

U. S. MARKET TAKES TIRE OUTPUT; FEW TIRES ARE BEING EXPORTED

Otis R. Cook, Kelly-Springfield Sales Manager, Visits El Paso and Tells of Rubber Market Conditions; the Home Demand Exceeds Factory Output; Crude Rubber Supply Will Soon Run Out.

Automobile tires are in such demand in the United States that the various factories are unable to cope with the market and it is this home demand, not the call from Europe, that is responsible for increased prices of tires, according to Otis R. Cook, vice president and general sales manager of the Kelly-Springfield Tire company, of Cleveland, who was a visitor in El Paso last Saturday afternoon for a conference with S. Z. Silversparre, of the Boss Rubber company, Kelly-Springfield distributors in the southwest. Mr. Cook was joined here by H. P. Thompson, Dallas branch manager of the Kelly-Springfield company, who accompanied Mr. Cook to Dallas on Saturday night.

The demand for automobile tires this year is exceeding even our most optimistic estimates, said Mr. Cook. "Our own factory is turning out 1700 hand-made tires every day, but we are unable to meet the demand and are now planning extensions to our already huge plant.

Further Increase Probable. "I believe that a further increase in price of tires is quite within the range of possibility. There are about 160,000 tons of crude rubber available this year, and while 120,000 tons would take care of the normal demand, the available supply will be short this year. If we will assume that there are over 2,000,000 automobiles in use now in the United States and that 1,000,000 more will be in operation by the end of the year, you can get some idea of the tremendous number of tires which will be required.

"And then the automobile is being used more now than ever before. Business men are finding that the automobile is an adjunct of business even more than it is something for pleasure. The additional use of the cars results in more wear on the tires.

"What effect has the European demand had on the United States tire market?" was asked Mr. Cook.

No Tires for Europe. "European demand," replied the tire man. "Why, there is none. The crude rubber market is absolutely controlled from Liverpool, Eng., and United States manufacturers who get rubber get it under such conditions that they cannot export where the tires might prove of value to the enemies of England in the present war.

"I would say that the European demand is mighty small. We have sent very few tires abroad during the past year and when we do export we have a terrible amount of red tape. We must supply the serial numbers of all tires exported to the British embassy. They check at the docks to see that the numbers are right and I know that they have been checked the numbers on the vehicles for which the tires were intended.

Maintaining Quality. "The Kelly-Springfield company has maintained the same standard of quality in its tires, despite the high demand and the scarcity of rubber, and every one of our tires is as carefully constructed by hand labor now as it was before tires were in such demand. In fact, I believe that our quality is even higher than it was a year ago.

"We look for an unusually big demand from the southwest within the next year. Automobile manufacturers are turning their attention this way and where the autos go, the tires must naturally follow. I am now on a tour of all our principal agencies throughout the country and dropped off here for a talk with Mr. Silversparre on local market conditions. He tells me that the demand here for Kelly-Springfield is excellent and I am going to try to keep him stocked up. I want to say that Mr. Silversparre is a great believer in preparedness and he is carrying the most complete stock of any distributor I visited on this trip. Despite the stock he has, he's been talking to me ever since I reached El Paso in an effort to get another big shipment and I guess I'll have to promise the tires or he won't let me leave for Dallas.

WILL USE HUPMOBILE IN TOUR OF WORLD Starting on his third biennial trip around the world Joseph R. Drake, vice president and secretary of the Hupp Motor Car company, is due at San Francisco from where he will sail February 23. Mr. Drake has twice driven a Hupmobile around the world and by the performance made on the two trips, established the Hupmobile as the most important country. His present trip is not being made as a touring contest, but as a combined business and pleasure trip.

BOSTON SHOW NEXT WEEK. The annual Boston show, which opens March 4, promises to be the greatest automobile exposition ever held in that city. Unlike the national affairs at New York and Chicago, the Boston show includes an exhibition of commercial trucks, as well as pleasure cars.

The whole household will relish Sulzberger's Majestic Hams and Bacon—'Deliciously Different'—Adv.

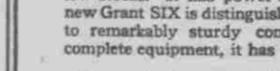
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Its wonderful valve-in-the-head motor—of exclusive Grant design—is a source of continuous delight, because of its almost incredible flexibility. Grant SIX throttles down to 1 1/2 miles an-hour without choking or gasping, without losing its pull—and speeds up to fifty miles and more within a few blocks. It has power and to spare. And the new Grant SIX is distinguished, because in addition to remarkably sturdy construction—wonderfully complete equipment, it has the

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Before you buy any car, you owe it to yourself to know the wonderful new Grant SIX.

SOUTHERN MOTOR CO. Phone 490. 355 Myrtle Ave.

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\$39.85 Hot Springs and Return. ON SALE DAILY—LIMIT 90 DAYS.

Correct that eye trouble, and enjoy the comfort and pleasure of perfect eyesight. For satisfaction in eye-fitting see Geo. D. Kendall, Optometrist and Optician, 208 Mesa Ave.—Adv.

Jitneys Banished From Oakland Streets "Pleasure Club" Cars Take Their Place

OAKLAND, CALIF., Feb. 26.—There are no jitneys in the downtown section of Oakland now. A few stragglers still run in the outlying sections, but the old jitney of the genus "grab-a-nickel" has gone. "Pleasure" cars in the downtown section of Oakland. Not jitneys, "pleasure" cars with "pleasure" written all over them. The drivers of these pleasure rides all day long, and their harnessed cars critically inform the public to jump in for the "pleasure" is fine.

But the pleasure that is overflowing in Oakland comes as the result of stringent ordinance which prevents jitneys from operating in the congested district. The city dade of Oakland had had their troubles with the jitney problem. The streets have been congested, traffic impeded, and diverted, and the street car companies have announced that if something wasn't done they would have to begin learning a swan song.

So the city dade got together, bit into their stogies, and legislated the jitneys out of town. But they didn't figure on the pleasure loving people of Oakland, who for some months past had been resting their tired feet in jitneys, at 5 cents per seat.

When the jitney owners saw their business disappearing they put up their fists and called a council. After speeches and arguments, which in all would excite the Maxwell nonstop record for sufficiency, someone had an idea.

There was no law against a pleasure club. Why not organize a pleasure club and carry the members where they wanted to go, and why not have the owners of cars donate them to the pleasure club? Let the pleasure club pay the bills and the salaries of the drivers.

And everyone who wanted to become a member on the payment of a small fee.

Then someone with a gift of language drew up a set of bylaws and decorated them with this preamble: "It is the first object of this association to induce owners of automobiles to donate their cars to the pleasure club for the purpose of enabling its members to obtain a glimpse of nature's beauties, a breath of God's fresh air and a little rest in the sun among the pleasures reserved for the rich.

The political object of this club shall be to obtain for the people the same use of the public highways which is enjoyed by the rich and powerful."

The bylaws further say that no owner of a car carrying members of the association shall receive compensation, but that the chauffeurs driving shall receive regular wages from the fund of the organization.

The idea took from the start. Officers of the club said last Saturday that there were now over 11,000 members of the organization, and that more membership cards had been ordered.

No Fares Collected. Drivers do not collect fares, but any member is entitled to contribute what he cares to the club funds. Each person who rides must possess a membership card.

These cards may be secured on application, either from the drivers or from headquarters.

Permits of different color, bearing the letters "O. P. C." designate the route which the car will travel on its quest of "pleasure."

There is a little jar fastened to the side of the car for contributions. Above the jar appears a little sign.

GRANT BUILDING A NEW RACING CAR

Six Cylinder 3500 R. P. M. Motor Will Be Used; Car To Be Shipped to California as Soon as Completed.

The Grant Motor Car company is to enter the racing field this season. A racing car is being constructed at the Grant factory for use on the Pacific coast this season in track and road race events. It will be completed at once to Los Angeles.

The car is motorized with a six cylinder unit power plant, the bore being three inches and the stroke four and a quarter inches is the stroke size of the Grant motor. The cylinders are cast in bloc, and the valves enclosed in an aluminum case to exclude dirt.

The valves are of the overhead type, with tappet, push rod and rocker arm operation. The rocker arm shaft is divided, mounting six valves on each hub. The tappet return case is cast separately and bolted to the crank case. They are easily removable to permit substitution of new parts.

The crank shaft is 1 3/16 inches in diameter and carried on three bearings. The front bearing length is 2 3/16 inches, the center 2 inches and the rear, 3 inches in length.

The motor turns over at a speed of 2100 revolutions, and the speed at that motor speed, allowing 7 per cent slip, appears will be more than 25 miles an hour.

LIGHTS BURN UNDER WATER FOR TWO DAYS

A peculiar automobile accident recently frightened many residents of Houston, Texas, into believing that some huge subterranean reservoir was inhabiting the waters of Cedar bayou, a body of water near Houston. However, it proved to be a wonderful example of the quality and stability of the Willard storage battery.

According to dispatches from Houston, a local resident, Ike Levin, was crossing on the ferry with his slipper on a duck hunting trip. Somebody forgot to tie the boat at the other side, and when Levin started his motor preparatory to digging off the power from the rear wheel kicked the boat backward and sent the machine forward into the water. Levin was rescued, but the car sank into 12 feet of water.

It was very early in the morning and Levin had his lights burning. As the car sank, the water for a long distance took on a shimmering yellow look that located the machine's position when they came to remove it.

The water and airtight construction of the battery prevented all moisture from entering the cells and kept the lights burning brightly from Sunday morning until Monday night, when the car was towed ashore.

GASOLINE GOSSIP.

There is a constantly increasing demand for automobiles in Cuba. Ninety percent of the cars already in use are of American manufacture, the remainder being chiefly Italian and French.

The greatest demand is for a low or medium priced, strongly built car with a serviceable top for protection against the heavy rains as well as the sun.

Entry blanks for the first two contests to be run on the Chicago speedway this year—the amateur driver's event, scheduled for May 20, and the half-mile motor derby, which will be held June 16—are on.

The amateur race will be known as the Western Interclub, and cars and drivers entered are to represent the various motoring and athletic organizations in this section of the country, the owner must be the driver of the car, and, in addition to being an incorporated club, such as the Chicago Automobile club or the Chicago Athletic association.

Correct that eye trouble, and enjoy the comfort and pleasure of perfect eyesight. For satisfaction in eye-fitting see Geo. D. Kendall, Optometrist and Optician, 208 Mesa Ave.—Adv.

RAILROAD AND AUTOMOBILE TIME TABLES

Table with multiple columns listing train routes, times, and destinations. Includes sections for Santa Fe, El Paso & Southwestern, Texas & Pacific, Mexican Central, and Silver City-Mogollon.

"Service First"

WITH the development of the automobile industry, the item of service, from manufacturer and dealer, has come to play a more important part than ever, despite the fact that the modern automobile is more reliable and "fool-proof" than was dreamed of a few years ago.

The Elliott-Garrett Company will give regular monthly inspections of Studebaker automobiles by competent mechanics—the finest degree of Service that could be devised. This plan is the result of long experience in the automobile business. It will be "Service First" with all automobiles purchased from this reliable company.

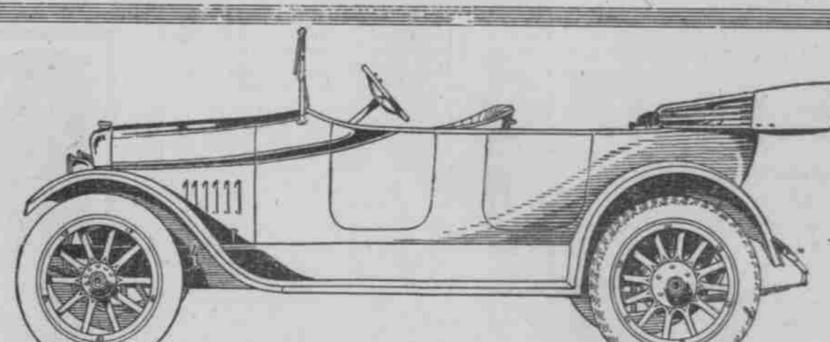
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Studebaker Pleasure Cars Prices \$825 to \$1050 Studebaker Commercial Cars Prices \$850 to \$1450 All are Series 17 Models

National Pleasure Cars The Famous "Highway" Cars Prices \$1690 to \$3400 The Car of Quality and Satisfaction

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SPECIFICATIONS Full five-passenger body—ample leg room, wide seats, deep upholstery. 112-inch wheelbase. Light weight—2300 lbs. Unit Power Plant. Long stroke Allen-Sommer motor—perfectly balanced—full 37 H. P., 3 3/4 by 5 in. Special Stromberg carburetor with air control on dash. Full floating rear axle—pressed steel housing. 55-inch underslung rear springs. Oversize bearings throughout. Tires 32 x 3 1/2—non-skid in rear. Firestone demountable rims—(one extra). Crown fenders—rounded radiator. Westinghouse starting, lighting and ignition. Two bulb headlights. 12-inch brakes with pressure equalizers. "Built-in" windshield—rain vision and ventilating. Stiewart-Warner vacuum fuel feed with tank hung at rear. One-man mohair top with top cover.

PERFORMANCE Power, durability, comfort, ease of control and smooth operation will all be found in Allen performances: The outside of any car speaks for itself. But the hidden values snuggled down in the vitals of a motor or chassis which determine the performance of a car, tell their story only to the man who has the inclination to investigate them, or to the owner who finds them out through use. Infinite pains in perfecting the small unseen points, as well as the big visible things, unite in producing the unusual merit of the Allen and contribute to its reputation as a car of remarkable performance. Each day's driving of an Allen rivets more securely the confidence which first induced its purchase. Motorists recognize the real value in this Model 37 and our big new factories and tripled production are the result. Owing to the fact that our production during the past few months could not keep pace with the demand, we have not felt free to take on additional business. Now, however, our increased facilities will permit the assignment of more agencies, and if your territory is now open, we invite correspondence. Literature on request.

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