

Dave Lewis Is Driving A Mystery Speed Creation

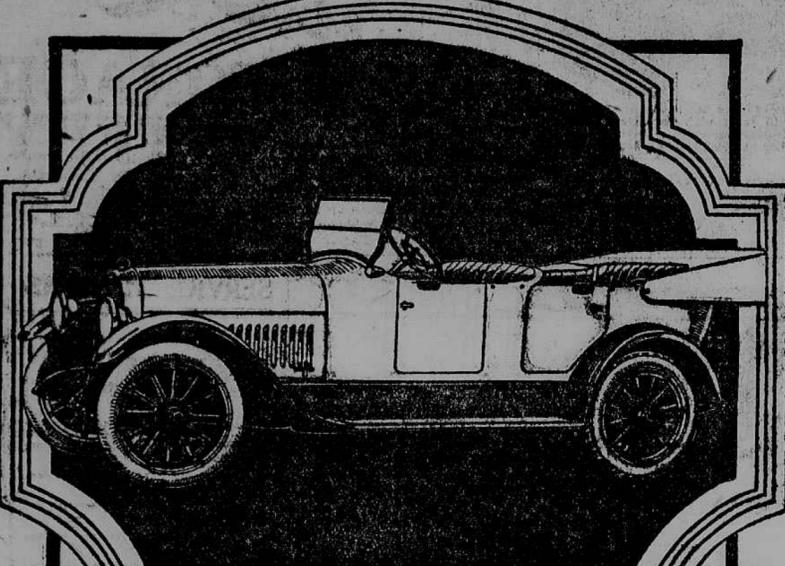
A great deal of interest has been aroused in Detroit by the appearance of Dave Lewis, the racing driver, in a new speed creation, the identity of which is a mystery. Lewis, who holds all the world's track records from one to one hundred miles, first appeared on

the roads around Detroit three weeks ago.

The performance of the car he drove aroused so much curiosity that several factory testers set a trap, stationing a traffic policeman on one of the roads entering the city which was used by the "mystery car." The policeman stopped Lewis, but let him go with a warning after obtaining his name. The

identity of the car was not revealed.

Lewis first gained recognition on the Indianapolis Speedway, and later won much fame at Tacoma, Oklahoma City, Sheepshead Bay and in the Santa Monica road race. Last December he drove the stock Essex chassis which set a new world's long-distance endurance record on the Cincinnati Speedway by covering 3,087 miles in fifty hours.



SERIES 20

Studebaker

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THE SPECIAL-SIX is the easiest riding five-passenger car that ever rolled over any road, anywhere. A demonstration will prove it to your entire satisfaction.

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This device has much to do with the efficiency of the Essex motor. The driver is able to keep the temperature of the motor uniform and at maximum power producing heat at all times, winter or summer. This is standard equipment.

Motorists Will Camp This Year In Many Places

Touring With Tent Outfits Increasing in Popularity; Good Way of Seeing the Country in Comfort

Writing in the March number of "American Motorist" on the growth of motor car camping, the increasing establishment of municipal camp sites and the mutual advantages thereof, A. L. Westgard, field representative of the A. A. A., says:

"During the past summer the city of Walla Walla, Wash., entertained 2,791 motor car parties in the free camping grounds set aside for their use by the municipality. It is claimed that these tourists spent about \$50,000 a month with the city's merchants and that forty-six parties located permanently in the city or the immediate vicinity.

"At Springville, Ariz., 6,068 cars registered during the last season. No estimate is given as to the amount the occupants of these cars spent in the community, but it is safe to say that it was at least \$100,000.

"The West, however, did not have a tight monopoly on this traffic of motor car campers. Along the highways of the East, in the lake region, the Adirondack and the Catskill mountains or New York, on the hillsides and summits of the Green and White mountains of New England, the Blue Ridge of Pennsylvania and Virginia, the Appalachian Mountain range as far as Georgia; yes, among the pines of Florida and on the plains of Texas, everywhere thousands of camp fires glittered nightly during the last year. "As for the coming season all signs point to a tremendous movement of automobile tourists over the nation's highways and byways. This is as it should be. There is no greater antidote for ignorance than the modern automobile and because this antidote is 'easy to take' it will be generally partaken of in liberal doses, thus promoting health and pleasure at the same time that it furnishes a broad and general education."

Spring Is Time for Automobile Overhaul

Satisfaction and Profit Too in Getting Repairs on the Job Early

"There's economy, also satisfaction, in giving your car the 'once over' in the spring. If it needs replacements or anything else to bring it back to perfect form have it done as quickly as possible," advises John D. Mansfield, general sales manager of the Durr Motor Car Company.

"Naturally winter's toll is most severe and generally there is a reminder or two. This is where the old 'stitch in time' principle works out. When the car is restored to its best shape, almost as good as the day it was bought, riding in it is far more enjoyable; also it will fetch a much better price if you care to sell or expect to trade it in on a new car.

"Letting a car run down is false economy. Eventually it costs you more and in the interim you are not happiest when rolling along the highways. Even little things you may think of no special consequence develop into big items in repair bills if allowed to run on without interruption. Don't overlook anything, particularly after a winter such as we have had. Busy as the repair men are now they will be over their heads in work in a few weeks."

Alice Lloyd Buys Her Third Columbia Six Car

Bless & Ackor, the metropolitan distributors of the Columbia six automobiles, have on display in their showroom, at 9 Central Park West, a sedan model that they have sold to Miss Alice Lloyd, who is in vaudeville at the Colonial Theater. This is the third Columbia car Miss Lloyd has purchased.

Awakening Here To Car Excellence

Such Is the Finding of Hugh T. Porter Who Represents La Fayette Here

The average New York buyer is more exacting in his purchase than many of those who have criticized the East, in the opinion of Hugh T. Porter, New York distributor of the new La Fayette motor car of Indianapolis and a veteran automobile man of the Eastern metropolises. New Yorkers demand the best and most beautiful in body construction and the latest in styles, and besides that the New York buyer is insistent on mechanical perfection in motor and chassis.

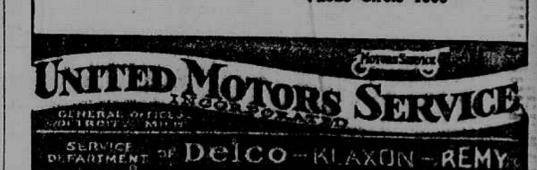
"I had felt prior to this year's sale of a car was jeopardized if you endeavored to lay stress upon mechanical performance. To-day no buyer fails to acquire as much information as possible on this subject."

"To-day, because many of them drove cars engaged in relief work or because they were left without a man to hold the wheel during the war, they are able to participate in a discussion on the mechanical points of

an automobile. In former years the sale of a car was jeopardized if you endeavored to lay stress upon mechanical performance. To-day no buyer fails to acquire as much information as possible on this subject."

KLAXON GENUINE, NEW PARTS

ONLY genuine, new Deico, Klaxon and Remy parts are carried at a Branch or Authorized Distributor of United Motors Service Inc. The stock is complete—the service official. New York Branch 239-241 W. 56th St. Phone Circle 1600



Cost Records on Truck Operation Make for Saving

Keeping Data on Running Expenses by Standard Plan Reveals Ways to Cut Down Operating Charges

Those who operate motor trucks are finding that accurate and complete records of the running costs of trucks are proving more and more valuable in revealing ways and means by which the maximum results may be obtained from the transportation units.

"The Packard Motor Car Company, of New York, has found that the National Standard Truck Cost System is the first complete and impartial method for determining what each truck actually costs per ton mile of transportation," says Lee J. Eastman, president of the company. "This system not only considers wages, gasoline, oil and tires, but includes repairs and depreciation.

"Packard owners," says M. Eastman, "are realizing substantial savings by the use of this system. A case in point is that of the Consolidated Fruit Jar Company, of New Brunswick, N. J. On the basis of the savings realized by the use of the system this company has made it a permanent part of the business.

"Records covering the operation of a Packard truck of four tons capacity for twelve months, from February 1, 1919, to January 31, 1920, show that the gasoline consumption was so improved on this truck that it was making about three times as many miles per gallon of gasoline in January, 1920, as in February, 1919. This improvement was gradual throughout the twelve months period.

"The time required to load the truck was reduced from twenty-one minutes to fourteen minutes. The cost per ton of transportation decreased almost half and the cost per ton mile showed a similar saving.

"Figures on the operation of more than 1,700 motor trucks which were entered in the 1919 truck operating efficiency test conducted by the Packard Motor Car Company, in which all records were kept on the national standard truck cost system, show that during the first six months of the contest an average saving of 10 per cent in gasoline consumption was accomplished.

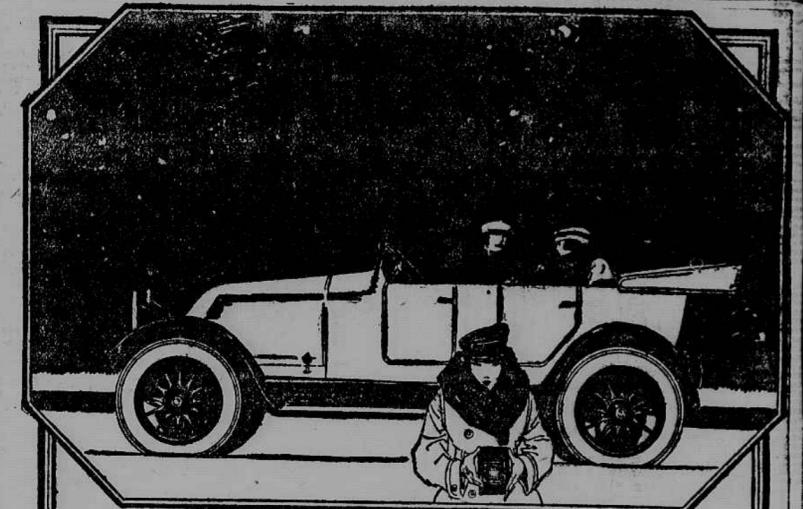
"Think what this saving would be in dollars and cents on every thousand trucks. This economy would soon mount up into real money. With transportation by motor truck becoming more and more a vital part of the nation's transportation system, the value of making use of all money-saving methods is easily seen. Impartial judges who have studied these results declare that the Packard Motor Car Company has done a great service to the automotive industry by showing what can be accomplished by the use of accurate cost operating systems."

Will Motorize Farms For Demonstration

The Motor Truck Association of America, to further the "Motorize the Farms" national campaign, has decided that the first of its demonstrations will be made within the confines of greater New York. Plans for the campaign were made at a series of conferences held recently at the Waldorf-Astoria Hotel, where, in the grand ballroom, on May 12 will be held a mass meeting of some two thousand motor truck dealers and businessmen representing the metropolitan district.

The demonstration of how to motorize a farm will be made on Long Island, in Queens, within the confines of New York City, where a farm of sufficient size not now motorized is available.

Recent personnel changes in the Good-year Tire and Rubber Company are: E. R. Bailey, manager of the mechanical goods department, has been made assistant sales manager; D. E. Burr, formerly manager of the mechanical goods department, is made manager to succeed Mr. Bailey and C. A. Jones advanced to assistant manager of the department.



Franklin Touring Car

Those who in the past, while paying for motoring freedom, have secured instead a number of limitations and restrictions, will find in the Franklin Car what they have long sought.

Rough roads do not slow down the Franklin Car to a ten-mile gait, sharp turns do not slacken its speed greatly. Neither its safety nor its ability to maintain ground-covering rates of travel is dependent on driving skill and endurance solely. For the Franklin Car is not handicapped by heavy weight and rigidity, but on the contrary embodies light weight and flexibility.

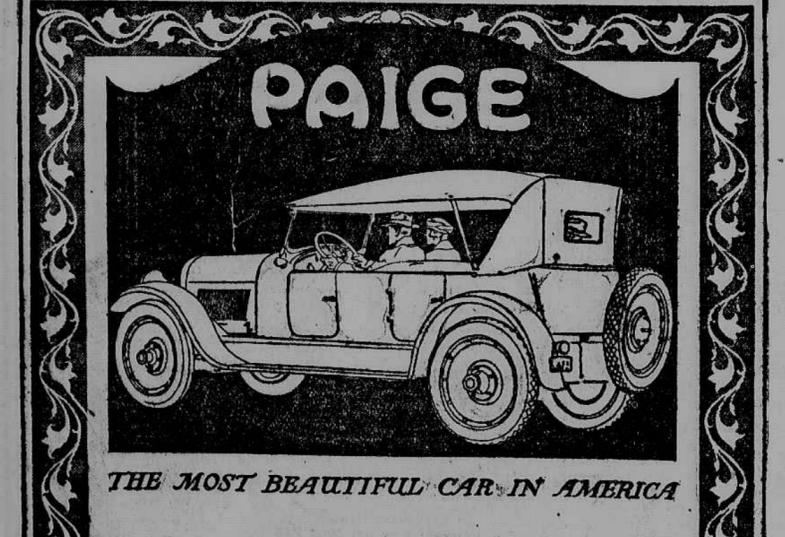
And this motoring freedom is not a matter of seasons with the Franklin Car. Winter or summer, it is equally dependable. Because of Direct Air Cooling (no water to boil or freeze), it is unaffected by heat or cold.

No less remarkable than its road performance, is its economy. In every section of the country the Franklin Car consistently gives its owners:

- 20 miles to the gallon of gasoline
- 12,500 miles to the set of tires
- 50% slower yearly depreciation

If you are judging your motoring future by the disappointments of the past, let us restore your lost optimism by a demonstration. We will prefer that you choose the roads.

Franklin Motor Car Co. of New York
GLENN A. TISDALE, President
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THE MOST BEAUTIFUL CAR IN AMERICA

THE driving compartment in the Larchmont four passenger model is a revelation to most people—a blessing to the man behind the wheel. It was designed for luxurious ease and that means there is arm room, elbow room and leg room in abundance.

Most cars, you know, are obliged to compromise on seating space—but not the "Larchmont". It was designed to make four people supremely comfortable, and a combination of long wheel base and closer coach work has accomplished just this result.

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STRENGTH, stamina and ruggedness have been built into the ONEIDA. More power is delivered at the fly wheel in proportion to the energy developed in the combustion chamber, than is obtained in other motors. Our automotive department is at your service.

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Touring (1920 MODELS) Its charm delights the eye. Its price fits your pocketbook.

HERE is a genuine five-passenger touring car. Not merely one that five can ride in, but a large, roomy Crow-Elkhart, in which five grown persons can comfortably sit and enjoy the pleasures of real motoring. The only reasonable proof of this statement is a ride in one of these splendid models with your family.

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