

N. S. Motor News

Open Franklin Company Agency Here This Week

Announcement is made this week of the appointment of the Franklin North Shore company, 897 Linden avenue, Hubbard Woods, for the Franklin line of air-cooled motor cars. The formal opening of the showrooms will be held Saturday, April 11 at which time a representative line of Franklin's 1931 air-cooled models will be on display.

These cars, which have created such a sensation since their announcement, are airplane-type both in design and performance and are powered by an airplane engine, developing 100 horse power, the greatest power for size of any automobile engine.

The 1931 Franklin line is comprised of two groups of cars, each characterized by a striking advancement in smart body designs, long sweeping lines from front to rear, comfort and luxury which establishes a new high standard in the fine car field.

Since their introduction, the new Franklin models have won a wide public acceptance, with registrations showing a large number of new buyers who had not heretofore owned air-cooled cars. Franklin sales executives state that the low prices on the Transcontinent models, which employ the same engine as the De Luxe line, have made the advantages of air-cooling available to that great field of buyers who are graduating from the middle-car class to fine car ownership.

The new local Franklin organization is headed by William O. Olson, who is widely known throughout this section of the country in automotive circles. In commenting on his new business line-up, Mr. Olson said:

"We did not go into this new connection without a great amount of consideration and investigation. We selected Hubbard Woods because of its central location to serve the whole North Shore with the best of service, employing only men with years of Franklin training and experience, and operating under the factory plan of flat rate for all service work.

"We interrogated many Franklin owners and without exception found them so thoroughly sold on Franklin quality and performance that our problem of making a decision was simplified. Franklin owners become repeat buyers to a greater degree than any other group.

"Our firm desire is to become personally acquainted with every Franklin owner in this vicinity and assure them that their needs will be promptly and efficiently cared for."

Springtime Is Danger Time for Little Tots

With the advent of spring, motorists are urged by the Chicago Motor club to drive with extreme caution, because of the increased numbers of children playing in the streets.

Although traffic safety education has for many years been an integral part of the regular school curriculum, many youngsters still fail to realize the peril of roller skating, hitching, playing baseball and indulging in other sports on streets where motor traffic prevails.

Uncle Sam Purchases Graham-Paige Fleet

The United States Bureau of Public Roads has purchased 64 new model six-cylinder commercial cars from the Graham-Paige Motors Corporation for immediate delivery to the bureau's engineering corps, for use in government forest reservations and national parks throughout the west. The order follows on the bureau's thorough experience with the Graham-Paige chassis in its fleet of 100 six-cylinder Graham sedans purchased during the last two years, according to the Hanson Motor company, 555 Chestnut street, Winnetka, Graham-Paige agents.

The new commercial vehicles are to be used in road surveying and reconnaissance work. Six have already been delivered at Ogden, Utah, for service in Arizona, Utah and Idaho. Another group of 28 will go to Fort Logan, Colorado, for the government road builders in New Mexico, Colorado and Wyoming. The remaining 30 will be shipped to Government Island, California, for use in California, Nevada, Oregon and Washington.

Specifications under which bids were submitted required that the vehicles be suitable for operation "over mountain trails and virgin terrain, mostly under capacity loads, where sturdiness, flexibility and dependability are the main requirements." It was further specified that the vehicles must be "capable of successfully withstanding the weaving action incidental to long trips over rough roads and trails."

The new vehicles have screen side bodies designed for carrying the engineering personnel with its equipment and supplies on reconnaissance and surveys.

Makes Record Journey Traveling Via Packard

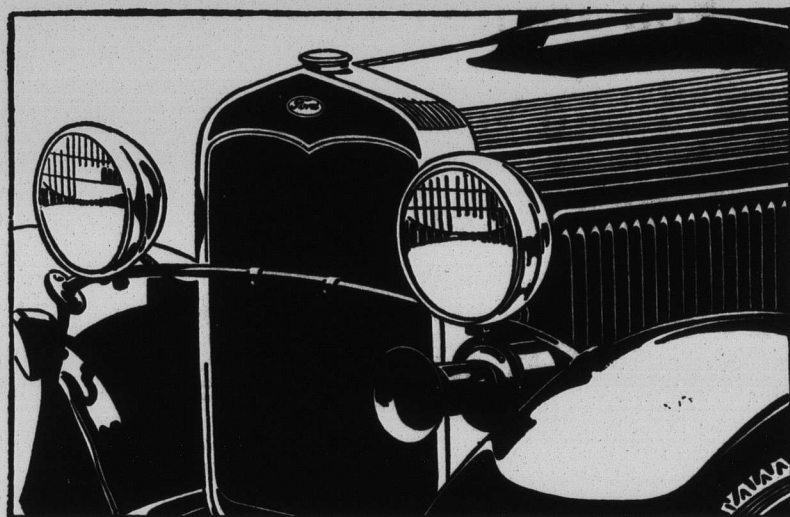
Three means of transportation offered themselves to H. C. Millerburg, St. Paul, Minn., when he received a telegram informing him that his father was seriously ill at Los Angeles. The railroad, the airplane and the family automobile were considered in attempting to determine how to reach Los Angeles in the shortest length of time.

After considering all possibilities Mr. and Mrs. Millerburg determined to make the trip in their Packard Eight five-passenger sedan. They concluded they could go more quickly and more comfortably by motor car than in any other way.

The start from St. Paul was made at 7:30 o'clock on Sunday morning, after only five hours sleep the previous night. On the following morning Mr. and Mrs. Millerburg had breakfast at Dallas, Texas, 1,053 miles from St. Paul. The next stop was Odessa where dinner was eaten Monday evening. At 2 o'clock Tuesday morning El Paso, Texas, was reached and Mr. Millerburg drove into Los Angeles Tuesday evening.

The total elapsed time from the start in St. Paul until Mr. and Mrs. Millerburg halted in front of the hospital in Los Angeles was 60 hours. During that time a distance of 2,680 miles was covered. An interesting fact about the trip, Mr. Millerburg said, was that the cost was only \$50, which included gas and oil.

ANOTHER EXAMPLE OF FORD VALUE



Bright, enduring RUSTLESS STEEL is used for many exposed bright metal parts of the Ford

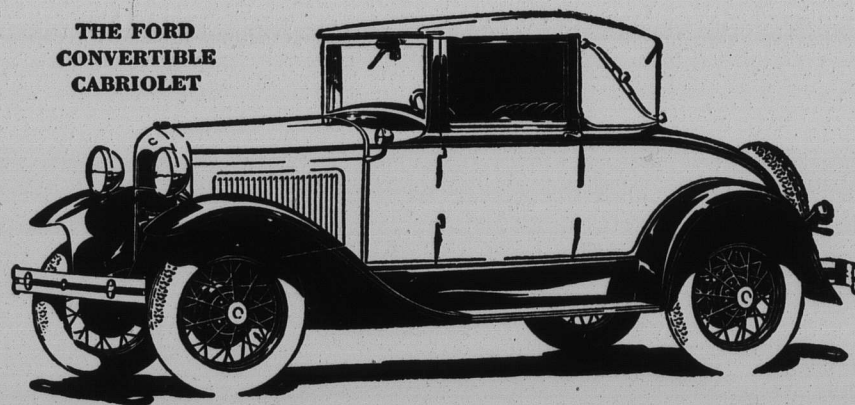
WHEN YOU BUY a Ford you buy enduring beauty. The body finish is made to last for the life of the car and practically all exposed bright metal parts except the bumpers are made of enduring Rustless Steel.

This Rustless Steel has great tensile strength. It is the same bright metal all the way through. A salt test equivalent to forty years' service under the severest weather conditions failed to have any effect on its brilliance. It never requires polishing. All you do is wipe it with a damp cloth, as you do your windshield.

This is just one of many features that show the substantial worth of the Ford. In speed, comfort, safety, economy and long life — in the richness of its finish and upholstery — it brings you everything you want or need in a motor car at an unusually low price.

Call or phone for demonstration.

THE FORD CONVERTIBLE CABRIOLET



LOW FORD PRICES \$430 to \$630

(F. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. You can purchase a Ford on economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.)

