MATTERS OF INTEREST TO THE AUTO WORLD

FUEL OF LOW GRADE WOULD SAVE MONEY

A Little Talk on the Use of Carburetors to Burn Kerosene.

The enormous increase in the selling price of gasoline has apparently not been given the consideration which it deserves by the manufacturers of automobiles, says E. S. Foljambe, in a recent article in the Automobile Trade Journal, of Philadelphia, on the probable future automobile fuel. In this article it was pointed out that the largest increase in production of gasoline in one year has not been more than 5 per cent., while the production of automobiles will in all probability represent an increase this coming year of almost 100 per cent. Kerosene is necessarily produced with gasoline, both being products of crude petroleum. Unfortunately, the demand is almost entirely for gasoline, and this demand is increasing by leaps and bounds, while the demand for kerosene, although growing, is so slight as to be almost negligible; yet of the various products distilled from petroleum commercial gasoline represents but 22 per cent., while light and heavy kerosene is in the neighborhood of 45 per cent. Increasing the quantity of gasoline, therefore, would necessitate an enormous over-production of kerosene.

To make it profitable to produce both fuels in larger quantities Mr. Foljambe advocates the use of both fuels in automobiles at the present time, and urged the makers to order kerosene carburetors from the carburetor makers and equip their cars with them. From letters written to all the carburetor makers it has been found that several stand ready at any time to supply what are claimed to be successful kerosene carburetors just as soon as the car makers will order in 5,000 lots. Kerosene and gasoline have been successfully used with some carburetors without other change than supplying them with heated air, the proportions being 70 per cent. kerosene to 30 per cent. gasoline, the fuels being mixed in the same tank.

The demand must come from the public, but the majority of motorists, although very desirous of cutting down their fuel bills, do not know that the kerosene carburetor is already a possibility, yet such is undoubtedly the case. A demand on the part of the car makers for kerosene carburetors in quantity would almost immediately be supplied by the carburetor manufacturers, many of whom have been working on this problem for several years.

The chief difficulty in using kerosene is the fact that it does not vaporize readily enough to start a cold engine. Gasoline is therefore used until the engine is warmed up. There are three general methods of handling kerosene; one, which has not been applied to automobiles, is injection of the raw fuel into a heated chamber; another is to atomize it so thoroughly that it will form a good enough mixture with the air so that it will turn into a vapor when this mixture enters the combustion chamber of the motor, and the third method, which seems to be more generally approved, is to use a vaporizer or some device for heating the fuel to the point where it volatilizes, this requiring a temperature with ordinary kerosene of about 95 degrees Fahrenheit, and then mixing the vapor with air. The heat of the exhaust is now being applied successfully for this purpose by a truck maker on the Pacific Coast, and this method in general seems to give better satisfaction and be more applicable to automobiles than the other methods mentioned. There is a tendency for the kerosene to separate into its lower products and clog the vaporizer; so special means of cleaning the vaporizer must be supplied.

Motorcycle Notes.

A motorcycle figured largely in the delivery of what is claimed to be the first parcel post package delivered in the United States. The package was carried by motorcycle from the San Jose (Cal.) Postoffice to a local newspaper office, arriving there a few seconds after 12 o'clock on the morning of January 1.

Although Milwaukee has but three concerns manufacturing motorcycles, the output from these factories in 1912 amounted to $4,000,000, an increase of 50 per cent. over the output of 1911.

The Harrisburg (Pa.) Motorcycle Club has already planned its first club run for the coming season—to take place on Easter Sunday.

Guy W. Webb and George Hoiseth, of Minneapolis, not daunted by the snow-crusted roads, started the new year right with a 100-mile motorcycle jaunt to adjoining towns.

One of the features of the house-warming program of the Jacksonville (Fla.) Motorcycle Club, given in its new quarters, was a mock court trial, which proved very entertaining.

Miss Bessie Brunner was the first woman to become an active member of the Newark (N. J.) Motorcycle Club.

Though Aberdeen (S. D.) motorcyclists find the air a bit crisp to enjoy hill climbing at this season, the club is keeping up interest and enthusiasm by a series of dinners and entertainments, which are proving very successful.

It is estimated that 8,000 motorcycles are now in use in Los Angeles, Cal.

Members of the Salt Lake Motorcycle Club have passed a resolution to aid the city officials in putting a stop to speeding in the city streets.

In his annual report Chief of Police Kohler, of Cleveland, recommended that the department be provided with a number of additional motorcycles.

A 1,000-mile motorcycle trip through Oklahoma and Kansas has just been completed by Adolph Kline and Doyle Obie, of Hutchinson, Kan. In the spring the boys plan to cross the Rockies on their motorcycles.

Million Motor Cars

A conservative estimate shows that there will be fully 1,000,000 motor cars in active operation in the United States within the next four months. It is figured that there are now 825,000 cars in use, of which some 270,000 were made and sold in 1912. It is further figured there will be 350,000 cars put out this year. At an average value of $900 the million cars working by May 1 would represent $900,000,000 assets. On the basis of these figures it will not be long before there is one car to every 90 persons. Although New York leads in the number of cars, California has the largest present per capita, or one for every 27 people. In total registration the leading "motor states" are, in order, New York, California, Ohio, Pennsylvania, New Jersey, Massachusetts, Illinois, Iowa and Michigan. Similarly, motoring has grown rapidly in Canada, which now has nearly 23,000 cars in active use, or about one car to every 323 persons. Meanwhile the exports of American-made cars continues to grow steadily. Latest reports show that domestic exports of automobile and automobile parts, not including engines and tires, during the month of November last, amounted in value to $2,107,000.

THOUSANDS OF COMMERCIAL CARS PLANNED

Tremendous Expansion in Use of Autos for Business Purposes.

Following the announcement of the motorcar builders that they are going to build over 600,000 pleasure cars this year, comes the statement from the Commercial Motor Truck and Wagon Makers that their schedule calls for something like 90,000 business vehicles this year.

According to reliable statistics, there are 341 manufacturers turning out commercial cars for next season. Of these, 304 make gasoline and 37 electric vehicles, as against 246 making gasoline and 29 marketing electrics last year.

It is doubtful whether even those who are actively engaged in the industry are aware of the tremendous expansion which has taken place in the manufacture and use of commercial motorcars, says the Commercial Car Journal, of Philadelphia, Pa. From a recent canvass by that publication it was found that the number of makers of commercial motorcars has increased so rapidly that at the present time there are more manufacturers of commercial cars than there are of pleasure vehicles.

A much more rapid increase in the number of commercial cars manufactured is taking place today than was the case in the early stages of pleasure car building. The figures we give in the tables beneath are, for the greater part, actual figures supplied by the manufacturers themselves. These have been supplemented by investigation by men who are in close touch with the trade and know what each manufacturer is doing.

It will be seen that the number of gasoline cars built during the year past is 34,701. This is greatly in excess of the number which was estimated would be built at the start of the year, the estimates being at that time from 20,000 to 30,000. It is safe to say that fully 35,000 gasoline commercial cars were built during the past 12 months.

GASOLINE.

Carrying Capacity.	1912. No. of Cars.	1913. No. of Cars.
500 lbs.	1,011	1,620
750 to 800 lbs.	3,495	12,745
1,000 to 1,200 lbs.	4,592	13,650
1,500 to 1,600 lbs.	4,683	11,980
2,000 lbs.	5,098	9,710
3,000 lbs.	3,115	9,618
4,000 lbs.	3,168	6,418
5,000 lbs.	425	75
6,000 lbs.	4,865	7,094
7,000 lbs.	276	1,089
8,000 lbs.	1,072	1,395
9,000 and 10,000 lbs.	2,212	3,255
12,000 lbs. and over.	687	960
Total	34,701	79,590
	1912.	1913.

ELECTRIC

Carrying Capacity.	No. of Cars.	No. of Cars.
600 to 800 lbs.	550	950
1,000 lbs.	1,720	2,800
1,500 lbs.	125	250
2,000 lbs.	1,240	1,855
3,000 lbs.	195	275
4,000 lbs.	655	1,010
5,000 lbs.	225	375
6,000 lbs.	160	200
7,000 lbs.	550	900
8,000 lbs.	110	125
9,000 and 10,000 lbs.	345	700
12,000 lbs and over.	10	25
Total	5,885	3,465

A Great World Map

The greatest world map ever issued is beginning to take form, and the first sheet may now be had from the United States Geological Survey in Washington at cost price. It comprises the states of Maine, New Hampshire, Massachusetts, Connecticut, Rhode Island, Nova Scotia and portions of New York. This new map, which was recently undertaken by agreement among the leading nations, is being prepared on the scale of one to 1,000,000—that is, one linear inch on the map represents 1,000,000 inches, or nearly 16 miles, on the earth's surface. The map is to consist of about 1,500 sheets covering all the land areas of the world, each sheet representing four degrees of latitude and six degrees of longitude. It has been the dream of geographers for years to have an international map scientifically constructed on a uniform scale, as the maps at present available are printed on all sorts of scales, in geographies and atlasses, or where the most important areas are allotted the greatest space, inevitably lead to misconceptions as to the relative size of the different countries.

Plans for Classics

According to all present indications, the Vanderbilt Cup and Grand Prize races, which have been awarded to Savannah, will be staged on virtually the same course, at the same annual time and in the same manner as those held last fall. The course may be slightly shortened, but will approximate 14 miles. According to the terms of the agreement between the Motor Cups Holding Company and the Savannah Club, the races may be held any time between November 1 and February 23, but it is altogether probable they will take place Thanksgiving week. The old course is declared in excellent condition; so good, in fact, that it could be put into form for racing within 48 hours. Meanwhile, Milwaukee's failure to land the race has led the motor enthusiasts from that city to make the Pabst Trophy race an international event, with large cash prizes, and negotiations have been opened with the Elgin authorities looking to two race carnivals for August and September.

Gasoline Gossip.

A car just big enough for two,
Much gasoline, an extra tire, and you—
As comrade in the tour of life,
Would make it joyful to go through.
—Songs of a Chauffeur.

A broken front spring may have a block of wood substituted for it. Jack up the frame until it is at the height at which the spring should hold it, and then slip a block of wood of the proper size between the axle and the frame. Fasten this in place with wire or rope and drive carefully.

Few of us can ever hope to stand on pedestals. Indeed, in these days of scorching automobiles, crank monoplanes and reckless railroading, he is lucky who has a plain pair of legs to stand on.

It will be a long time before automobiles will be built absolutely blunderproof.

Substitute for Gas

Stung into activity by the rapidly rising price of petrol, or gasoline, the British Society of Motor Manufacturers and Traders is to offer a prize of $10,000 to any one who will invent, discover or produce a liquid usable motor fuel from materials available in the United Kingdom at a commercial price and obtainable in sufficient quantities. The exact wording of the prize offer is still being discussed by the society, but the above statement embodies its salient features.

FEDERAL AID AS MEANS FOR BETTER ROADS

Delegates to National Convention Named by 29 Governors.

Twenty-nine governors have named delegates to represent their states in the second Federal Aid Good Roads Convention, called by the American Automobile Association, to take place in Washington, D. C., March 6 and 7. Correspondence with the executives in the remaining states indicates that the representation may cover the entire 48 commonwealths.

The volume of inquiry pouring in upon the American Automobile Association at its national headquarters, gives convincing evidence that the people of every section of the country are aroused to the necessity of having the national government do its part in building and maintaining the highways, and the indications are that attendance at the forthcoming convention will be twice as large as at the first convention a year ago, and that it will be the most important gathering of good roads people ever held in this country.

Many of the governors who have appointed delegates are very much awake to the importance of the federal aid propaganda, and show that they intend to make it their business to aid the cause in any way possible. Following are quotations from what some of them have said in their letters:

Governor Hunt, of Arizona—"I am heartily in favor of every movement tending to further the good roads cause in which your organization is so active, and I trust the delegates I have named will take a keen and beneficial interest in the work of the convention."

Governor Blease, of South Carolina—"The subject of good roads is one which every man should be interested in and I hope that this state will be represented and that much good will be derived from the convention."

Governor Mann, of Virginia—"I desire to do what I can to aid you in securing federal aid for good roads."

Governor Brewer, of Mississippi—"I appreciate the impetus given to good roads building by your association, and heartily favor everything that promotes the building and maintenance of good highways."

Governor Ammons, of Colorado—"I assure you I am in sympathy with the iden of federal aid for the construction of public highways."

Governor Cox, of Ohio—"I am heartily in sympathy with the good roads movement."

Governor Miller, of Delaware—"You may rest assured that anything I can do to promote the good roads movement, either in Delaware or elsewere, I shall do."

Governor Sulzer, of New York—"There are few questions before the country today which mean so much to the present and future generations as the cause of good roads."

The Maine State Board of Trade has named 13 delegates, representing every section of the state. The Chamber of Commerce, of Raleigh, N. C., has named 11; the Chamber of Commerce of Birmingham, Ala., 5; the Western Montana Association of Commercial Clubs, 10; the Inland Empire Federation of Commercial Clubs, of Spokane, Wash., 5; with like representation from the boards of trade of Lincoln, Neb., Wichita, Kan., Springfield, O., Stamford, Ct.; Little Rock, Ark., Atlanta, Ga., Louisville, Ky., Albany, N. Y., Omaha, Neb., Toledo, O., Newark, N. J., Kansas City, Mo., and a score more of the large towns of the country.

In addition to all these comes the large group of delegates from good roads organizations and the 44 state associations and 500 local clubs, constituent bodies of the American Automobile Association, who are preparing to go to Washington with even more than their usual degree of enthusiasm for the good roads movement.

Maxwell Company Announces Policy

Trade interest, which has been at fever heat for several weeks past, was allayed by the formal announcement of the policy and plans of the Mexwell Motor Company, published this week.

The Maxwell Company, as all the world knows, is the successor of the United States Motor Company. In addition to the several concerns that were consolidated under the United States banner, the Maxwell Company, in its plans to rehabilitate the old concern, absorbed the flourishing young Flanders Motor Company with its well-known organization of specialists and experts.

That part, as well as the comprehensive manufacturing and sales plans of the new concern, were set forth in full and most frankly in the recent announcement.

The plan is as straightforward as it is ingenious. The herculean problem of reconciling the interests of two sets of dealers—United States and Flanders—is handled in so ample a manner it ceases to be a problem, and the frank assertion that on some new models deliveries will not begin for some time is equally explicit and gratifying to the buying public, which in former years has been generously victimized by promises of "immediate deliveries" from factories that were not yet well under way.

In a word, the announcement of the Maxwell Motor Company sweeps away the cobwebs of conjecture and places the company squarely before the world. It is understood another and more substantial announcement is to appear in the near future in which will probably be contained detailed information about the new sixs and fours, of which only a hint is given in the "declaration of policy" under which head the Maxwell announcement appeared.

Cost of Touring

About $10 a day per person is the cost of touring Europe by automobile, according to figures compiled by Walter Hale in an appendix to an account of various motor tours in Europe and the Near East, by Louise Closser Hale. In England gasoline costs little more than it does at home, but the country inns in many cases charge more than the London hotels. France is the motorist's paradise, yet gasoline costs around 45 cents a gallon. This is compensated by the low cost of living, for in smaller towns on the Routes Nationales the hotel bills seldom average over $3 a day, including tips.

Moths in Upholstery

Owners of closed cars sometimes are surprised to find that the upholstery has been attacked by moths, notwithstanding the extreme care that is always given the car. A thorough brushing of all the upholstery with an ordinary whisk broom is the most reliable preventive of this annoyance, and even though a car may be clean itself the application of a whisk broom every day will prove well worth the time spent.

Declaration of Policy OF THE MAXWELL MOTOR CO.

(INCORPORATED)

To the Automobile-Buying Public:

THE MAXWELL MOTOR COMPANY has acquired by purchase and free from debt the assets of the late United States Motor Company, consisting of the following plants equipped for the manufacture of automobiles and automobile parts and accessories.

THE MAXWELL-BRISCOE PLANTS at Auburn; Maxwell-Briscoe plants at Tarrytown, N. Y.; Maxwell-Briscoe plants at Newcastle; Brush Manufacturing Company's plants at Detroit; Alden-Sampson Company, Detroit;

STODDARD-DAYTON COMPANY'S PLANT at Dayton, Ohio; the Briscoe Manufacturing Company, Detroit;

THE COLUMBIA MOTOR COMPANY at Hartford, Conn., and twenty-four branch houses established in various cities throughout the country.

ALSO THE ORGANIZATION AND BUSINESS of the Flanders Motor Company of Detroit.

THIS AMALGAMATION IS AS IMPORTANT as any yet consummated in the automobile industry. The Maxwell Motor Company, as now constituted, starts with clean slate, a cash working capital of three million dollars, no bonded debts, no mortgages, plants free and clear, and with assets, facilities and personnel equal to any other similar organization. The Maxwell Motor Company is now prepared for business.

WE STAND ON THE THRESHOLD OF TOMORROW and have no interest in the past save to give service to owners of cars manufactured by the plants we have acquired. That responsibility is established and assumed for all time. Our business now is the manufacture, the distribution and the development of popular types of motor cars requisite to supply the universal demand.

CIVILIZATION REQUIRES an efficient, durable, low-priced vehicle for its transportation and its pleasure. It will be the policy of the Maxwell Motor Company to meet these requirements even to the minutest detail. We have the experience, the ingenuity, the capital and the equipment to achieve these results, and we pledge ourselves to their accomplishment.

SO MUCH IN BRIEF to the public, all of which has for its direct object the establishment of an absolutely flawless organization throughout the United States.

To the Dealers Selling Maxwell and Flanders:

THIS CLAUSE IN OUR DECLARATION is as vital as State rights and must have equity for its basis.

SEVERAL HUNDRED MAXWELL DEALERS have applied to handle the complete line of motor cars manufactured by the Maxwell Motor Company, the sixes and fours. To these dealers we say in the open territory it is our intention to have the full line of cars handled by one dealer.

PRESENT MAXWELL AND FLANDERS DEALERS will be given consideration and an opportunity to handle the new line of cars manufactured by the newly organized Maxwell Motor Company, providing that a readjustment of territory and other conditions can be brought about. Here are three illustrations:

FIRST—IN TOLEDO the dealer who is selling Flanders cars and the dealer who is selling Maxwell cars combined their interests and thus acquired the sale of the complete line. In other instances the same arrangement between Maxwell and Flanders dealers in the same town has been effected with gratifying results and mutual benefit.

SECOND—IN DETROIT, where the Maxwell Motor Company had acquired a branch house, we turned over to the Flanders dealer all the good will and the business being done by the branch house. Thus this dealer acquired the right to sell the complete line of cars and a profitable and extensive repair parts business.

THIRD—WE ARE READY to make similar arrangements with either Maxwell or Flanders dealers so that they may acquire these rights and privileges in connection with the complete line in many other important cities throughout the United States, wherever the United Motor Co. formerly operated Branch Houses.

TO FURTHER OBVIATE CONFUSION and insure a proper readjustment of the territory of Maxwell and Flanders dealers so that each may enjoy the full benefits through the sale of our complete line of motor cars, each individual dealer should address himself to the manager in charge of sales of the Maxwell Motor Co. in his individual district. These sales managers are located in the following cities:

RALPH COBURN, BOSTON DISTRICT; P. J. Pollock, Chicago District; C. G. Jackson, St. Louis District; O. W. Klose, Minneapolis District; C. S. Wright, Kansas City District; J. W. Shelor, Dallas, Texas, District; J. M. Opper, Omaha, Neb., District; Branch House, Atlanta, Ga., District; C. F. Redden, New York District; E. G. Oliver, Philadelphia District; A. Burwell, Jr., Charlotte, N. C., District; E. M. Green, Pittsburgh District; F. B. Willis, Indianapolis, Ind., District; Chas. Booth, Memphis, Tenn., District; D. S. Eddins, Denver, Col., District; C. R. Newby, San Francisco District; C. E. Stebbins, Los Angeles District; L. H. Rose, Portland, Oregon, District; C. F. Stewart, Des Moines, Iowa, District.

THESE DISTRICT SALES MANAGERS have been selected from the former Maxwell-Briscoe Motor organization and from the Flanders Motor organization.

To the Present Owners of Maxwell, Stoddard, Everitt and Brush Cars:

WE NOW ADDRESS OURSELVES to the more than one hundred thousand owners of Stoddard-Daytons, Brushes, Everitts, Columbias, Sampsons and Maxwells now in use. While not legally obligated, the Maxwell Motor Company does recognize the moral obligation to every owner of a car made by the above-mentioned concerns, all of whose plants we have acquired.

A COMPLETE FACTORY representing an investment of more than one million dollars in buildings, machinery, jigs, tools and fixtures, located in Newcastle, Indiana, the center of population of the United States and the center of ownership of these hundred thousand cars, has been set aside for the purpose of manufacturing and supplying the repair parts necessary to cater to owners.

IN ADDITION TO THIS central manufacturing repair parts factory, service depots, all of which will carry a complete line of repair parts, have been established in the following cities: Boston, Chicago, St. Louis, Minneapolis, Kansas City, Dallas, Omaha, Atlanta, New York, Philadelphia, Charlotte, N. C., Pittsburgh, Indianapolis, Memphis, Denver, San Francisco, Los Angeles, Portland, Oregon. These service depots will be operated under the supervision of the district sales managers of the foregoing cities.

REGULARLY APPOINTED DEALERS of the new Maxwell Motor Company will have the preference on the repair parts business of the earlier model Maxwell motor cars. The system will be comprehensive, the deliveries immediate, and any order can be filled. All dealers throughout the United States, therefore, can secure repair parts from these service stations or from Newcastle, Indiana, direct.

To the Prospective Buyers of Our New Models:

WITH A CAPACITY OF FIFTY THOUSAND CARS per annum, we are in a position to supply the buying public with the four types of motor cars now in general use:

MAXWELL SIX—Model 50 (Seven Passenger Touring Car, $2,350), (heretofore Flanders Model).

MAXWELL SIX—Model 40 (Five Passenger Touring Car, $1,550), (heretofore Flanders Model).

MAXWELL—Model 35 (Four Cylinder Five Passenger Touring Car, $1,085).

MAXWELL—Model 25 (Four Cylinder Five Passenger Touring Car. Price to be announced).

THIS QUARTET WILL ENABLE THE BUYER to select from a range of from five to seven passengers, and from four to six cylinders, and from 25 to 50 horsepower, completely equipped in each case with top, wind-shield, speedometers, lamps and horn. The sixes are electrically self-started and lighted.

IN RESPONSE TO PRESENT DEMANDS for the season of 1913 we are manufacturing the regular Maxwell Model 22 (a three-passenger roadster), the regular Maxwell Model 40 (a five-passenger touring car) and the popular Stoddard-Dayton Models 30, 38 and 48.

THE MODEL 48 STODDARD will be equipped with electric self-starter and electric lights, Gray and Davis System, for $200.00 extra.

DELIVERIES on all of these Maxwell and Stoddard Models, can be made at once.

The Question of Immediate Delivery:

IN THE PAST, CUSTOMERS HAVE SUFFERED from misrepresentation on the part of manufacturers as to delivery dates, and dealers have been put to endless inconvenience and financial embarrassment because of conditions beyond the control of manufacturers.

THEREFORE, WE STATE to the customer and dealer alike that deliveries cannot be made on the Models 35 (four cylinder) and Models 40 (six cylinder) until March, 1913, on Models 25 (four cylinder), June, 1913.

THIS IS DUE TO THE FACT that the big Dayton plant will not begin shipment on the first lot of five thousand cars until March 15th, and the plants at Detroit on the shipment of the first lot of five thousand Model 25, May 15th. Deliveries on Maxwell Model 50 (six cylinder) can be made at once, as the Flanders plant at Detroit is operating on full time.

Executive Officers

WALTER E. FLANDERS - President
W. F. McGUIRE - - Vice-President
W. B. ANTHONY - - Comptroller
C. A. FORSTER - Commercial Manager
CARL TUCKER - - - Treasurer

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W. F. McGUIRE
WALTER E. FLANDERS

THE MAXWELL MOTOR COMPANY

General Executive Offices: Woodward Avenue, Corner Warren, Detroit, Michigan, U. S. A.

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