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Increase in the price of gasoline during the last few months has made motor car owners and prospective buyers turn attention more to the operative economy of the automobile than ever before, according to Mahlon Sweet, of the Sweet-Drain Auto company, distributors of the Saxon motor cars here.

"When gasoline was selling for 12 cents a gallon, there was not much interest in whether two or three miles more could be gained on a single gallon," said Mr. Sweet. "But with gas at double that figure and higher, the question becomes of vital importance.

"In the operation of Saxon motor cars, not only have factory tests and general road runs demonstrated that the Saxon offers a maximum amount of power and mileage on a minimum gasoline consumption, but it has been my own personal experience and is attested by many of the owners of Saxon cars in this neighborhood.

"The high speed Saxon motors, in both the roadster and six-cylinder models, have been designed with fuel economy in mind and I think that this is one point most worthy of consideration. Consider that a Saxon roadster, for example, can be driven an average of thirty miles on a single gallon as opposed to the many other makes of automobiles which are figured as using a gallon from eighteen to twenty-two miles of travel.

"It means dollars and cents to the motor car owner in a season's driving. Saxon cars offer not only economy in gasoline, but they are also economical in the amount of oil required to insure perfect lubrication. A pint, I find, is all that is needed for an average of 125 miles in the roadster and the six-cylinder machines use only the proportion in excess of this that is needed for a larger car.

"The light weight of the Saxon cars also is economy in tire cost. Weight, which bears down on the tires and brings a big strain on them at the rim is the most wearing thing. Light weight cars always bring light tire expense.

"Finally, there's the durability of the car; it's excellent construction that brings a minimum of general upkeep expense. That's another big feature, generally not appreciated except by the man who has had big repair bills to pay. Taking it all in all, Saxon cars are not only moderate in price, but they stand hard wear at a low cost of maintenance."

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~The Eugene Guard (Eugene, Oregon), 8 Apr 1916, Page 8

Note: Mahlon Sweet of this article is member Jim Sweet's 1st cousin twice removed...