

AN EMBARRASSING MOMENT - BY FRED LOCHER

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IN CASE YOU FEEL YOU ARE GETTING BY THE TRAFFIC COPS TOO EASILY, HERE IS A SIMPLE LITTLE TRICK THAT CAN'T FAIL TO WORK...



AUTOS FIGURE IN ELECTIONS

Candidates Address More Meetings Because of Quick Travel.

"Give me the use of an automobile and I'll see that your candidate is elected," said a local political worker recently...

AUTO TAXATION OFTEN UNFAIR

Motorists Will Pay About \$20,000,000 Taxes For This Year.

Washington, D. C., Sept. 15.—"Though they will pay over \$20,000,000 in taxation and other taxes for the year 1916, motor car owners of the country...

DRIVING AUTOS QUICKENS MIND

Motorist Naturally Makes Gear Shifts, Etc.; Also Quickens Muscles.

"In these days of weird and wonderful mental tests the motor car stands out as a great developer of intellect," says William L. Hughson...

Some Tire Tips

Save your scrap gum. You can return them to the factory for credit. The value of this material when returned depends largely upon its condition...

WOMAN ESTABLISHES NEW TRANSCONTINENTAL RECORD

New York City, Sept. 16.—A new transcontinental tourist record was established when Miss Amanda Frazer, of Sacramento, Cal., succeeded in driving an Oldsmobile roadster from San Francisco to New York over the Lincoln highway in 21 days, 2 hours and 45 minutes...

EXPORT BUSINESS HAS WONDERFUL FUTURE

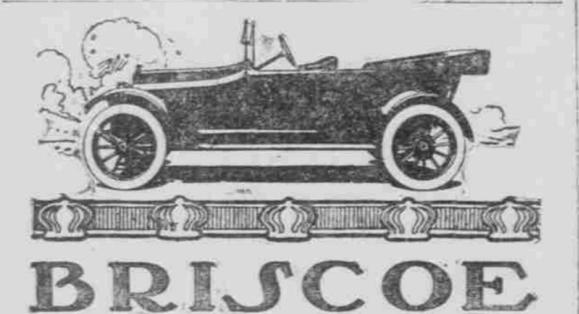
W. D. Hood, export manager of the Hensley Manufacturing company, Springfield, Mass., makers of Indian motorcycles, has just returned from an extended business trip around the world...

OVERLAND BUILDS 94,155 CARS WITHIN SIX MONTHS

The Willys-Overland company of Toledo, O., which has long held the title of the world's greatest producer of motor automobiles, has again smashed its world record for production of cars of that type...

AITKEN DEFEATS DE RESTA ON CINCINNATI TRACK

A victory for Goodyear was marked by the addition of the new Sherman race board track speedster at Cincinnati, Ohio, on Labor day, when John Aitken, driver of a Peugeot, rounded him out in the 100 mile race...



BRISCOE

"The Best-Liked Car in the Country"

The Briscoe is the one car that combines in an equal degree all the essentials of motor-car satisfaction. No factor of motoring enjoyment has been slighted.

MA AND THE CAR

Not long ago when tourists pale and sough, summer linn by hill and shore, the temporary social scale was balanced by the clothes they wore.

REDUCE WEIGHT IN ENCLOSED MODELS

The great limitation to the use of enclosed cars has always been their weight. It has been generally recognized that, were weight of enclosed cars to be cut down to a point where expense of operation and the effort of control were on a basis comparable to open cars, their utility would be so increased as to add much to their popularity.

AUTO FIRM WILL GIVE SOUVENIRS

September 29 will be Maxwell "balloon day" all over the country. That does not mean that John Bugnor is going to do any grand stunts and a parachute leap, probably followed by slow music and flowers.

DENVER URGES ITS CLAIM FOR FARM LOAN BANK

Denver, Colo., Sept. 16.—Members of the federal farm loan board were here today and conducted a hearing of Denver's claims for the establishment of a farm loan bank.

CANADIAN ARMY GETS CARS

Following up the original order for 41 cars placed with the Chalmers Motor company of Canada, limited, at Walkerville, Canada, the department of militia and defence of Canada has received a repeat order for 20 more 1400 r. p. m. Chalmers for the use of army officials.

MAKES RITTMAN GASOLINE CHEAP

Bureau of Mines Director Reports on Cost of New Motor Fuel.

Washington, D. C., Sept. 16.—"It costs anywhere from 6.9 to 12.3 cents per gal. to make a gallon of gasoline by the Rittman process. The variation between the range of 6.9 and 12.3 per barrel..."

Chevrolet advertisement for Model 490, featuring electric lights, starter, and valve-in-head motor. Price \$785.

Advertisement for International Auto Co. featuring a large '\$595' price tag and listing features like electric lights and starter.

Large advertisement for Hupmobile owners, featuring the Hupmobile logo and text: 'ATTENTION! Hupmobile owners. HIS is to advise all Hupmobile owners and prospective Hupmobile owners...' and 'Toltek Motor Co. DISTRIBUTORS Phone 5488 Toltec Club Bldg. EL PASO, TEXAS'

Chevrolet advertisement for Model 490, featuring electric lights, starter, and valve-in-head motor. Price \$785.