

DRIVES 55 HOURS WITHOUT RESTING

C. F. Franklin Drives Buick
1606 Miles Without Get-
ting Out of Seat

What is perhaps the world's record for endurance was made last week by C. F. "Outdoor" Franklin in a new 1925 Standard Six Buick car.

The Howard Automobile company, Pacific Coast Buick distributor, report that Franklin drove sixteen hundred and six miles in less than fifty five hours without leaving the driver's seat.

The record run was made from the Canadian border to the Mexican border, and established a speed record between these points.

Starting from Blaine, Canada, at eight a. m. Monday, September 22, Franklin made the sixteen hundred miles to Tijuana, Mexico without a relief driver and without leaving the wheel, arriving at Tijuana Wednesday, September 24, at two forty p. m.

Sixteen hundred miles continuous driving is a feat that few would undertake, and in making this record, Franklin certainly makes a strong bid for the hall of fame. The Buick Standard Six proved its stability by the wonderful manner in which it stood this extraordinary test. Not once did the car falter. The Buick Valve-in-Head motor which is built for power, speed and economy, was in perfect running or-

\$850,000,000 IS 1924 CAR SALES

Walter P. Chrysler Gives
Figures as Compared
With 1923

Walter P. Chrysler, president and chairman of the board of directors of the Maxwell and Chrysler Motor Corporations, is optimistic concerning the automotive business. He points out that dollar volume of sales this year has been not far behind the record levels of 1923.

"Factory sales of cars, not including Fords, for the first half of 1924 amounted to \$815,000,000," said Mr. Chrysler yesterday.

der at the end of the long grind, and the gas consumption averaged better than eighteen miles to the gallon.

The fact that only one pint of water was needed to fill the radiator at the end of the trip indicates the efficiency of the Buick motor.

Official observers appointed by Los Angeles newspapers checked the trip from start to finish, and report that no once did the motor or car stop running.

When the Oregon State Traffic department herd of the run an officer met the car and followed it all the way to Southern Oregon but had no cause to stop the driver because he did not exceed the speed limit. An average speed of about 29 miles per hour was made.

Franklin says that only the perfect performance of the car and tires and the easy steering of the Buick made it possible for him to establish this new world's endurance record.

"This compares with \$926,000,000 for the corresponding period of 1923. Last year's total sales reached \$1,570,000,000, a new record, but a figure which will be very closely approached this year.

"Our own business is running at a rate considerably ahead of the industry's comparative figures as compared with last year. In the thirteen leading cities of the country sales of Maxwell and Chrysler cars for the first eight months of 1924 show an increase of more than 35 per cent over the same period of 1923. New York show a gain of 64 per cent, Philadelphia 30 per cent, Boston 43 per cent, St. Louis 25 per cent and Detroit 46 per cent. The first weeks of September showed larger sales for us than in July, the heart of the summer buying season.

"For the first seven months this year, factory sales of Maxwell and Chrysler cars aggregated \$42,381,859, compared with \$35,311,966 for the similar period a year ago. Chrysler sales during these months totaled \$18,225,469 and those of Maxwell \$24,146,390. Chrysler sales are now running at the rate of \$4,500,000 a month.

"The automotive industry enters the fall season in a healthy condition. Business has been good this summer. The tendency will be toward better business this fall. The higher prices that farmers are receiving for their crops assure good business in the agricultural sections, and the growth in the use of closed cars will mean a continuance of good sales in the cities."

That car owner organization is the most important "safety device" yet developed for the safeguarding of the motor highways is the opinion of President Thos. P. Henry of the American Automobile association as set forth in an official statement just issued from A. A. A. national headquarters.

DEMAND FOR CARS WILL BE GREATER

Chevrolet Man Thinks that
Demand Will Increase
With Farm Products

Recent advance in price of farm products which will increase the agricultural incomes approximately one billion dollars is cited by R. H. Grant, vice president and general sales manager of the Chevrolet Motor company, as one of the most optimistic signs of a steady staple demand for motor cars during the fall months.

"The cotton producing sections are assured of a large money return on this year's crop," he states, "and while a considerable part of this money will be used by the farmer and cotton growers to liquidate past debts and restore their credit, they will gradually be in the market for motor cars. A gradual but nevertheless steady recovery in general industrial activity puts a rosier complexion on the coming months for business.

"Two other factors in the motor car industry will make for stability for both dealers and manufacturer. The manufacturers are watching carefully their production, after having reduced the surplus of cars produced last winter and early spring, and the prices of cars are on the upgrade.

"During the last few months 20 manufacturers have raised the prices of one or all of their models.

"Despite the fact that total sales will run behind those of last year, still 1924 will be the second greatest production year in the motor car industry. Production statistics for the first eight months of this year make a much more favorable showing than is generally recognized. In this period output amounted to 2,537,517 cars and trucks, only 6.5 per cent smaller than for the corresponding period of 1923—yet representing an increase of 51.5 per cent over the same months of 1922 (the second previous best year in the history of the industry.)

"On the basis of present production, there will probably be 3,250,000 motor vehicles produced this year. The would not only be second best to the 1923 record production but would exceed the average of the last three years by about 700,000 motor vehicles."

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Chevrolets actually cost less per mile of transportation than any other car in the world. And in addition to this unmatched economy they are good looking cars—they are comfortable—they are thoroughly dependable.

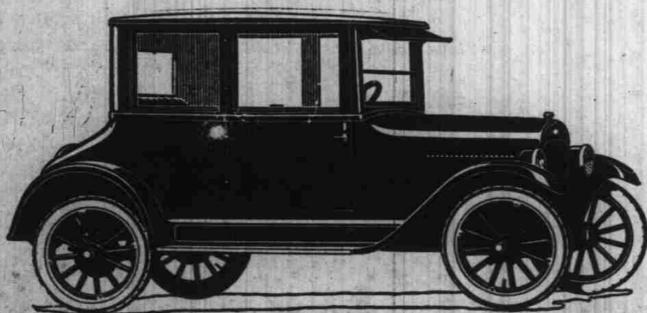
See an authorized Chevrolet dealer at once. He can prove the greater economy of using Chevrolet for your business transportation. You really need another car—let it be a sensible, economical and thoroughly dependable quality car—let it be a Chevrolet.

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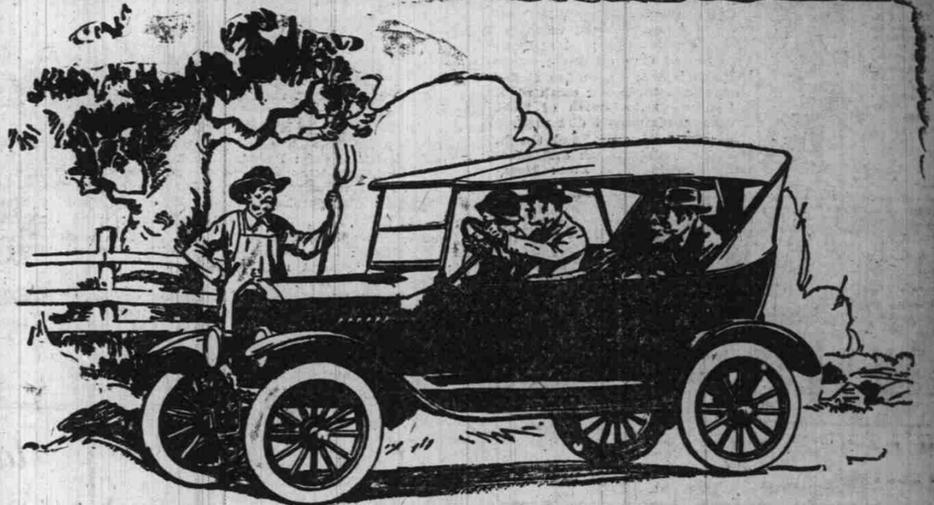
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