

CHAMPION GASOLINE GAUGE

Fits any Car—Pressure—Vacuum—Gravity Feed

AUTOMOBILE DEALERS—OWNERS

Know exactly how much gasoline there is in your tank.

Stop walking around your car at night and lighting a match over the gasoline tank.

Know whether to stop at your favorite filling station on the way down town in the morning or to wait until you pass again at night. Safeguard yourself against being caught on the road without gasoline.

CHAMPION GASOLINE GAUGE shows you the exact amount of fuel put into your tank at each filling—the exact amount used over any mileage in a neat instrument on the dash. It is the first positive—direct connected—practical—accurate Gasoline Gauge for any car and any feed system. It is operated by a flexible shaft, like your speedometer. It is quickly installed—replacing the present gauge on your tank—with a seamless, weather proof tubing leading to the Dial Indicator on the Dash. It is built for the life of your car.

AUTOMOBILE DEALERS

A money making accessory that every car owner wants. Get our proposition.

Name.....
Street.....
City..... State.....

CHAMPION MFG. COMPANY

74th Street at Kimbark Avenue
Chicago, Illinois

AUTOMOBILE OWNERS

Send this coupon and \$12.00. Guaranteed as to accuracy, material and workmanship.

Name.....
Street.....
City..... State.....

Firm Makes New Wholesale Policy



The Times Square Auto Supply company, which was founded over 14 years ago by Jesse Froehlich, has announced a new wholesale policy. This concern now operates 21 branches in 15 leading cities of the United States, of which Memphis is one. Its new policy, as outlined by President Froehlich, permits any dealer or garage man to represent this house and sell Times Square Auto Supply company goods at the same prices as are sold in the firm's own retail stores. The far-reaching effect of this announcement may not be apparent on the surface, but the people in the trade realize what a tremendously important move this is on the part of the Times Square Auto Supply company, for it means that any automobile owner in any part of the United States can buy the Times Square Auto Supply company goods locally through any local auto supply dealer who displays the Times Square sign.

MOTOR TRUCKS OUTLIVE HORSES

Indiana Trucks Now Running After as Long as Nine Years' Service.

"How many horses will one motor truck outlive?" is the question truck users are asking. Motor truck users of this vicinity, and others interested in auto motive topics are musing over the problem of the longevity of a motor truck, principally due to the recently promulgated statistics of the United States government to the effect that the average working life of a horse is three years. J. F. Murphy, local Indiana distributor, furnished some important information on the subject in the intelligence that he has never known of an Indiana truck wearing out, even though they are now entering their ninth year of service in many instances. The first service in many instances. The first Indiana truck built is still running every day for the O. Gordon stores, with headquarters at Gas City, Ind. This truck has run over 100,000 miles, carrying heavy loads of hardware and furniture and the like, and apparently is good for another eight or nine years of service. Mr. Murphy also had information about the thirty-first truck built by this factory. This truck is hauling mail, express and passengers between Columbus, Ky. and Campbellsville, Ky., and has been successfully doing this for about seven years, though in service for other tasks earlier in its career. The twenty-ninth truck turned out by this factory is being used by the Sand company, of Chattanooga, Tenn. Other earlier trucks of the same

New Tire Concern Opens In Memphis With Large Stock

The Charlestown Tire and Rubber company has just opened its new store at 268 Madison avenue, where a large stock of high-grade, nationally known tires will be carried. This company is affiliated with the largest tire organization in the world, operating more than 100 stores from coast to coast throughout the United States. This great business is conducted on the chain store idea and has proved a tremendous success. Special arrangements have been made with 18 of the largest tire factories to take their entire surplus stocks of tires, including all slightly blemished tires, discontinued styles and odd sizes. While these tires are classified as second grade they are for all essential purposes the same as first quality stock, sold at guaranteed prices, and give the maximum mileage claimed by the makers for "firsts" of the same brand. The Charlestown Tire and Rubber company will carry such well-known makes of tires as the Plak, Firestone, Goodrich, Portage, McGraw, Imperial, Defiance, Marathon, Mason, etc.

Come to Purify Seed Company

Sure growing plants and garden seeds. We handle only well-matured vegetable plants of strong vitality—fresh from the garden daily. Come to Purify Seed—The Beginning of a Good Crop.

ROBBED IN DAYLIGHT.

With the full glare of the sun serving as a spotlight for his operations, a lone negro bandit, at 8:30 o'clock Saturday morning, held up Henry McGee, negro, of Capeville, as he was turning into Gayoso avenue from Wallington street. McGee, told Policemen Taylor and Ham that before he knew what was up a big negro put out his arm and stopped his progress. Then, holding a knife to McGee's throat, the bandit took \$75 from his victim's pockets. The thief worked with speed and before persons passing to and fro were aware what was transpiring the lone silex negro had turned the corner and was hurrying on his way.

WEDDINGS

Wilhelms-Norris. HICKMAN, Ky., April 12. (Sp.)—Woodie Wilhelms, aged 34, son of Jake Wilhelms, and Miss Maggie Norris, aged 17, daughter of H. D. Norris, were quietly married here Friday. This bridegroom is a farmer.

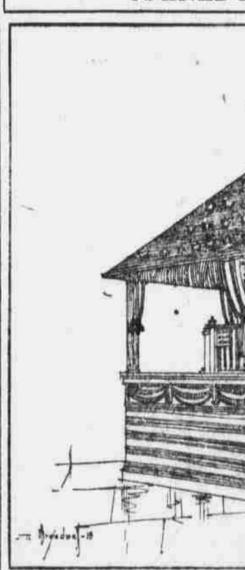
Alexander-Fowlkes. DYERSBURG, Tenn., April 12. (Sp.)—A beautiful home wedding was solemnized at the home of Dr. and Mrs. J. A. Fowlkes at Hurricane Hill near here Thursday afternoon, when their daughter, Miss Berenice Fowlkes, was united in marriage to Arthur M. Alexander, of Jackson, Tenn. The ceremony was said by the Rev. J. W. Blackard. Immediately after the ceremony, the couple left on their honeymoon. They will reside at Jackson, where the bridegroom is engaged in business.

WATER VALLEY. Died, accident and other causes: Corp. Ernest J. Higginbotham, R. F. D. 1, Water Valley.

ARKANSAS. Died, accident and other causes: Robert Johnny McGraw, Baxter; Robert Blackman, Hon.

MISSISSIPPI. Died, accident and other causes: Corp. Ernest J. Higginbotham, R. F. D. 1, Water Valley.

CARNIVAL BOOTHS WILL BE OPENED FOR VICTORY LOAN



Six or more booths like the above, decorated in carnival style, will be erected at strategic points on Main street between Beale and Poplar avenues the week beginning April 21. Beautiful Memphis women and girls will be in charge and more than will be indeed hard-pressed if he escapes the attentions of the fair ones to buy bonds. A number of unique entertainments are planned to be staged before the various booths. Every woman in Memphis is invited to participate in the campaign and may communicate with any of the members of the committee. Already the women have commenced to receive pledges for Victory bonds. The first two applications for bonds came from the Snowden Parent-Teacher association, reported by Mrs. Walter Gray, and the Young Peoples society of the McLeone Avenue Christian church, reported by Mrs. E. G. Williams.

FOUR CASUALTY LISTS RECEIVED

Total of 1,340 Names Listed Including Two of Memphis' Sons.

The names of two Memphians are included in four casualty lists received Saturday from Washington. They are Sergt. Jack C. Hanley, 934 Kerr avenue, and Private Daniel F. Farrell, 1832 Monroe avenue, both being reported as having been slightly wounded. The four lists, three of them army lists and the other a marine corps list, contain a total of 1,340 names, divided: Killed in action, 41; died from wounds, 22; died, accident and other causes, 45; list of diseases, 101; wounded severely, 77; wounded slightly, 930; missing in action, 31. Also included in the lists: TENNESSEE. Killed in action: Private James I. McPeak, R. F. D. 1, Walling.

ALABAMA. Killed in action: Private Arthur Dodd, R. F. D. 2, Crossville.

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THE UNIVERSAL CAR

Your Ford car is an investment which produces only when it is working. It must be kept in active daily work to realize the fullest value from it. To give this service the car, like any other piece of fine machinery, requires mechanical attention when it occasionally gets "out of whack."

Ford owners are comparatively independent of repair shops—but when your Ford does need adjustments and repairs, take it to an authorized Ford dealer, usually just around the corner. There you will find skilled Ford mechanics, with complete shop equipment, genuine Ford-made parts and regular established Ford prices. Genuine Ford service is thus your guarantee of careful, efficient workmanship and satisfaction.

You get genuine Ford service at any one of the authorized sales and service firms listed below, or any other of the thousands of legitimate Ford dealers throughout the country.

- Price-Barwick Company**
Monroe Ave. at Cleveland
Telephone Hemlock 991.
- Universal Motor Car Co.**
963 Union Avenue
Telephone Hemlock 5700
- Graham-Merrin Company**
366 Madison Avenue
Telephone Main 1576
- McCreery-Phelan Company**
259 Monroe Avenue
Telephone Main 1295

TRADE WINNERS

QUIGLEY'S SERVICE QUICKLY and HEWITT CORD TIRES

Get Both Day and Night and Sunday By Calling Main 131 or Memphis 575

We think a lot of Hewitt Tires—enough to recommend them highly to our customers—and customers, you must remember, are our greatest asset. Hewitt Rubber Co. makes both cord and fabric tires. We carry complete stocks and we give real, sure-quick road service. Next time you need tires, tubes or vulcanizing, just call—

QUIGLEY TIRE & RUBBER CO.

Marshall and Monroe Ave.
Memphis Distributors Hewitt Tires
Dealers Wanted in Open Territory

A SERVICE THAT IS PLEASING

Every Day Memphis Car Owners Are Getting Next to the Efficient Road Service of This House. Promptness, Courteousness, Quality Are What You May Expect and Always Get.

JUST CALL

816

GOOD INVESTMENT TIRES—GOODYEAR

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RED CROSS NOTES

There will be an important conference held in Memphis on next Thursday by prominent Red Cross officials of the Southern division, civilian relief department, at Atlanta, Ga., who will come directly to Memphis following the state conference of charities and corrections to be held next week in Nashville, Tenn.

This is called a rural conference, and its headquarters will be the Hotel Chisca. All branch chairmen of the home service section of both Shelby and Fayette counties will be in attendance. A luncheon and a dinner will be the social features of the occasion. John B. Gouger, member of the Shelby county chapter, Civilian relief committee, will preside.

These social service workers of national prominence attending and having a part in the program are: Joseph C. Logan, director of civilian relief, Southern division, Atlanta; Dr. Alexander Johnson, director of supervision for Southern division, Atlanta; Miss Mary Abel, director of after-care, Atlanta; Boyce Edens, director of information service, Atlanta; C. E. Lovett, Tennessee state supervisor of home service. Memphis is fortunate to have so many of these conferences held in its city. Being a great center for the promotion of this after-war social work, the vital need for an extensive study to benefit conditions incident to war is plainly seen. The Memphis chapter is wide awake to its responsibility and is leaving nothing undone to do its part in the front ranks of Red Cross chapters in this big field of social uplift and justice to the families of those who were the shield and were factors of a new civilization.

Red Cross directors of civilian relief of the Southern division are impressed with the great future of the home service section—that it must continue and expand. They have received numerous requests to launch out in communities where there are no other social service agencies and extend to any family the same kind of neighborly service and comfort they have been extending to soldiers and sailors' families. This may be done in such communities, but no attempt to overlap any existing social agency will be the part of the Shelby county Red Cross chapter because this community has several well-established agencies to do this kind of work. It is strictly home service work and which will be done in time and finance of the Red Cross indefinitely.

Red Cross officials have decided that service to soldiers' and sailors' families shall in no way be impaired, that the Red Cross is committed to complete responsibility for the welfare of those families; they are regarded as a primary patriotic obligation upon its resources of service and funds.

GUN CLUB MEETS. The Forrest City Gun club held its third meeting about here yesterday afternoon, Fred Sooton and Frank Pollock making the highest score by breaking 28 out of a possible 25. The official score, all shooting 25 times, was as follows: Fred Sooton, 29; Ed Neal, 11; James Malone, 15; A. L. Stevens, 17; W. M. Thompson, 8; Louis McDaniel, 14; M. C. Hamilton, 18; R. M. Stevenson, 16; Frank Pollock, 23; W. H. Brown, 15; J. J. Tharr, 18; George F. Wood, 19; H. A. Farrell, 11; E. E. Sayers, 16; Harry Watson, 10; E. Ferguson, 14; Charles Houtkins, 11; James M. Gilliam, 17; R. Brantley, 8; J. M. Campbell, 18; R. L. Stockard, 16; James B. Wright, 7; Lloyd Myers, 17; W. E. Stevens, 12.

DELCO-LIGHT IS SHOWING GROWTH

Fifty-two Salesmen Cover Memphis Territory for Local Branch.

Fifty-two salesmen, on the jump all the time in bringing the light of day into hundreds of heretofore dark or nearly dark farmhouses, are traveling out of the Memphis branch of the Delco Light company, of which H. R. Colby is distributor. More than 2,000 Delco light plants have been installed in Tennessee, Mississippi and part of Arkansas during the past two years, and indications, according to Mr. Colby, are that all previous years' records will be broken during 1919.

Demonstrations of the utility and success of the Delcolight are now being made in many schoolhouses of the state and a demonstration was given Friday night at the Elks club school. A feature of the demonstration given is a motion picture machine, which is instantly set up and which is lighted by Delco light and pictures are projected as well as in smaller theaters.

The Memphis distributing office is one of four in this section, others being at Knoxville and Chattanooga, Tenn., and Jackson, Miss. Lighting systems of all kinds and sizes are handled through Memphis. It was largely for the assistance of the Delco light branch here that The News Scimitar recently when the electric supply gave out, the Delco light portable power plants being utilized to operate the linotype machines.

Read News Scimitar Wants.

Permalife

STORAGE BATTERIES

Guaranteed for 20 Months

It's Up to You to Buy the Best Battery Made

Southern Motor Co.

631 Monroe Ave. Main 5125.
S. H. BUTLER, Pres. JOS. M. CONNABLE, Sec.-Treas.
Member of Memphis Automobile Dealers' Association.

Designers and Builders of High-Grade Automobile

Ford Tops

IN STOCK

Changed While you wait. Liberal Allowance Made on your old frames.

Your ideas of an automobile top, no matter what they may be, can be realized and made to your satisfaction with the facilities of our plant and the able assistance of our expert designers and builders—complications are no tasks for our plant—materials of every high-grade quality to select from.

Have Us Tell You About Our "One-Day" Service

J.G. Stone-Croce Auto Top Co.

Successors to Memphis Auto Top Co., Oldest Exclusive Auto Top Company in Memphis.

409-11 MONROE AVE. PHONE MAIN 1896.