what the part is.

Even after the material was concentrated at Newcastle it was impossible for any one man, however good his memory or however extensive his experience, to tell just what former models that certain part belonged to. The country was scoured for men who had worked with former companies in the various departments and who could probably tell from memory where certain drawings or jigs were, or which model of which make a certain part belonged to. At times the task seemed hopeless. Many drawings had been lost or mislaid—and for some of the earlier models it seemed as if drawings never had been made. Patterns and jigs had been lost—or the part had been hand-made—so there never was a jig for it.

Right in the midst of things came the Dayton flood, which destroyed a number

## Chevrolet "Baby Grand" Is This Car



This picture shows the 1914 Chevrolet small touring car, with Benton Fremont, local branch manager, at the wheel. For this "Baby Grand" as it is called, is claimed great economy and power.

of patterns belonging to Stoddard-Dayton models. Fortunately the drawings were saved, and in the following weeks the lost patterns were replaced with new ones. When it is considered that one building 60 feet wide and 72 feet long and three stories high is devoted exclusively to the storage of these replacement parts, some idea may be had of the task involved.

In that building there are 45,000 separate bins, each containing a separate automobile part. In addition to this there are hundreds of racks—literally miles of racks for the storing of radiators, mudguards, frames, axles, etc.

A glance into the radiator racks sets one to wondering if every type of radiator ever made is not represented there. Every form of cylinder casting, horizontal, vertical, and T-head, Lehigh, twins, triplets, blue cast sides—every form known to the science has been made at one time or another by some one or other of the companies which went into the hands of the receiver with the old U. S. Motor Company.

There was much grumbling among owners during the time this work was being done. The several months of suspense during the time the companies were in the hands of the receiver, added to by the delays which necessarily ensued while the material was in transit and in course of sorting at the New Castle plant. One hundred and twenty-six cars of material were shipped from the various plants to New Castle. This when it started and when it arrived was an apparently hopeless mess of mixed parts. One who has had purchased cars under that name and task of sorting and indexing those hundreds of thousands of parts.

Today, in the New Castle plant everything is in order. Having ascertained the shortages the company immediately proceeded to make such parts as were not on hand. With a very few exceptions, every part for every former model can be supplied almost instantly. Over 500 orders a day are shipped, and it is Mr. Burns' proud boast that 95 per cent of the orders are filled within 24 to 48 hours after receipt at the factory. This is quicker service than can be had at any big mail order house, where promptness is the keynote.

It is interesting to note that the majority of the parts come within the 31 pounds weight limit, and are therefore sent by parcel post. This is a great saving, especially for those owners who live in rural districts, and who were the parts sent by express would have to make an extra trip to town and wait an extra day for the parts.

### USES THE NEWSPAPERS.

Overland Is Company That Believes in "Daily" Advertising.

C. T. Silver, distributor for the Overland line, is a great believer in the efficiency of advertising in the daily papers. It is noted that in the Overland advertising this year that a new line is being pursued. The copy is being written in series and every detail of the manufacture of the car is put before the public.

Manufacturing methods and details of operation of the tremendous Toledo plant, which is dominated by John North Willys, are being placed before the readers of the daily papers in simple, concise form and they are left to form their own conclusions.

### JUST LIKE LONG ROAD TEST.

Axis and Differential Traction Machine in Moon Trolley.

The operation of brakes and differential under road work of at least 500 miles of travel is reproduced, it is said, by an axle testing machine installed by the Moon Motor Car Company. The rear axle, with complete brake attachments, is mounted on blocks and the wheels are driven through the shaft by a belt. First, second, third and fourth speeds are attained and adjustments are made of the differential and brakes under all conditions.

The result, it is contended, is absolute dependability of brake operation—a feature that is as important in the driving of a car as the power of the engine—and absolute smoothness of running is the differential. The natural result of the latter is quiet.

### Automatic Spark Advance in Cadillac

The 1914 Cadillac has an improvement which is designed to take the task of guessing from the driver and makes the spark action positive, automatic, according to the engine's needs.

This is accomplished by a ring governor which automatically advances and retards the spark according to the demands of the various loads and various speeds. It thus automatically prevents the injuries which are possible by too much advance or too much retard.

## GETS TERRITORY OF 500,000 MILES FOR HIS

Studebaker Sales Manager Benson "Annexes" Alaska to It With Help of a Branch Manager.

By the simple expedient of a bold, blue pencil, line, the entire Territory of Alaska has been annexed to the realm of the automobile. Within a short time residents of the Territory will be favored with a real automobile manager and salesmen, their first intimation that even the Arctic Circle is not to remain longer without civilization's most recent development in land transportation.

The annexation was a feature of a recent gathering of Studebaker branch managers at headquarters in Detroit. It was brought about by A. H. Brown of Portland, Ore., who has charge of the corporation's wholesale business in the Pacific Northwest. Mr. Brown asked authority to place a Studebaker agency with a man in Juneau who had been importing for some time by letter and by a personal visit.

"Go ahead," answered Sales Manager Benson, "as far as you like," and he walked over to the big map that hung on the wall, showing in solid blue lines the territory limits of the various branches. Around the Territory he added the heavy line that plainly answered the whole question, placing a tract of more than 500,000 square miles under the jurisdiction of the Portland branch.

Mr. Brown emerged from the conference highly elated. "I'm now the boss of the biggest branch territory in the home organization," he remarked. "It may not be famous for its asphalt and macadam, but mark my words, I'll put eight or ten cars into Juneau this year and sprinkle a few more along the coast. They'll multiply as roads are built, and they'll themselves be the most influential factors in speeding the time when motor cars will replace the dog train as the medium of independent transportation in Alaska."

Mr. Brown is seriously considering a trip into his new territory during the coming summer. Some of the extreme Northwest has already been penetrated by a Studebaker car which several months ago was driven from Seattle to Hazelton, winning thereby the trophy offered by the citizens of that town for the first car to enter it by the overland route. There are several cars in Hazelton now and Alaska proper probably contained as many as six or seven maintained by private individuals and bought in the States.

### SPECIAL CLOSED CAR USES.

Field Is One the Marlon Folks Are Glad They Entered.

"The day when the closed car was considered a fad has long since passed," says P. R. Bump, general sales manager of the Marlon Folks Car Company. "The type of automobile now fills a distinct need. That its popularity is increasing each season is evident. Never before this year has the Marlon company built closed cars, but the reception with which the new sedan and coupe models are meeting seems to us to prove the wisdom of the entry into this field.

"The coupe is distinctly a car for the woman who wants to drive her own auto or the professional man whose constant travel in pursuit of his duties demands perfect protection from the weather. The sedan with its capacity of five passengers is essentially a family car. The vast improvements and convenience features that have entered into automobile construction of the past few years, such as self-starters, electric lighting, left hand drive and centre control, have worked especially to the advantage of the closed car and have done wonders to increase the demand for them."

### TRUCKS FROM HORSESHOES.

Waste Iron Will Make 30,000 Wagons, Says Willys.

"More than 30,000 trucks, each of which can be guaranteed to do twice as much work as a horse, and at one-half the maintenance cost, can be built from the iron which is annually wasted in making horseshoes," the above is the statement of John N. Willys, manufacturer of the Willys Utility truck. Mr. Willys points out that half the 25,000,000 horses and mules in the United States to-day could be dispensed with by the use of motor trucks. Each of these 12,500,000 animals requires six sets of shoes a year, each thus using fifty pounds of iron, which could be utilized in the manufacture of motor trucks annually.

"The Willys Utility truck weighs approximately 3,300 pounds, complete," said Mr. Willys. "Taking fifty pounds of iron as the amount required for the annual renewal of horseshoes, it is simply a matter of division to prove that there is a tremendous waste here. We are making 10,000 of the Willys Utility trucks this year, and if we could save the iron wasted in horseshoes we would have material enough to run our plant for several years."

### Showing the Marmon 48.

A book just issued by Noydey & Marmon Company is called "The Marmon Forty-eight in Service." Its purpose is to acquaint owners and prospective owners of motor cars with the Marmon Forty-eight. A single page of reading matter, by way of introduction, is followed by fourteen pages of photographic reproductions, showing the car in use in wide variety of conditions. The illustrations are separated parts of the United States and Canada. A sepia brown ink on a dull finish buff paper lends an air of distinction.

### GETS U. S. CONTRACT.

Goodrich Tires to Be on Government Cars.

The purchasing agent for the Post Office Department has contracted with the B. F. Goodrich Company to supply tires and other rubber accessories during the next fiscal year for the motor trucks which are being used in the postal service.

Every postmaster will set a list to show the prices the Government is to pay for the tires and sundries and when replacement or repairs are needed instead of running the truck into the garage, where it would have to stay until the order was filled from Washington, the truck will pull up in front of a Goodrich service station and get the necessary supplies in quick time.

The Goodrich contract covers the equipment of thirty-five trucks in use in the postal service.

## HOW LONG MILEAGE CAN BE OBTAINED

Tire Adjuster Tells the Two Elements That Enter Into the Field.

### GOOD STOCK AND GOOD CARE

And Just What Care Is Is Carefully Explained by Him.

By F. A. HENDERSON.

Goodyear Tire and Rubber Co. Two factors contribute to the life of a pneumatic automobile tire; the first is a tire well made and of good material; the second is the tire care necessary to secure from this tire the mileage which its maker has already done all he can to make maximum. The tire is purchased by a dollar and cents consideration; tire care need not be purchased; it is available to every motorist who cares to apply it. And that it pays and pays big is what every motorist who has tried it knows.

All important is the air pressure carried. It is just as important as the tire containing it. It preserves the body of the tire—its fabric. Next in importance is the care of the tread—the tire's protection. These two precautions prevent the more common causes of tire trouble. Having observed them and made maximum mileage a possibility, the motorist will wish to go further and make it a certainty. To discuss the means of reaching this end is the purpose of this article.

The most damaging wear to which a tire can be subject is what it receives when used on a wheel that is not running parallel to its mate, a condition designated by "wheels out of true." This occurs on the front wheels. An accident, improper adjustment of steering apparatus, or even hitting the curbstone diagonally, may throw the wheels out of line so that they point inward or outward, as the case may be, instead of paralleling each other along the road. Tires used on wheels in this condition, instead of rolling over the ground with a minimum of friction, as they should, are compelled to slide over the ground diagonally, the side-sweep component of this motion grinding off the rubber from the tread as effectively as an enemy wheel.

The remedy for this trouble is obvious: straighten the wheels. Any garage man can do it. Before beginning a trip, the motorist usually inspects the machine to

one of the front wheels so that when you kneel down in front of it and sight back it just lines up with the rear wheel on the same side. The other front wheel then ought to line up with the corresponding rear wheel. If it doesn't the wheels aren't true. A more exact method is measuring with a tape line the distance from the inside of the rim on the wheel on one side to the inside of the rim on the wheel on the other side, using points at a distance from the ground equal to the height of the hub. The distance in front of the car ought to equal the distance behind; if it doesn't, the wheels aren't true.

In the same way, a demountable rim put on crooked or the end of an axle bent causing the wheel to wobble, will wear off the tread too rapidly.

A peculiar property of rubber due indirectly to its elasticity is that it can easily be ground or filed, while if simply rolled over even a rough surface—the treatment a tire ought to receive when in service—it will last almost indefinitely. For this reason, suddenly locking the brakes and sliding or skidding the tires, will in a few feet distance wear them as much at one place as several hundred miles of service. It doesn't pay to lock the brakes any way, for they are most effective and stop the car quickest when the wheels, instead of sliding, still grip the road. As locking the wheels does, therefore, is a practice with nothing to recommend it the importance of avoiding it can't be too strongly emphasized. It's the wet or muddy road over which the car is driven that has caused the most of the car's wear and tear. The sides of the car, the cradle of the side walls and lay bare the fabric. The other road to avoid is the wet or muddy road over which the car is driven. The sides of the car, the cradle of the side walls and lay bare the fabric. The other road to avoid is the wet or muddy road over which the car is driven. The sides of the car, the cradle of the side walls and lay bare the fabric.

Speeding and the use of stoned roads wear the tires faster than moderate driving on sandy roads. But there are two kinds of roads it pays to avoid. One is the rutted road, the other is the road of the rutted chafe the tire's side walls and lay bare the fabric. The other road to avoid is the wet or muddy road over which the car is driven. The sides of the car, the cradle of the side walls and lay bare the fabric. The other road to avoid is the wet or muddy road over which the car is driven. The sides of the car, the cradle of the side walls and lay bare the fabric.

Simply driving on rutted roads, or against curbstone centres the wear on the side of the tires. The remedy is simple—avoid car tracks and curbs.

Sometimes the fender becomes loose so that as the car passes over bumps the fender is urged down so that it grates into the tire. This soon cuts the tire at the place the metal fender hits it as the car passes over bumps. To avoid, simply make sure nothing touches the tires as they revolve.

It also goes without saying that oils and greases are to be avoided. They act chemically on rubber and cause its rapid deterioration.

### Inspecting Firestone Service Stations

At St. Harris, head of the motor truck sales department of the Firestone Tire & Rubber Company, is making an inspection tour of the service stations at the eastern branches of this concern. The

## CONVICT ROAD WORKERS IN 13 STATES MORE

That Number Made Such Labor Legal by Enactment This Year.

Thirteen States passed laws in the present year allowing the use of convicts in the construction and repair of highways, according to a compilation by E. Stagg Whitin of the national committee on prison labor. They are Arkansas, Delaware, Florida, Illinois, Indiana, Kansas, Maine, New Jersey, North Dakota, Pennsylvania, Vermont, West Virginia and Wisconsin. As many other States had previously passed similar legislation, but few of the forty-eight States have not seen the wisdom of using prisoners to build and maintain public roads.

West Virginia and Iowa are the two States whose laws regarding the working of convicts on highways stand out most prominently. So anxious was the governor of the former to secure an effective law that he came to New York and with the assistance of representatives of the national committee on prison labor, of the road department of Columbia University and of the legislative draughting bureau worked out bills making compulsory the employment of convicts on the roads.

The West Virginia law authorizes the county courts to make appropriations out of road funds for convict work; it states that the court shall sentence any male person over 16 to road work instead of to the county jail; persons charged with misdemeanors unable to furnish bail shall work on the roads, and if acquitted within three days' work they perform. Justices of the peace shall sentence to work on the roads persons convicted of crime who otherwise they would send to the county jail.

Another feature of the West Virginia law is the establishment of a State road bureau to supervise any plan proposed by a county for using prison labor in road building. The plans approved by the county shall apply to the board of control for the number of prisoners required and shall state the length of time they shall be needed. The board shall so far as possible give equal work to each of the counties and shall determine which prisoners may be assigned to such work. The warden is to provide suitable and movable quarters, which shall be built where possible, and shall remain under direct control of the warden, their work, however, being under the supervision of the road bureau.

In Iowa the board of control of the State institutions with the advice of the warden of any penal institution may permit able-bodied male prisoners to work on the roads. The law specifically states such labor shall not be used to construct a road. Although the prisoners are under the jurisdiction of the warden, their work is supervised by the State Highway Commission. Prisoners employed on the roads of Iowa receive such part of their earnings above the cost of their keep as the board deems equitable, the earnings either being funded or given to their dependents.

Before Iowa passed her present prison labor laws George W. Cosson, Attorney General of Iowa and a member of the national committee on prison labor, made an investigation of the prisons of his own and other States and denounced the contract system, under which the prisoners were employed up to that time. Mr. Cosson drew up the road bill and is of the opinion it will do much to drive the contract system out of the State.

### Moore Business Increasing.

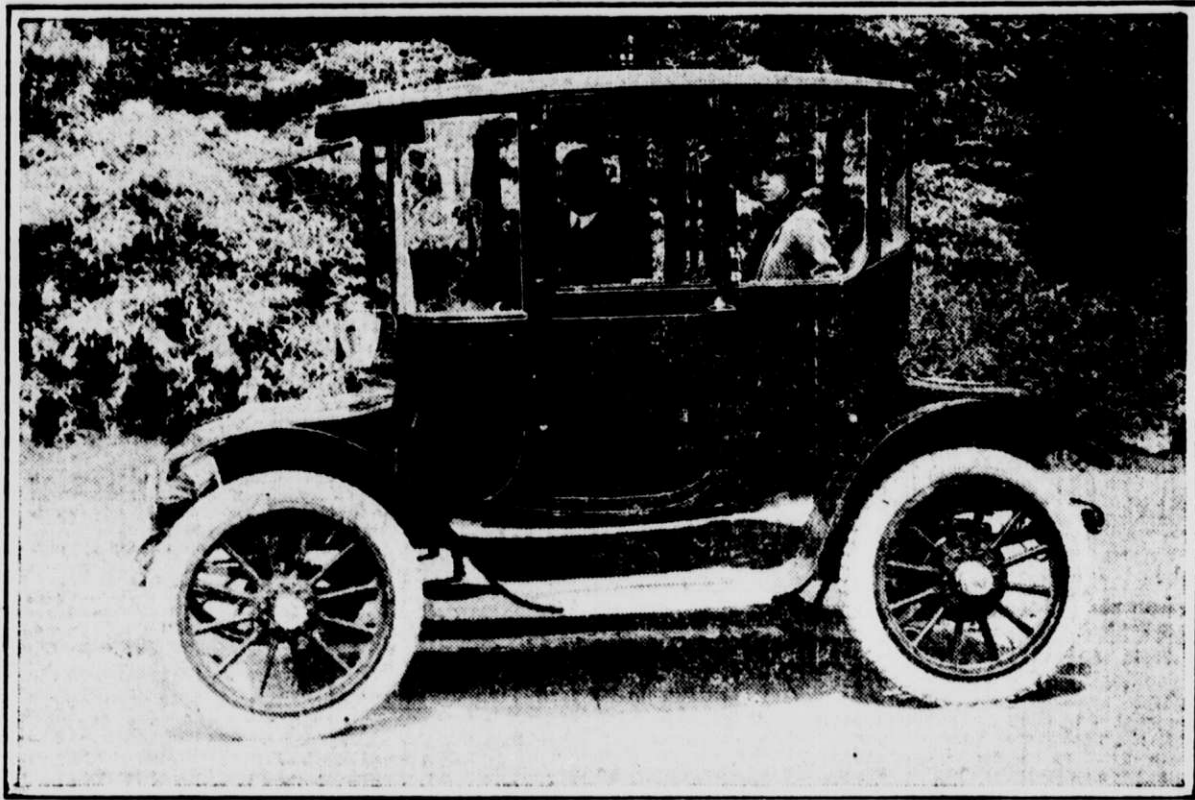
Actual shipments of the Moore Motor Car Company for the month of October exceeded the shipments of October, 1912, by 84.1 per cent, according to a statement issued by Stewart McDonald, vice president, giving a resume of the first three months of the 1914 season. The increase for the three months over last year is 52 per cent.

The total shipments for October, 1913, were \$38,014, as against \$47,612 in October, 1912, a gain of \$41,802. The total shipments for the three months, August, September and October, this year were \$190,451 as against \$125,728, the total shipments for the same period last year, a gain of \$65,123.

### Firestone Factory Growing.

Two wings to the Firestone tire factory, which will permit a 40 per cent increase in the output, are rapidly nearing completion, and probably will be ready for occupancy early in the spring. Like the rest of the plant, the new wings are of steel and concrete, with a facing of light brick and are fireproof.

## New Model Detroit Electric Car



Styles in electric cars do not change so very greatly from year to year, there being a sort of standard body for them. Here is a new model Detroit Electric, which has recently come in at the local store, Broadway and Eightieth street.

## AID SOCIETY FOR ALL AUTO TRADE VETERANS

Being Formed in Detroit to Give Help to Old Timers Who Need It.

Detroit, Nov. 22.—The plan in Detroit for the formation of a benevolent society of veterans of the automobile industry has progressed so far that the first meeting is to be held some time in December. The organization will be formed to keep track of the old timers in the automobile business, and also to look after the interests of their families in time of need. The society will be formed in Detroit, and its headquarters will be in the city. The organization will be formed to keep track of the old timers in the automobile business, and also to look after the interests of their families in time of need. The society will be formed in Detroit, and its headquarters will be in the city.

It is the idea of the men who have evolved the general plan of the benevolent society to maintain a central office in Detroit, and temporary headquarters of the organization have been placed in charge of E. Ed Spooner, 903 Free Press Building, Detroit.

England has an organization along somewhat similar lines which is doing a vast amount of good. There was some talk of an organized body at the time Pat Hussey of Cleveland, one of the most prominent of the old timers, became suddenly blind. This was about two years ago and the blind spirit in the automobile world raised a fund so large for his relief that he will live comfortably for the rest of his days upon the income from the fund. This action of the few old timers' thoughts of the probable results were the entire field of veterans of five years or more standing in the field to be banded together into one compact body for mutual benefit, and that thought has been uppermost in the minds of many until it has finally crystallized into definite form.

### Harlow Hyde Writes a Book.

The Empire Automobile Company of Indianapolis has just issued a book called "The Transcontinental Empire Number 19" in which is described and pictured the Indiana-Pacific tour of July and August of this year. The performance of the Empire model 31, "the baby of the tour," which ran with the "big fellows," stayed with them and sometimes led them in spite of its moderate size and weight, is accurately portrayed. The tour story is far from a biased account of the Empire performance. It is a thorough account of the wonders, the difficulties, the pleasures and hardships of the transcontinental motor journey of nineteen Indiana made cars across the continent. Harlow Hyde, Empire advertising manager, wrote

that everything is in good shape. Extending this inspection to the wheel which is direct and such condition. This can be tested approximately by adjusting

local service station occupies a four-story building at Sixty-third street and West 12th avenue where a complete stock of wheel parts and tires is carried.

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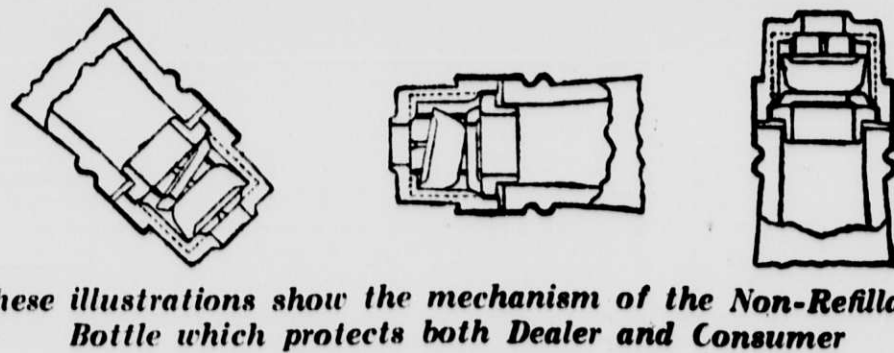
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## Demand Protection!



These illustrations show the mechanism of the Non-Refillable Bottle which protects both Dealer and Consumer

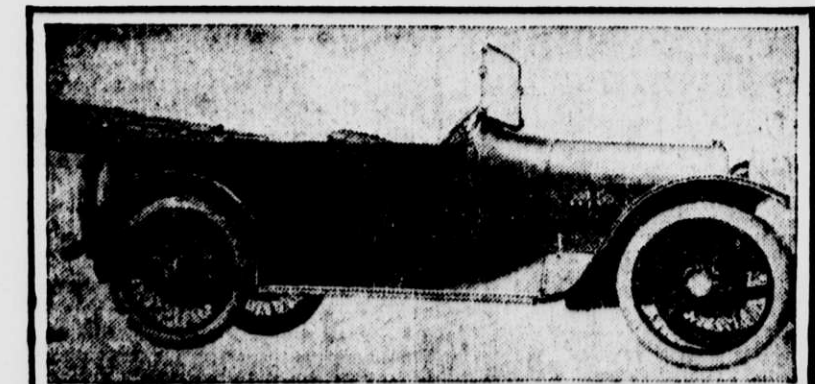
This is the simplest—the most marvellous—invention of the age—the Non-Refillable Bottle.

Insist upon it and you'll get the only whiskey that is always the same—Wilson—Real Wilson.

That's All!

### Free Club Recipes

Free booklet of famous club recipes for mixed drinks. Address Wilson, 321 Fifth Ave., N. Y. That's All.



Stream lines are to be found in the body design of the new cars of the Moline make, which embody the Knight motor. The car has many features, notable among which is gearless equipment.