

## AMERICAN AUTOS PREDOMINATE IN ORIENTAL LANDS

Franklin Company Has Complete Organization Throughout the East.

Practically all automobiles in the Orient are of American make, says the Franklin Dealers' Bulletin, received this week by Arnold Spielberg, South Bend distributor for the Franklin car.

The Dealers' Bulletin continues: "This is the statement of T. M. Lucas, automobile sales manager of Sale & Frazar, Ltd., Yokohama, Japan. Sale & Frazar, who represent the Franklin in the Orient, are distributors of a wide variety of American products, including four makes of automobiles, and Mr. Lucas recently returned to Japan after an extended business trip in the United States. His visit was primarily for securing cars and also for securing shipping space from Seattle ports.

"Mr. Lucas' story of the progress of the automobile business in Japan is interesting. The first automobile that ever appeared in Japan was of French manufacture, but Sale & Frazar a little later brought to the island the first American automobile and from that date the American car has held exclusive sway in Japanese motordom. The Japs give American products a very friendly, and in many instances, a partial reception. The automobile for instance, is supplanting the traditional jinrikisha of the Orient, a fact which one would expect to arouse resentment among the lower classes, but the progressive coolies regard the automobile as a forward step for their country and he tolerates the loss of his 'riksha' without protest. In Yokohama, an automobile taxicab company has entirely displaced the one-man shay.

"The Japanese coolies are not watching the growth of the automobile trade in their countries with idle complacency; the coolies themselves are learning how to operate and repair cars and are apt pupils of their American teachers. Sale & Frazar now have a complete and thorough automobile service organization in Japan, Korea, China and Siberia, and the Franklin is one of the few automobiles that has representation in every one of these countries.

"The Franklin is maintaining its usual reputation of unequalled performance in the far east. Sale & Frazar are giving the Franklin a fair chance by keeping a good supply of sundries, Quaker state oil and other stock and their preparedness to give as good Franklin service as can be obtained in any American cities. The Franklin started right in to break automobile records of the far east and has won the exclusive favor of the Japs in many instances. Last winter for example, the heaviest snowfall in the history of Yokohama compelled owners of all types of automobiles, except the Franklin, to leave their cars under cover for a time, and the Franklin was the only automobile on the streets.

"The Japs display the keenest interest imaginable in all of the tests and stunts pulled off by the Sale & Frazar people to show off the Franklin car."

### TWO CADILLACS WILL GO ON TRANS-CONTINENTAL LINCOLN HIGHWAY TOUR

When America's great transcontinental transport train gets under way over the Lincoln highway, two Cadillac touring cars will be included in its vanguard.

Never before has such an assembly of motor cars and trucks attempted to cross the continent. Bearing the Indian names, "Navajo" and "Apache," the Cadillac cars call to mind those dark-skinned Americans who blazed our first trails and highways.

The tour is expected to serve as an extended service or performance test of the several standardized types of motorized army equipment and will start about July 7 from Washington, with San Francisco as a destination.

The great strides in motor manufacturing and transportation during the past few years were well demonstrated by the performance of the American automobile in France. The Cadillac cars which will participate in this epoch-making journey are of the same model as those chosen as the standard seven-passenger car for the army.

### "PINCHED" THEM ALL

The teacher wanted some plums in order to give an object lesson during school hours, and calling one of the small boys she gave him 10 cents and dispatched him to the fruit stand down on the corner. "Before you buy the plums, Willie," she cautioned, "you had better pinch one of two to make sure they are ripe."

Little Willie flitted away. Soon he came back and smilingly put the bag on the teacher's desk.

"Oh, thank you, Willie," said the teacher taking the bag. "Did you pinch one or two as I told you to do?"

"Did I?" was the gleeful response. "I pinched the whole bagful and here's your 10 cents."—Buffalo News.

Patronize the advertiser—he is there to serve you.

## Franklin Dealers' Bulletin Defines Real Auto Salesman

The Franklin Automobile Dealers' Bulletin defines a real salesman as follows:

One who has a steady eye, a steady nerve, a steady tongue and steady habits.

One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.

One who strives to out-think the buyer rather than out-talk him.

One who is silent when he has nothing to say and also when the

buyer has something to say.

One who takes a firm interest in his firm's interest.

One who knows that he is looking out for his own interests by looking after his customer's interests.

One who keeps his word, his temper and his friends.

One who wins respect by being respectable and respectful.

One who can be courteous in the face of discourtesy.

One who has self confidence, but does not how it.

One who is loved by his fellow-men.

## ELIMINATE LONG RAILROAD WAITS

Salesmen Make Quick Trips Nowadays in Light Business Cars.

To eliminate expensive selling methods, many wholesale houses have equipped their sales forces with light delivery cars, with the result that their representatives have been able to triple the number of towns visited, carrying their samples with them.

This growing practice bids fair to alleviate to a great extent the troubles of the traveling salesman. Isolated towns and once-a-day railway trains have made many a salesman

throw up his hands in disgust and desert his profession for fields less wearisome and nerve-wrecking. Not only did such railway facilities tend to reduce the ranks of the traveling salesman, but they were responsible for an increased selling cost of dry goods, shoes, groceries, hardware, hats and similar staples. Using the railroads, the salesman was able to make but one town a day, where several hours were sufficient to call on the trade. The remaining hours were spent in enforced idleness, with the result that weekly hotel bills and expense accounts soared.

Old-Fashioned Methods Going. But the development of the motor car, and particularly the light commercial car, is rapidly doing away with these old-fashioned methods of wholesale selling. An interesting sample of the successful use of such a car is that of B. A. Rives, a shoe salesman in southeastern Alabama.

In August, 1918, Mr. Rives bought a Dodge Brothers business car and abandoned the southern railroads as a means of covering his territory.

## ATTENTION AUTO OWNERS!

Enjoy your week-ends away from the crowds or take an extended trip. Our Tourist Tent is just the thing for either.

A poleless tent that is waterproof; mosquito and bug-proof; yet well ventilated. Packs in a small bag for traveling. Let us show you.

## BLACK TENT & AWNING CO.

215 WEST JEFFERSON BLVD.  
Lincoln 8824. Main 2232.

since that day the car has been in continual use, carrying the salesman, driver and a bulky 700 lbs. of samples. To the Dodge Brothers dealer from whom the car was purchased, Mr. Rives wrote: "I find that I can make nearly three times as many towns in a week as I formerly could by railroad and the weekly expense is no greater. The pulling qualities of your business car cannot be excelled, and the upkeep for the time that I have had it has been too little to count. The pleasure of not having to wait for trains would overbalance the entire expense of the car. Refer any of the boys on the road to me if they have a heavy load and want to go along without any trouble."

A THOUGHT FOR TODAY.  
Every man, at some time, has a chance to quit his game winner.

### FRANKLIN'S TOAST.

Perhaps in the effort to determine the relative validity of the voices of the nations round the peace table the old story of Franklin may appropriately be told once more.

A guest at dinner when the great Philadelphian was present said: "We have three nationalities here: Mr. Franklin is American; here is an Englishman; I am a Frenchman; let us each propose a toast."

The Englishman said: "Here's to Great Britain, the sun that gives light to all the nations of the earth."

The Frenchman said: "Here's to France, the moon whose magic rays move the tides of the world."

Franklin had the last word: "Here's to George Washington, the Joshua who commanded the sun and moon to stand still, and they obeyed."—Philadelphia Ledger.



## Champion

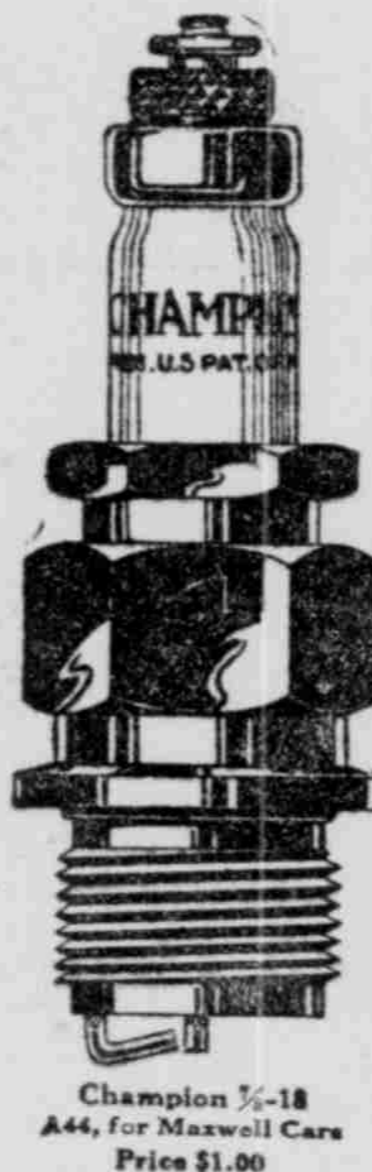
Dependable Spark Plugs

HERE is a "Champion" Spark Plug especially designed for every type of motor. Look for "Champion" on the Insulator. Ask your dealer.

Champion Spark Plug Company  
Toledo, Ohio

Distributed by:

Howard Cranfill  
Company  
Wholesale Distributors  
221 S. MAIN ST.  
Lincoln 2914 Main 674



Champion 5-18  
A44, for Maxwell Cars  
Price \$1.00



## Note How the Essex

In Speed, Hill Climbing, Comfort and Reliability It Has Won 10,000 Owners

## Proves Endurance

The 10,000 Essex cars already in service have been so distributed that every community now knows their distinctive performance.

Here for instance are people who have had wide motor car experience. They will tell you how they esteem the Essex. Its economy of operation and the fact that practically no attention is required to keep it in prime operation appeals to all.

### As For Its Performance

If you haven't ridden in the Essex take the first opportunity to do so.

Come to us and we will give you the same kind of demonstration that has caused thousands to acknowledge Essex supremacy. Watch the way in which Essex cars perform on the road. If it is at a street crossing when traffic is signaled to go ahead, observe how quickly the Essex jumps to the lead. The only car that beats it is another Essex with a better driver.

If you are on a narrow country road where an Essex signals its intention to pass another car, you will see how easy with its acceleration it can jump to the lead.

### And It Will Do That Whenever Called On

Essex performance is acknowledged by everyone. No one classes it with any but the

largest and more costly cars—never with cars of its weight or price class.

Now that thousands of Essex cars have been driven more miles than is usually rolled up in a season by the average automobile, owners are realizing Essex endurance.

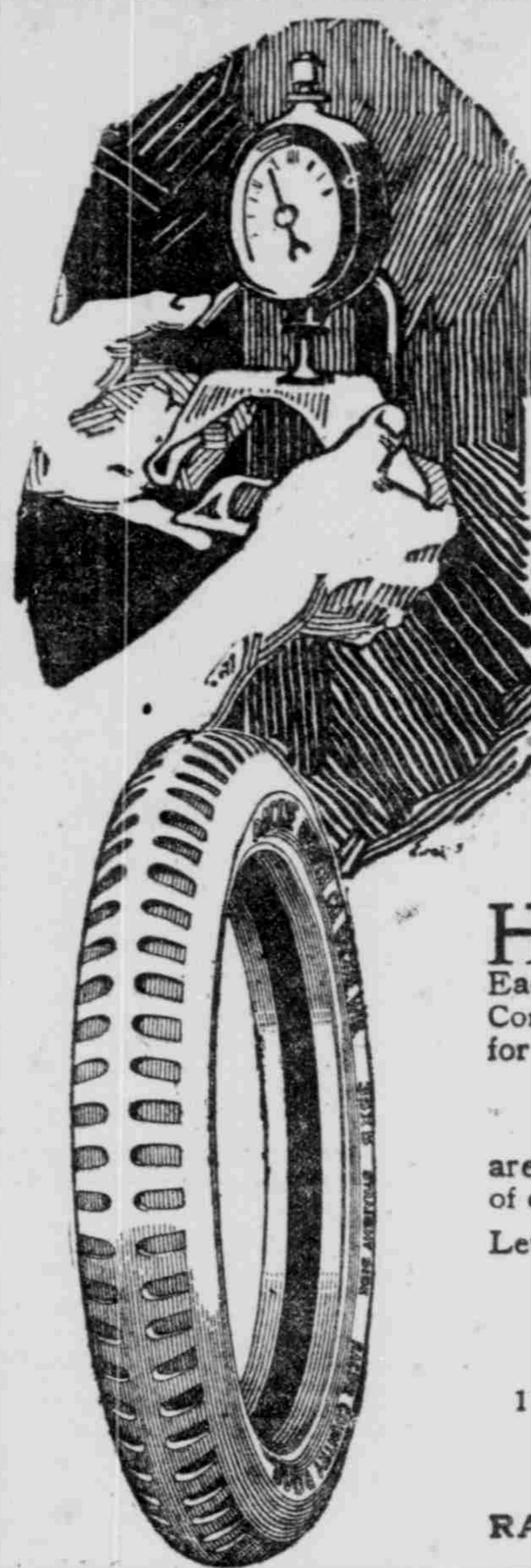
That is why they tell you about the small upkeep expense of the Essex. They tell you about the way in which it retains its power and wanted qualities even after the hardest service. In every endurance run entered, the Essex has made perfect scores.

### Such Is the Car You Should Have

It gives dependable service. It is the new day car, the type to which all moderate priced cars must come, for in addition to light weight and low operating cost, men now demand performance, luxury, comfort and endurance. The Essex is easy to drive. It turns in a short radius. It steers easily. It can be parked in spaces too small for the average car. It has many qualities you will like.

Ask yourself what car is so modern, what is the type of the future, what light car can match its performance. It is exclusive in many particulars and no other car built has all the features of the Essex.

SUPERIOR MOTOR SALES CO.,  
213-215 South Main Street.



## EXTRA TEST For Frictioning

"Frictioning" is the process by which rubber and fabric are milled together. This extra test insures, by micrometer measurement, the exact thickness and precise proportion of rubber to fabric.

## RACINE TIRES

HERE we reveal another of the extra tests that make Racine Tires better tires. Each of these extra tests is vitally important. Combined, they promise the utmost in mileage for Racine Tire users.

### Racine Country Road Tires

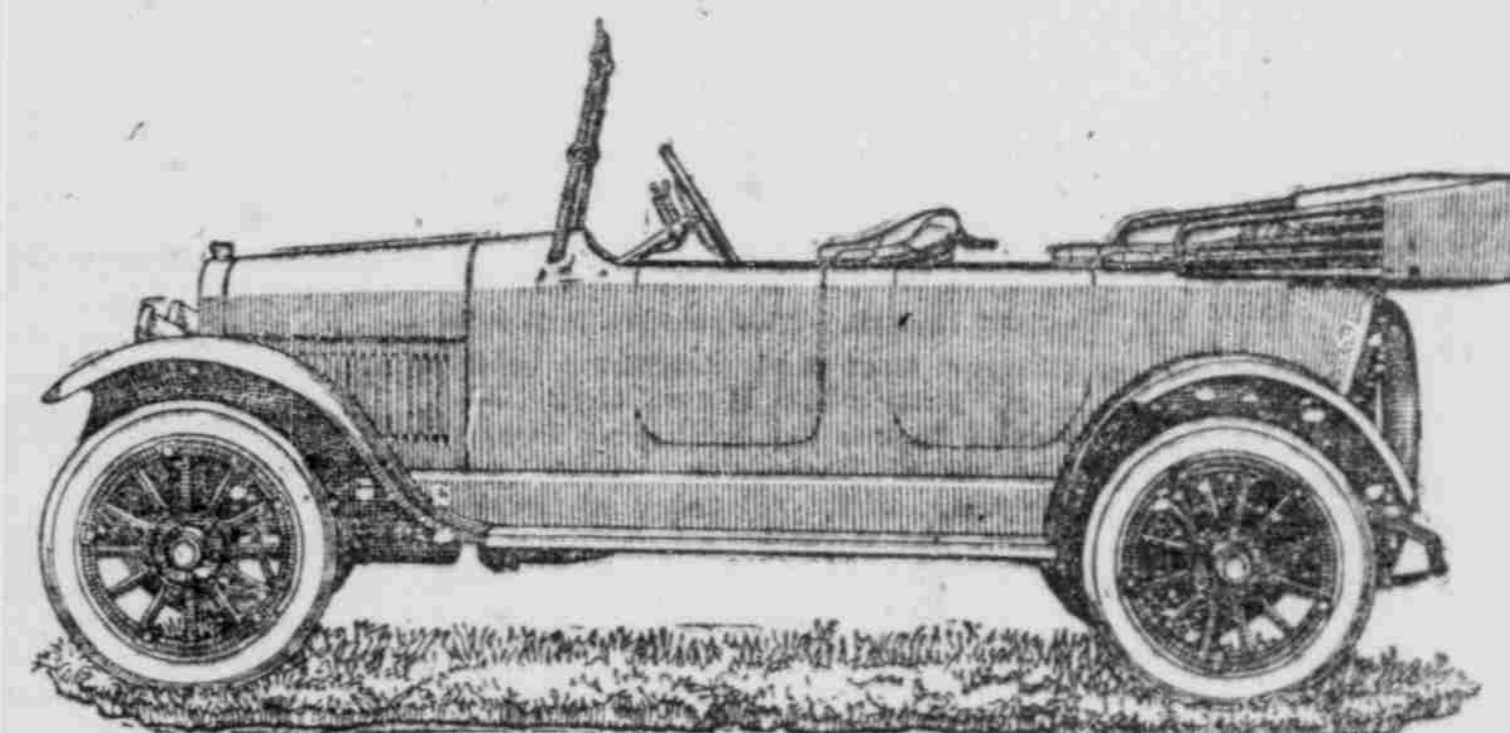
are specially built to resist the wear and tear of country road service—6000 mile guarantee. Let us show you this tire triumph.

### Crown Service Company

110 W. COLFAX AVE. SOUTH BEND, IND.

For Your Own Protection Be Certain Every  
Racine Tire You Buy Bears The Name

RACINE RUBBER CO., Racine, Wisconsin



## Be Among the First to Drive this Astonishing Post-War Maxwell



If you're buying a car this year, why not have the most recent thing offered?

Here we have a Post-War Maxwell, developed during the war years, and given to you now, not only a far greater Maxwell, but more advanced even than many cars that twice exceed its price.

It's an engineering treat to look it over; and an event that will linger in your memory to ride 5 miles behind the wheel.

For a new Lemoine type front axle gives you a casting effect in steering that will surprise you.

A heavy rear axle, new, makes you hug any kind of a road.

New full oval fenders express the rhythm of motion, and two new types of brakes bring you to a halt in a very decisive way.

The "emergency" is up at the transmission, as in so many foreign cars. The "service" is equipped with equalizers and thus any tendency to skid is prevented.

Many louvres in the bonnet, a large tank in the rear—the number of fine developments seems endless!

Also equipped with Hot Spot and Ram's-horn.

But it's the same basic chassis as the 300,000 Maxwells that preceded this post-war car. How well the public has regarded these is expressed in the sum of \$200,000,000—the price paid by the public for the previous ones.

This Post-War Maxwell is a greater car. \$985 f. o. b. Detroit.

## J. W. NIKART

MAIN 2254

132-134 E. COLFAX AVE.