

MOTORISTS WILL RESPOND TO CALL

National Touring Week Will Be Observed in Every State of the Union

Quick confirmation of the sentiment of the entire nation is found in President Woodrow Wilson's recent action creating a new national scenic playground on Mt. Desert Island, Me. The President set aside 5,000 acres of the rugged mountain land directed south of Bar Harbor. It will be known as the Sieur de Monts National Monument.

The President's proclamation, inspired by a new policy of the Interior Department, fathered by Assistant Secretary Mather, marks the establishment of a national park near the denser populated sections of the country. It means that more scenic spots will be set aside in other States, as the department believes America not only has scenic beauty superior to the wester spots of Europe and other continents, but that this scenic beauty is broadcast. No State has a monopoly of it, nor is any State without it.

This is exactly the viewpoint taken more than a month ago by the National Touring Week and Buy-Your-Car-Now movement.

"See America First by Seeing Your Own State First" is the golden text of National Touring Week. Nature has been prodigal with her charms. The motorist who thinks he must travel a thousand miles to the far-off country to find scenic beauty worth his attention is harboring a mistake. The National Touring Week and Buy-Your-Car-Now movement is rousing the motorists of this nation to their mistake. The remarkable automobile outing, which begins on August 6, has awakened the owners of motor cars to their scenic possession almost without sight of their garages. The nation has a million woodland waterfalls cascading over the land, a single cascade of which defies commonplaces.

The realization of this, brought about by the National Touring Week movement, is influencing many an automobilist to plan a vacation motoring tour co-incident with the week of August 6. The idea has gripped the man at the wheel. Not only will thousands of automobilists answer the call of the road on August 6, but thousands more, caught by the momentum the movement has gained, will depart on motoring vacation tours all through August and September.

The makers of automobiles enlisted behind the movement with a general and enthusiastic endorsement, and put their endorsement into active promoting of the success of the motoring outing.

All phases of National Touring Week are well in hand, and the motorist tourist when he sets forth will find that the National is on the lookout for him.

At Anchor 2 Years, Ship Earns \$875,000

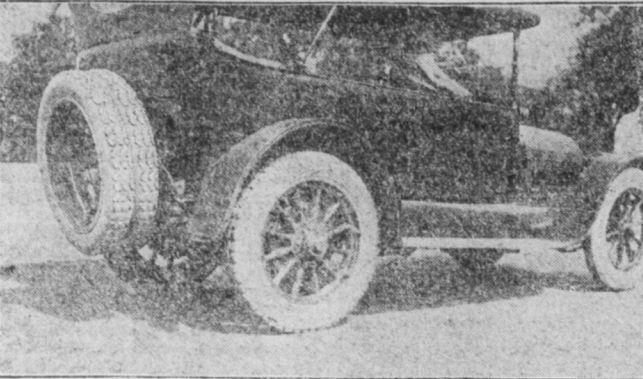
New York, July 29.—After lying at anchor off Stapleton, Staten Island, since September, 1914, the German iron sailing ship Indra was towed up to Beard's Stores, Erie Basin, to unload her cargo of nitrate. When she arrived in port the cargo was worth about \$125,000, it was said, but on account of the great demand for this chemical in the manufacture of explosives through the war in Europe its value has increased to \$1,000,000.

Walter Johnston Is Leading Pitcher



WALTER JOHNSTON, of the Senators, is the hardest worked and most effective twirler in the American circuit. He has labored in more than 200 innings to date with an earned run average against him of but 2.06 per cent. Close upon his heels, however, are Harry Coveleski, of Detroit, and Stanley Coveleski, of Cleveland.

General Funston's Car Equipped With 'Nobby' Tread Tires



FROM A PHOTOGRAPH TAKEN AT FORT SAM HOUSTON, TEXAS

Here is Major-General Frederick Funston's personal car with Sergeant James O. Wiley at the wheel. General Funston, like many other army officers, insists on having United States 'Nobby' Tread Tires as part of the regular equipment of his personal car, because the big, thick, protruding knobs give the best anti-skid protection, and the tires themselves have proven their amazing durability under the most drastic road and heat tests along the Mexican border.

SAXON MAKES NEW RELAY RECORD

Travels From Coast to Coast in Six Days, 18 Hours and Ten Minutes

Precisely at 4:40 last Saturday morning, July 22, in San Francisco a world's record for automobiles running from New York to Frisco over the Lincoln Highway was established.

Thirty-eight "Six" standard model regularly equipped automobiles with dealers at the wheels, racing in relays, shortened the best previous time of any make of automobile by nearly a day.

The first Saxon "Six" swung out of the New York Saxon salesroom at precisely 10:30 Saturday morning, July 15, bearing a message from Mayor Mitchell, of New York, to Mayor Rolfe, of Frisco. Accompanying the dealer were a representative of the Saxon Motor Car Corporation and an official observer. The official observer traveled every foot of the distance, changing from car to car as the race progressed. The 25th Saxon "Six" pulled up in front of Mayor Rolfe's office in Frisco just 5 days, 18 hours and 10 minutes later.

The official mileage of the Lincoln Highway is 3331 miles, but the distance Saxon traversed on the relay race was considerably in excess of this, inasmuch as the Highway is torn up in a number of places and so long detours were necessary. In every case these detours were over very bad roads. In the absence of accurate figures, it is safe to assume that at least 300 additional miles were traveled in the tours.

Probably no automobile test of recent years has attracted so much attention from the motor world as this thrilling Atlantic-Pacific Saxon "Six" relay race.

Mr. Ford stated that he felt the outcome of this sensational trip was an impressive tribute to the remarkable qualities embodied in Saxon "Six." He pointed out that all the cars participating in this "cross the continent challenge" to time were stock model Saxon "Sixes" and had not been "tuned" or "doped" in any way to make them approximate racing cars. Furthermore, he called attention to the fact that the drivers were Saxon Dealers and not professional racing drivers.

In the course of the run nearly every kind of road condition that ever exists in any part of the country was encountered and surmounted by Saxon "Six."

Precious time was necessarily lost at each step, and this added to the burden of speed and endurance which the drivers were forced to ask of their cars.

Mr. Ford points out the real lesson to be drawn from this run does not concern itself with the record-breaking pace, nor with the condition of the roads, nor with the length of the trip, but with the fact that these Saxon "Sixes" did no more than the Saxon "Six" of any private owner can do. For in every respect they are identical with the cars that are now being sold from the floors of over 2,000 dealers throughout the country.

As a matter of fact, the time of 6 days, 18 hours and 10 minutes is several days faster than the Saxon Motor Car Corporation had expected would be necessary to complete the run. The main reason for this is found in the remarkable strength and stability of Saxon "Six" construction which enabled these 38 cars to compete in the ocean-to-ocean grind without a mechanical fault.

FLANDERS WANTS NATIONAL TOURS

President of Maxwell Motor Company Sees Great Good in Movement

Walter E. Flanders, president and general manager of the Maxwell Motor Company, Inc., of Detroit, has endorsed the movement for a national automobile touring week, August 6th to August 12th. Manufacturers of automobiles and accessories are co-operating to make this event such a success that it will be a pleasurable annual festivity and Mr. Flanders looks on it as a healthy sign of the public's growing interest in motor touring. The automobile editors all over the country are giving the movement their support and the result is widespread publicity of keen interest to motorists.

There is no doubt but that the motorist who uses his car for touring gets the maximum out of it from the standpoint of health and enjoyment. Moreover, it brings a more intimate knowledge of the country traveled. The automobilist will find beauty spots he didn't know existed within a brief ride of his home.

"This is a movement that deserves the unqualified support of motorcar manufacturers and all others interested in the trade," said Mr. Flanders. "I believe it makes for a more cordial relationship between the manufacturer and the public. Besides, the benefit to the industry is obvious. It will instill a larger desire for motorcars in the minds of those who do not own them and it will create that demand at an ideal time for the motorist."

"This is the natural time of the year to buy a car, August, September and October are by far the most enjoyable motoring months of the year. The roads are in the best possible condition and the weather ideal for touring."

"It is certainly appropriate that a brief season be set aside as a fitting testimonial of appreciation for what the automobile has done to add comfort and enjoyment to the daily life of millions."

"It will be primarily the week of the motorcar owners, during which time their thoughts will be especially directed to the great boon the automobile has given them. If the plans of the promoters carry out every country road will swarm with tourists during 'Touring Week.' Now is the time to get the old car ready or buy a new one, if you intend to take part."

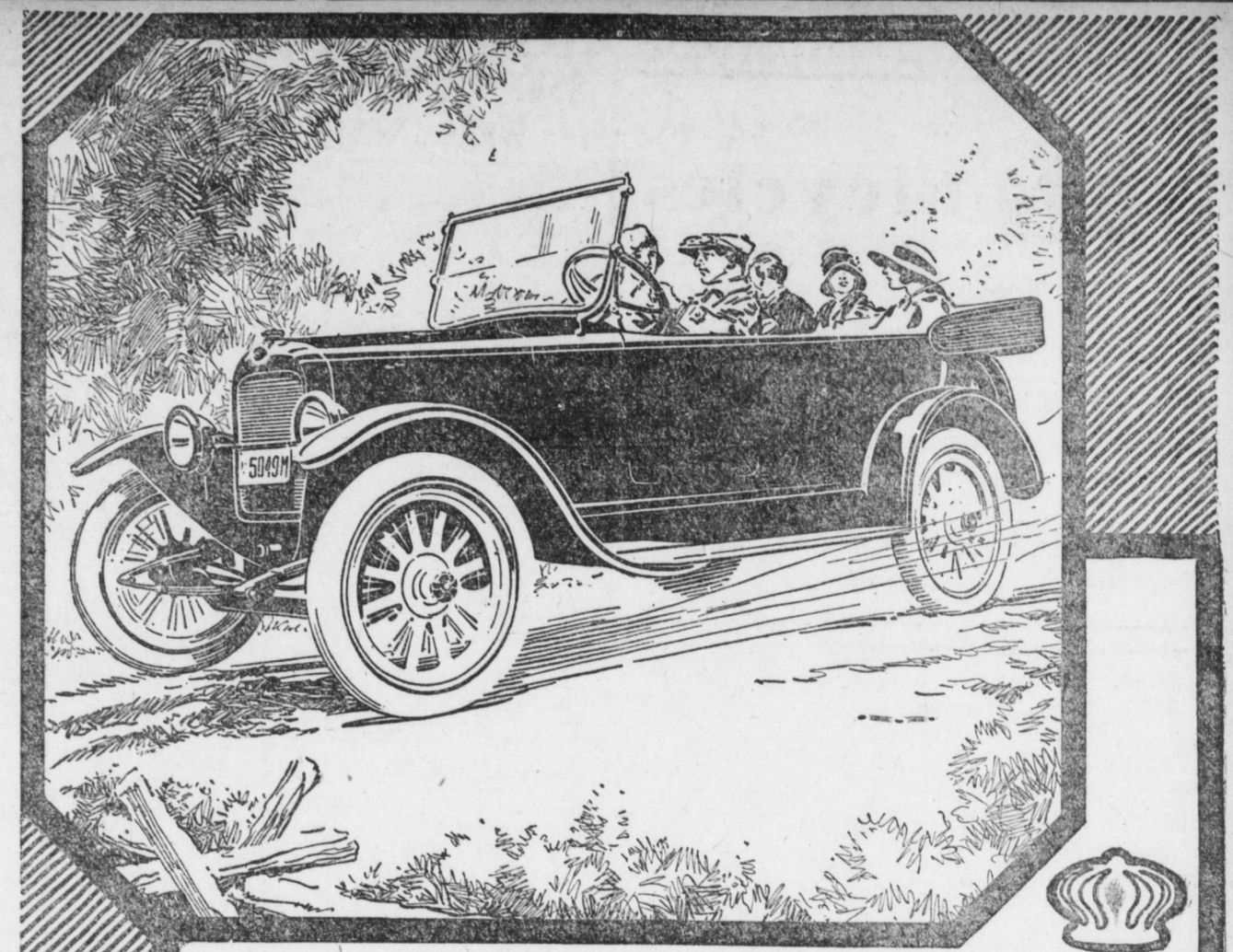
Light Cars Develop the Suburban Property

At a recent gathering of dealers in suburban homes, property, it was unanimously agreed that the automobile has been one of the most important factors in the sensational development of that line of business during the last few years. No longer does the real estate salesman have to spend hours of argument in convincing the prospective purchaser that the trip from his downtown office to his future home in the suburbs will occupy much of his time. The long street car or train ride is an objection which is now almost obsolete, it was stated.

"In my city," said one of the dealers, "most of our suburban property is being taken up by those who have owned homes in the more congested portions of the town. A few years ago that type of buyer represented a very difficult problem. As the downtown property had increased in value, taxes and upkeep had eaten up practically all of his capital and in too many cases there was a mortgage attaching to his home which kept him hating to meet the interest charges. We would show where he could buy a suburban home at much less than the cost of his city home and then would arise the objection about the long ride back and forth from the office. At that time automobiles were so expensive that even the mention of them to a buyer with limited means was out of the question."

"To-day, however, it is not a difficult task to show the suburban home owner that by disposing of his downtown home and purchasing on the outskirts of the city he will have at least six or seven hundred dollars balance which, if invested properly, will obtain for him an automobile fully equipped and capable of getting him down to his office in less time than when he lived in the city proper. Only the other day I was trying to sell a client who made the remark that he would buy in a minute if he owned an automobile like the one which I drive. It happens to be a New Series Model 75-B Overland. I immediately explained to him that if he bought the property I was trying to sell him he would be clearing close to a thousand dollars and that if he chose to do so he could invest less than \$700 of it in a Model 75-B Overland absolutely fully equipped. "I then pointed out to him the pleasant advantages of owning a car from the standpoint of his wife and children, as well as its economical and time-saving features. Of course, I sold him the lot."

"I'm strong for the automobile, especially the small light car like the New Series 75-B Overland. It's a real asset from the dealer's standpoint, as well as from the owner's. If you want to get a buyer sore just get him on a street car and make him ride an hour or two before he reaches your subdivision. When he finally reaches his destination he is certainly in no frame of mind for buying. On the other hand, take him out in an easy riding car, over well paved streets, and you will find him so enthused over the exhilarating ride that he reaches your property in the most ideal frame of mind for buying."



Go See the Half-Million Dollar Motor

The Briscoe Four Twenty-four—the car with the Half Million Dollar Motor is here. Go today and see it. Inspect the motor that Benjamin Briscoe, with the help of fourteen noted engineers, perfected in Europe.

Benjamin Briscoe dreamed a car of finest design with every modern convenience within the reach of families of moderate circumstances. Here it is.

BRISCOE \$625 FULLY EQUIPPED THE CAR WITH THE HALF MILLION DOLLAR MOTOR

designed and perfected where gasoline cost more than 50 cents per gallon—hence of necessity it was built for economy. It is the longest long-stroke motor in America.

The beauty of this Briscoe Four Twenty-Four, with its extreme streamline body, tilted eye-saving wind-shield will mean joy to your wife and family. It is so roomy that a six-foot man can ride with outstretched legs in either front seat or tonneau. The sides are high and the upholstery is the kind you will find in other cars of \$1000 and \$1200.

Take the wheel yourself or let your wife or daughter drive. Let them see how easy it is to operate clutch or brake which in the Briscoe Four Twenty-Four operate much easier than ever before. Note the quick pick-up, the quietness and smoothness of the Half Million Dollar Motor.

Your name and address mailed to us, or a phone request, will bring a card entitling you to a free demonstration.

Go see the Half Million Dollar Motor today! E. T. MEHRING, Distributor 1713-1717 Fourth St. Bell Phone 595-J Excellent Territory Open For Associate Dealers

Table with 2 columns: Specifications and Details. Includes items like Half Million Dollar Motor, Drive, Front Axle, Wheelbase, Bodies, and Carburator.

GORSON'S USED CARS

Fifteen Years of Straightforward Business Methods Have Made Us the Acknowledged Headquarters for Used Cars. We Have Made Thousands of 'Friendly Customers' Who Have Recommended Us to their Friends—Guarantee Stand Back of Every Car We Sell. Honesty, Satisfaction, and Full Value Have Made Us the Largest Used Car Dealers in America.

REBUILT TRUCKS & DELIVERY WAGONS. GORSON'S AUTOMOBILE EXCHANGE 238-240 NORTH BROAD ST., PHILADELPHIA SEND FOR FREE BARGAIN BULLETIN. AGENTS WANTED.

Cadillac Eight Makes Record Over Mountains

Another road record has just been added to the long string already held by the Cadillac Eight in various parts of the country. The latest is from Philadelphia, Pa., to Youngstown, Ohio, 376 miles. Albert Elton, driving a roadster, made the distance in 10 hours, 32 minutes actual running time. A great part of the route from Philadelphia to Pittsburgh is through mountainous country, the Alleghenies being the highest range crossed. The grades are stiff and many, and there are numerous sharp turns, both up and down. In spite of these conditions, the Cadillac made the entire trip in high gear and maintained an average speed of 35.63 miles per hour. The car left Philadelphia at 2 o'clock in the morning and checked in at Youngstown at 1:55 p. m. the same day.

Heavy Buying of Motorcycles For the Military Service

Increasing orders for motorcycles for military work at the Mexican border and other military encampments show the marked rise in popularity for military service which these machines have made for themselves in the first year that the country's attention was seriously turned to affairs military. In the past 90 days approximately 250 new Indian motorcycles alone have been bought by the government and State forces. These machines are to carry dispatch riders and also officers and extra men, either on the tandem carriers or in side-cars. In addition orders have been placed for 35 of the new machine gun outfits frequently designed by the manufacturers of the Indian. These machines are very fast in getting over the ground and the development of this arm of the service will be watched with much interest.



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