

AMERICAN AUTOS PREDOMINATE IN ORIENTAL LANDS

Franklin Company Has Complete Organization Through-out 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 & Frazer, Ltd., Yokohama, Japan. Sale & Frazer, 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 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 & Frazer 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 coolie regards the automobile as a forward step for his country and he tolerated the loss of his 'riksha' without protest. In Yokohama, an automobile taxicab company has entirely displaced the oxcart 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 & Frazer now have a complete and thorough automobile service organization in Japan, Korea, China and Siberia, and the Franklin is one of 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 & Frazer 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 & Frazer people to show off the Franklin car."

BLACK TENT & AWNING CO.
215 WEST JEFFERSON BLVD.
Lincoln 8824. Main 2232.

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.

ESSEX MOTOR CARS

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

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

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-talk the buyer rather than out-talk him.

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

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 trips 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."

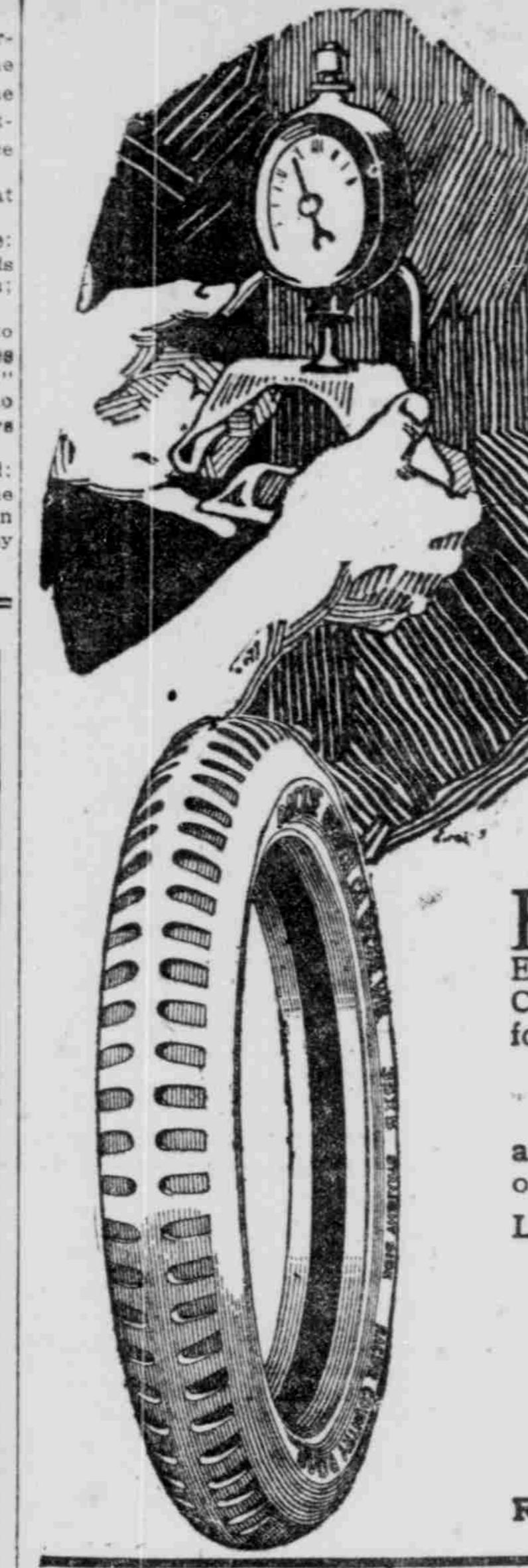
The Englishman said: "Here's to Great Britain, the sun that gives light to all the nations of the earth."

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.

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

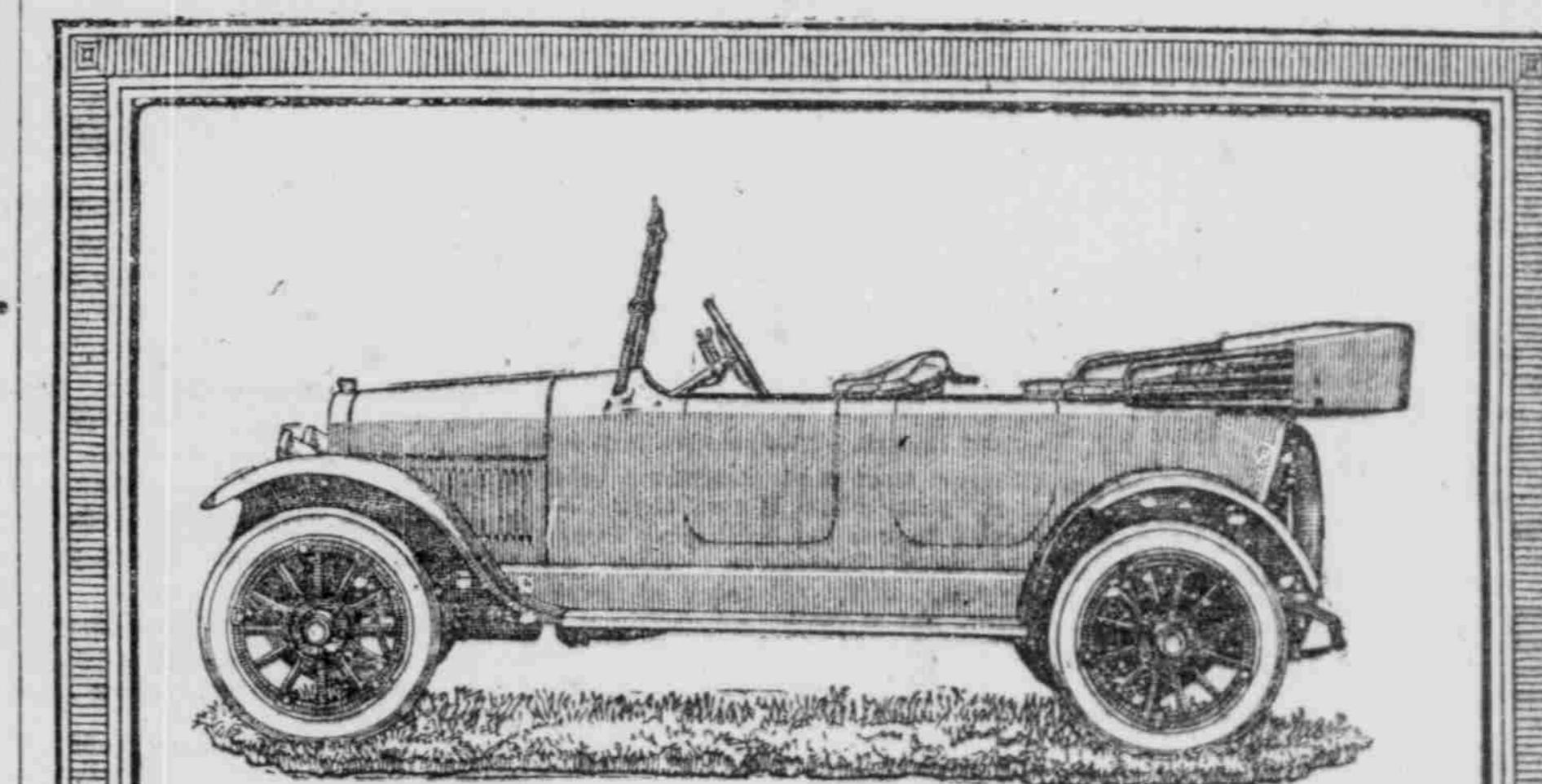
are specially built to resist the wear and tear of country road service—6000 mile guarantee. Let us show you this tire triumph.

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 castor 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 every 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 louvers 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 precede 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.