

SOUTH BIG BUYER OF CARS THIS YEAR

Saxon Dealers Say New and Fruitful Selling Field Has Been Opened Up to the Trade.

This is the south's year for buying motor cars. Never before have the residents below the Mason and Dixon line been such a factor in the automobile market as they have this fall and from the way that the orders keep coming in from the land of sunshine and cotton, it appears that the winter months also will see a large number of motor cars delivered in that section.

The daily sales reports of the Saxon Motor Car corporation reveal a large number of orders for southern points and have been showing the same figures day in and day out all the fall. Saxon dealers in the southern territory say that they never have had such a season and they point out that the eagerness of the southerners for motor cars is indicative of the opening of a much larger sales field in all the southern states.

Because of the big cotton crop and the splendid success of the other farm products in the south this year, the country as a whole has more money than formerly. Then, too, the south is speeding up to do its part in the present crisis and speeding up means more motor cars. Such an influx of automobiles into the southern territory the dealers aver, will mean much to the south also in the way of good roads.

Good roads come after the automobile because the motorists demand them and the good roads in turn are followed by more motor cars. It is a sort of a perpetual motion process with the motor car pioneers forcing the good road issue and paving the way for the more conservative automobilists to follow.

Chalmers Duplex Shatters Famous Record in Texas

Bounding and lurching over a road badly rutted from weight of army transports and commissary camions, Joe Dawson has once more driven a Chalmers to victory and the possession of a speed record never equaled by any known conveyance, including army planes, motorcycles, coaches and the fastest limited in the state of Texas.

Driving the same make of car with which he recently shattered all existing 24-hour records at Sheephead Bay, Dawson has this time piloted a four-passenger Chalmers duplex over southern roads in faster time than the speedy Texas Special.

Leaving San Antonio at 6:30 o'clock in the morning, Dawson set out over a comparatively strange road and checked in at Dallas at 1:27 o'clock that afternoon. The speedometer registered exactly 303 miles, and regardless of all existing obstacles the run was made in the remarkable record time of six hours, 55 minutes and 40 seconds. The speed attained is considered remarkable by Lone Star racing enthusiasts, but of equal prominence to Chalmers owners is the fact that, although the duplex is a four-passenger car, it averaged 13 1/2 miles to a gallon of gasoline over a badly broken highway.

Practical Auto Paragraphs

By S. P. La Due

Tires in Winter.

The owner whose car remains in the garage for the good part of the winter should jack up all four wheels and remove the tires, take out the tubes and place them in a dark room. The tires should be covered with cloth. If the car is to be used at intervals during the cold weather the tires should be inflated hard and the wheels moved once each week or oftener, so that the pressure will not always fall on the same portion.

Shifting Gears.

If the owner cannot shift from high to second without grasping the gears, he should accelerate his engine slightly at the time of shifting. The rapping usually is caused by an inequality in speed between the engine and the clutch. The latter, however, may drag and cause hard shifting.

Clean the Exhaust System.

The wise owner will each year clean the exhaust system thoroughly. This cleaning should include the exhaust manifold, pipe and muffler. The latter should be taken apart and the parts soaked in kerosene over night. The pipe and manifold may be cleaned by drawing through a pack of kerosene-soaked waste attached to a long wire.

Graphite for Wire Wheels.

The spoke ends of wire wheels are apt to rust, especially if there is the slightest looseness which permits water to enter. A small quantity of graphite spread over the surfaces at the spoke ends will prevent this rusting. Also rims should be spread with graphite not only to prevent injury to the tire bead but to make removal and attachment of the tire to the rim an easy matter.

Two-Part Windshield.

Many owners of cars, particularly roadsters, feel uneasy when the front seat passenger objects to the windshield being open. Many drivers cannot see well through the glass, particularly at night. An owner of this type solved the problem at slight cost to himself by having the windshield divided into halves operable independently. It is simply a case of splitting the shield transversely and having a small union made so that one-half may be opened while the other remains closed.

Warning Up.

In cold weather the morning start, or indeed starts made on the street after the car has been standing for an hour or so, are accompanied by considerable difficulty and for a while the engine does not run properly simply because it is still cold. Aside from leaving the air choker on for a minute or so, this condition may be mitigated by placing a piece of paper against the radiator in front. The paper is held in place by the suction of the cooling fan. Some drivers disconnect the fan belt for a time and still others leave it off entirely for winter running. A warning should be given against leaving the choker on for too long, as this tends to carbonize the engine very rapidly.

Making Adjustments.

Never make adjustments of any kind on the engine unless it is hot. This applies as well to carburetor and ignition work as it does to valves or other parts. The reason is that the engine operates normally in a hot condition and if adjustments are made when cold they may not be correct for ordinary running.

CUTTING EXPENSE without sacrificing mileage

The Efficiency Standards of the Franklin Car

THERE has never been, and there likely never will be, a complaint against the motorist using his car freely for business and health. *The criticism is against waste.*

Before the war, in this country of plenty, waste was rather an unconscious habit. But the needs of war are correcting it and the lessons we are now learning will undoubtedly govern buying for personal requirements, as well as curtail the extravagance on necessities, for years to come.

During these days when every man, woman and child is cooperating with the call for National Thrift, it is hard—mighty hard—for a motorist to justify the extravagance of the car that gives but 10 or 12 miles to the gallon of gasoline and 5000 to 6000 miles to the set of tires.

The motorist who used to be indifferent about excessive gasoline and tire bills is now looking for the way to maintain his mileage at about half his present cost. But it means less taking of claims for granted, and more investigation of facts that stand ready to be demonstrated any time.

An Interesting Demonstration for Thinking Motorists

Let the car owner, or the man about to select a car, ponder a minute over the significance of the Franklin National Efficiency Demonstration held July 13.

Here 179 Franklin Stock Cars, scattered all over the United States, established the remarkable average of 40.3 miles on a single gallon of gasoline.* There's a significant message in this national performance.

It proves once more how waste ends when scientific light weight enters.

How Franklin Direct Air Cooling, by the elimination of the regular 177 complicated water cooling parts, curtails fuel waste and, incidentally, avoids all cooling troubles.

How Franklin scientific construction brings to a negligible minimum all gasoline consuming friction and drag, with its wear and tear—responsible for the heavy annual depreciation in the average car. The Franklin is the easiest-rolling car in America.

How fine materials and fine workmanship mean all-around economy in the long run.

The Reasons for Franklin Efficiency are built into the Car

Franklin Economy does not stop at gasoline. *It begins there.*

Take tires. Over ten thousand miles to the set, over a five-year period, is the actual experience of Franklin car owners—according to their own reports.

And the long life of the Franklin is best demonstrated by the absence of the Franklin in the volumes of used-car advertisements in daily newspapers.

Is any other car efficient enough to travel 1046 miles on a single gallon of oil, as the Franklin did last year on its run from New York to Chicago?

There's nothing vague about motor car thrift. It is as tangible as any other quality of the car.

Economy is with us to stay. You can get it by excepting claims. Real economy is the result of efficient performance. Such performance is the reason, and the only reason, for Franklin Thrift.

To the motorist interested in cutting expense without sacrificing mileage, right now is the time to investigate the Franklin Car.

At this time of the year, when motorists turn their thoughts toward Enclosed Cars, it is well worth to bear in mind that every Franklin fundamental applies equally to the Franklin Enclosed Models.

Of all the fine cars, the Franklin alone devotes its gasoline to maximum mileage



While the dead weight of a less efficient car cuts the mileage to



Of all the fine cars, the Franklin alone gets every mile out of a tire there is in it



While the extravagant, heavy car hammers the life out of its tires and cuts their mileage to



Of all the fine cars, the Franklin maintains its investment value on a business basis



While the used car value of the average fine car drops to



Touring Car	2280 lbs.	\$2050.00
Cabriolet	2485 lbs.	2850.00
Town Car	2610 lbs.	3200.00

Runabout	2160 lbs.	\$2000.00
Sedan	2610 lbs.	2950.00
Limousine	2620 lbs.	3200.00

Four-Pass. Roadster	2280 lbs.	\$2050.00
Brougham	2575 lbs.	2900.00

All Prices F. O. B. Syracuse

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While you are in Omaha next week we want you to come in and see the

New VELIE Biltwel Six Line

There are nine different body styles. Each one bearing brand-new features and the quality stamp which has always branded Velie products.

We have a car for every need—Come and see it.

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