

**Motorists' Minds Are Played Upon By Fake Elixers**

Minds of motorists are being played upon these days with so-called battery rejuvenators and so-

lutions to recharge the cells quickly, sold as mysterious compounds which will recharge your battery in 20 minutes.

Many will recall several years ago when get-rich-schemes developed to make your gasoline go farther by adding a powder, a table or a liquid to a tank of gas, but all of these

have been discarded because they did not deliver the economy promised. "It is just the same way with these new preparations that are on the market for renewing the energy of your battery," says Chet Morrell of the Titan Battery company, local distributor of Gill batteries.

"Add new life to your battery," "recharge your battery in a few minutes" and many similar phrases are being used to attract the gullible motorist to buy and use. All these preparations cost money, yet any battery station can do the same thing by adding strong acid to the battery. Any batteryman and most automobile owners know the harmful effects of such applications.

"We advise any motorist that is inclined to be attracted by these preparations to consult a battery expert before buying, because any treatment of recharging other than the normal way of passing a current through it, is harmful and is sure to shorten the life of the battery."

**Public Buys Much Franklin Stock During Past Year**

SYRACUSE, N. Y., Nov. 10.—(Special)—That the public is showing great interest in the activities of the Franklin Automobile company is evidenced by the fact that between January 1 and November 1 of this year the Franklin company sold direct to the public capital stock amounting to \$2,515,700. This report was issued here today by the company.

Production has never been so heavy as that recorded at the big plant here during the last few months. The factory is now working on a heavy schedule of enclosed cars, hundreds of orders being piled up awaiting the building of the cars.

Five hundred soldier students are enrolled in the first vocational training institution for the education of former service men at Camp Sherman, Ohio. The school opened on Dec.

**MESSNER SALE IS EXTENDED ANOTHER WEEK**

The spirit of the Christmas automobile for the family has never been so apparent, it would seem, as has been evidenced during the special sale of Chandler and Cleveland automobiles by Cal Messner. Although the sale was originally scheduled to run for but one week, so great has been the number of inquiries that it will be continued for another week.

Reductions averaging \$350 have been made on all new Chandler and Cleveland automobiles. This applies to every model carried in stock, both open and closed cars. When it is considered that this reduction is made from an already reduced price it will be seen that a very real saving is available to the purchaser.

Added to the low price is the fact that extremely reasonable terms have been arranged by Mr. Messner. It would seem that anyone who can afford to buy a car at all will be able to purchase on these terms.

Chandler and Cleveland cars are backed with one of the largest stocks of parts in the entire West. Not an item that could possibly be required by either of these cars is lacking in the big parts stock carried at the Messner establishment. This in itself is a splendid argument as to why either of these cars will prove satisfactory. The dealership stands for a good deal in the service it receives from any automobile, and according to Mr. Messner, not one penny's worth of service attention is given to a car unless the dealer is asked for the new Chandlers and Cleverlands.

**RED SPEEDWAGON SUBDUES STEEP MT. TAMALPAIS**

J. S. Cooper, sales manager of the Red line at the Smith Motor Sales company, in commenting on the recent trip of the Red Speedwagon to the top of Mt. Tamalpais, San Francisco, said:

"Tamalpais is San Francisco's mountain, even as the speed wagon is San Francisco's most popular hauling unit.

"The recent registrations of speed wagon in northern California show that the speed wagon sales exceed all other makes of trucks except Fords."

In commenting upon the trip, Cooper explained the tendency of the general public to freely acknowledge the speed of the Red speed wagon without knowing its surplus of power.

Tamalpais presented an opportunity for a very unusual test to bring out this contention of the Red company. Through the courtesy of the management of the Mt. Tamalpais and Muir Woods Railway company, a special arrangement was made whereby the speed wagon, with an official pilot representing the railway, and running under dispatcher's

orders, was permitted to negotiate the grade over the railroad right of way.

It must be remembered that this road has the unique distinction of being the crookedest railroad in the world—231 curves. To make the climb, a truck must run over the ties and ballast and straddle the rails.

The speed wagon, as a regular canopy-top express body, loaded to capacity (1½ tons), made the trip without difficulty, without heating and without the slightest damage to the load. This bears additional testimony to the general construction, especially the springs.

The trip took 59 minutes. (The train takes 1 hour and 5 minutes.)

When one stops to consider that the work requires a special type of gear-driven locomotive, the significance of the speed wagon's performance is better understood. Tamalpais is an unusual mountain. From the summit of Mt. Tamalpais, more geography is in evidence than from any other point in the world—14 cities and counties; numerous bays, coves, straits, peninsulas, islands, mountains and the Pacific ocean. (Mt. Diablo, Ct. St. Helena, to the east, are plainly visible, and Mt. Shasta, 200 miles north, on a clear day.)

If the sun were extinguished suddenly we should not be aware of the fact until 8 minutes and 18 seconds afterward.

The Batteries Without Separators

**Gill BATTERIES**

As near fool proof as batteries can be built. They eliminate 90 per cent of battery troubles.

Ask to have one submitted to your test.

**TITAN BATTERY COMPANY**

Chet Morrell Marshall A. Moody

217 South Central Avenue

Phone 4294. Emergency Phones 8547-5605

Phone 4022 Phone 5073

**Phoenix Garage**

Formerly SECOND AVE. GARAGE 108 North Second Ave.

Is Now Owned and Operated by

**ROGER HUNT AND FRED L. HART**

General Auto Repairing—All Makes of Cars

Storage Oil Gas Vulcanizing

Open Day and Night

**PAIGE**

The Most Beautiful Car in America

An Ideal Christmas Gift

The Paige Glenbrook 5-Passenger Touring Car offers that delightful attractiveness and permanence which makes it an ideal Christmas gift.

Before selecting a present for the family let us show you a Paige Glenbrook and tell you of our special Holiday offer. Call or phone for a demonstration.

**Watson Brothers**

State Distributors

536 W. Washington St. Phone 4947

**BIG ELECTRICAL SERVICE WAS BUILT ON NEED**

Many years ago the need for a permanent service organization for Arizona was recognized—a distributing organization to carry adequate stocks and to provide adequate service facilities everywhere within the state. Upon such an idea, the Electrical Equipment Co. of Arizona was founded. This made available, to automotive accessory manufacturers, a field representation which would fulfill their service obligations uniformly throughout the state, according to the particular needs of each.

Starting with a single small office in Tucson, the Electrical Equipment company of Arizona has grown steadily over a period of five years until today its organization consists of five main service stations and 48 registered dealers.

This widely spread organization with its complete stock of electrical parts and specialized service makes possible the reduction to a minimum of the most important single element in service work—the time element.

Manufacturers whose products require material service of uniformly permanent character, must always face the problem of slowly developing their own field operations—or they may utilize promptly, the facilities of an existing organization, widely experienced and completely qualified.

The Electrical Equipment company of Arizona will continue to increase the scope of its activities and serve motorists, dealers and manufacturers of automotive products in a state wide way.

**FORDS RUN 34 MILES ON GALLON GASOLINE**

Start Easy in Coldest Weather—Other Cars Show Proportionate Saving.

A new carburetor which cuts down gasoline consumption of any motor and reduces gasoline bills from one-third to one-half is the proud achievement of the Air-Ericson Carburetor Co., 1644 Madison St., Dayton, Ohio. This remarkable invention not only increases the power of motors from 20 to 50 per cent, but enables every one to run slow on high gear. It also makes it easy to start a Ford or any other car in the coldest weather. You can use the very cheapest grade of gasoline or half gasoline and half kerosene and still get more power and more mileage than you now get from the highest test gasoline.

All Ford owners can get as high as 27 miles to a gallon of gasoline. So sure are the manufacturers of the immense saving their new carburetor will make that they offer to send it on 30 days' trial to every car owner. As it can be put on or taken off in a few minutes by anyone all readers of this paper who want to try it should send their name, address and make of car to the manufacturers at once. They also want local agents to whom they offer exceptionally large profits. Write them today.—Adv.

---after all it's more miles you want!

**Dayton Tire Prices Reduced**

Dayton prices have been reduced step for step with those of all other high-grade tires during the last year. You have always been able to buy Dayton's at the lowest price, quality considered. And you always will.

But Dayton quality hasn't been reduced. The new low prices do not mean that our standards have been lowered in order to make lower costs and meet other price reductions.

The Dayton Tire you buy today or tomorrow is the best tire we, or anyone else, can build. Every ounce of material in it is the best we can find. Every operation and every machine used in Dayton manufacture is chosen for the highest quality in results, regardless of cost.

What would make a more practical Xmas gift for husband, wife or friend than an order for a tire to be mounted by us Christmas morning? This will solve a gift problem.

**COATES TIRE HOUSE**

JOHN SABRA, Mgr.

Corner Central Ave. and Van Buren Phone 1419

**MAXWELL**

The Good

**MAXWELL**

THE smooth, powerful motor, the easy driving, the saving, reliable service, emphasize all over again the elements of value and goodness which stand out so clearly and unmistakably in the New Series of the good Maxwell.

Cord tires, non-skid front and rear; 31 x 4 inch.

Disc steel wheels demountable at hub and rim, or wood artillery wheels, optional without extra cost.

Unusually long springs promote comfort, tire economy, roadability.

Alumite lubrication.

Plate glass window in rear curtain.

Drum type head lamps, nickel trimmed. Non-glare lenses.

Side curtains open with doors.

Real leather upholstery; Turkish cushions.

Adult-size seats, deep and wide and roomy.

Leak-proof windshield. Windshield wiper.

New steering comfort. Clutch and brake action, steering and gear-shifting, made remarkably easy.

Handsome and accessible instrument board. Best switches. Motor driven electric horn.

Touring Car ..... \$1085 Sedan ..... \$1785  
Roadster ..... 1085 Coupe ..... 1685  
F. O. B. Phoenix and Arizona Points.

**R. D. ROPER MOTOR COMPANY**

402-412 North Central Avenue Phone 4261

**JACK SYLVIA BUICK**

Repairing Exclusively Expert Service

**JACK'S BUICK GARAGE**

322 W. Jefferson Phone 3216

**MAXWELL GETS BIG WELCOME**

The reception accorded the new series of the good Maxwell in Phoenix, where more than 1000 people visited the show room of the R. D. Roper Motor company the first day the cars were on exhibition and several thousand more viewed the cars during the following week is being duplicated in every part of the country.

Reports coming into the general offices of the Maxwell Motor corporation indicate that the new series has aroused a most intense enthusiasm in each city where they have been shown.

Not since the earlier days of the industry when changes in models were regarded as real events, has this same interest been shown.

Comment is, naturally, on the pronounced beauty of the new series and a marked impression is made by their completeness, particularly the attention to detail which is exhibited in the interior fittings of the four passenger coupe and sedan.

But the open cars have by no means suffered in comparison and much favorable comment has been expressed regarding their trim design, handsome appearance and the numerous innovations which set them apart.

In Chicago, New York and Los Angeles thousands of people are visiting the show rooms and attendance records for a showing of cars was broken in Cleveland, Toledo, Buffalo and many other cities.

**Studebaker**

Gift Time! and the BIG-SIX COUPE

GIFT time is here. Lots of hurrying and scurrying. Lots of deep thinking. Lots of figuring with pad and pencil.

Bunch your gifts this year! Just eliminate the hosts of little things that will be forgotten long before the Winter has gone and decide right now upon one gift for the entire family—a BIG-SIX COUPE.

It is the ideal gift for all the family—and there's no need to tell you that everyone will remember it all through the year and the years to come.

We'll be glad to have you inspect the BIG-SIX COUPE at any time — be glad, too, to make arrangements to have it at your front door Christmas morning where all the folks will see it bright and early. Come in today! We'll be pleased to arrange terms of payment to meet your convenience.

**MODELS AND PRICES**

(f. o. b. factories)

Light-Six 2-Pass. Coupe-Roadster..... \$1550	Light-Six 3-Pass. Roadster..... \$1125
Light-Six 5-Pass. Sedan..... 1850	Light-Six Touring Car..... 2150
Special-Six 4-Pass. Coupe..... 2450	Special-Six 2-Pass. Roadster..... 1785
Special-Six 5-Pass. Sedan..... 2550	Special-Six Touring Car..... 1675
Big-Six 4-Pass. Coupe..... 2850	Special-Six 4-Pass. Roadster..... 1675
Big-Six 7-Pass. Sedan..... 2950	Big-Six Touring Car..... 1985

All Studebaker Cars are Equipped with Cord Tires

**M. P. BARRET, Inc.**

125 NORTH FIRST STREET PHONE 4119

THIS IS A STUDEBAKER YEAR