

# AUTO CLUB FORGING RAPIDLY TO FRONT

Although Only Three Months Old Club Is Flourishing. 'Lloyd Tells of Aims.

BY ELWOOD LLOYD (Secretary Memphis Automobile Club.)

Organizations that are destined to work real worth-while accomplishments, or to add to the value of the communi-

ty in which they exist, do not blossom forth in great magnitudes. They grow slowly, steadily, solidly. So it is with the Memphis Automobile club. Necessity was the mother of the club in this city. There were many conditions obtaining heretofore that worked to the disadvantage of the motorist, and as a consequence, to the community at large. Single-handed no motorist was able to rectify these conditions. A co-operative organization of real service was necessary if results were to be expected.

While the need for such an organization was generally recognized, yet no particular group of citizens felt it to be its particular duty to take the initiative in the formation of a club. Finally, the automobile dealers' association, as a matter of service owed to their patrons, took the necessary steps for the formation of a motorists' organization, based upon the experiences of

other successful clubs throughout the country. The automobile dealers did not want the club as a personal proposition—they had no idea of retaining its control or management. They simply felt it to be their duty to launch the club and then, when it had become established firmly, to turn the management over to the members—citizens for the greater welfare of the community. In the organization the Memphis Automobile club differed from many other movements launched in this city. It was not founded upon frenzy, nor capricious enthusiasm. No widespread campaign for membership was carried forth. The organizers were of the opinion that a certain few hundred of our citizens were sufficiently interested in any movement which might mean a betterment of conditions, to warrant the small amount of the annual fee in favor of its success. The great masses would be attracted later solely on the basis of service rendered.

The Memphis Automobile club, now but three months old, has thus progressed and is progressing better than has not been phenomenal—but it has been solid—made up of citizens who are not only willing to contribute to the cost of maintaining such an organization, but are ever ready and willing to lend their active and moral support to the carrying through of such work as are undertaken by the club.

**Cutting Down Thefts.** Today—although but a quarter of a year old—the club has had many accomplishments to which it can point, with becoming modesty; and a record of willing service was rendered which is daily adding to its list of friends and ardent supporters. By reason of active prosecution of automobile thefts, the number of cars stolen in February—the first month of the club's existence—was 43 per cent less than the number listed on the police records for the month previous. In March the number was less than half. And, by co-operation existing between the club and the city, more than 97 per cent of the stolen cars were recovered and returned to their owners. It is interesting to note that not one automobile bearing the emblem of the automobile club has been taken by the elusive thieves. Purloiners of motive equipment have learned to respect the warning signal displayed in the enameled emblem worn upon the radiator of the car.

The offices of the club, located in the Peabody hotel, have been particularly busy during the past two months as the ever increasing stream of tourists has poured into Memphis. As many as 40 applications for road maps, routes and road information have been received in the office during one day, not only from the foreign tourists—travelers from other states—but from many local motorists as well. During the month of April 760 persons were supplied with road information, assisting them on their ways with assurance of freedom from road trouble.

The information bureau of the club has been particularly active in keeping thoroughly informed on all phases of road condition during the season of rainy weather. On file in the club offices are reports showing the condition of roads in every county in Tennessee, Mississippi, Arkansas and Kentucky—reports supplied by the best informed good roads enthusiasts. These reports are supplemented by return cards received from persons who have traveled throughout this territory, and by telephonic reports from points where unusual road conditions have obtained. This service has been rendered without charge to all motorists, whether members of the club or not, in the case of tourists from other sections has served to create a favorable and lasting impression of Memphis.

**Good Roads Service.** The short-handed-broom brigade, launched by the club, has found a remarkable number of followers during the short time since it has been made public and incidentally has shown the real spirit of service contained in the heart of the average Memphis. Short-handed brooms, made by the Tennessee shops for the blind, and constructed to fit comfortably in an automobile, have been supplied at cost to all motorists who would agree to carry them in their cars for the purpose of using them to sweep broken glass into the gutters and off the pavements, this little bit of service rendered for the other fellow has served to establish a greater esprit de corps among motorists than has obtained in the past.

That thinking men, real leaders of the community, are becoming impressed with the worth of the organization for civic betterment was shown by a luncheon meeting attended by more than 80 of the best known business men of the city during the past week. After reviewing the accomplishments of the club in its brief span, the speaker invited their support to the organization, and asked that an executive committee of five be appointed to organize a body of 25 additional business men who will stand solidly behind the club and direct its destinies for the greatest good of the public.

The five leaders appointed are June H. Rudolph, S. M. Williamson, Milton H. Edger, A. R. Edwards and John B. Edger. These forward looking citizens will appoint, as their co-workers, men readily recognized for their un-

## Branch Head Is Promoted

Mr. E. B. Wilson, who opened the Memphis branch of the Buick Motor company on July 1, 1935, and later on took charge of the Philadelphia branch of the same company, recently has been transferred to an important position in the sales department at the home office, Flint, Mich. Before coming to Memphis, Mr. Wilson was sales manager of the Chicago branch of the Buick Motor company and previous to that time, was branch manager of the John Deere Flow company, Columbus, Ohio.

Mr. Wilson goes to his important duties at Flint exceptionally well equipped. He has shown extraordinary ability in surrounding himself with splendid organizations in both Memphis and Philadelphia. The personnel of these branches is a credit to any manager of men. Mr. Wilson is a self-starter and a self-improver. His friends and former associates in the Memphis territory have anticipated his rapid advancement with delight in his recent advancement.

**LIBERTY NOW HAS TERRITORY AGENCY** The Liberty is one of the new cars to be taken over by a Memphis agency for distribution in this territory. The agency for this attractive and successful car has been taken by the Commercial Motor Car company, 452-256 Monroe avenue, of which A. P. Stuberfield is president and George P. Hays, vice-president.

In addition to adding two new body models to its line the makers of the Liberty have seen fit to make some minor chassis improvements, among them a slight change in the steering gear, the substitution of a corrugated shock absorber, a new wheel for the plain type, the fitting of a new hood with more than twice the previous amount of walnut steering wheel for the position of the front license bracket. The main units and primary construction of the chassis are the same as before and these include a Continental six-cylinder engine, dry-plate clutch, Timken axles, Delco electrical equipment, etc. The wheelbase remains the same at 115 inches and tires \$2 by 4. The complete line of Liberty cars now consists of the following, the new ones being so indicated.

Five-passenger touring, \$1,570; two-passenger roadster, \$1,570; four-passenger sedan, \$1,750; four-passenger sedan, \$2,440; four-passenger coupe (new), \$2,440; four-passenger, \$3,000; Landulet, \$3,600. Admission of good looks brought about by the harmonious combination of curves and angles was never more attractive than in the Liberty. The Liberty is a car that is more than just a car, it is a work of art. The Liberty is a car that is more than just a car, it is a work of art. The Liberty is a car that is more than just a car, it is a work of art.

**CAMPAGNA OPENS NEW AUTO TOP BUSINESS** After fifteen and a half months' service at Park field, in the aviation corps, P. Campagna has returned to civil pursuits. He has opened the Dixie Auto Top company, 1078 Union avenue, and already has a flourishing business under way. Campagna is an experienced top manufacturer and fitter. He was a partner in the Tennessee Auto Top and Painting company but sold out to enter into Sam's aerial fighting forces. He is recognized in Memphis as an automobile top expert. In addition, the company makes seat covers for any make machine, manufactures and fits side curtains, and does auto upholstery.

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**DARIO RESTA TO ENTER BIG EVENT** Noted Racer Expects To Be First In Contest for \$50,000 Prize. INDIANAPOLIS, Ind., April 26. (Sp.)—Dario Resta, owner of the only championship medal in the history of the American automobile racing, will defend his right to the title won in 1916, in the 500-mile Liberty sweepstakes at Indianapolis May 21.

Resta is a driver who is possessed of great mechanical ability and is also a shrewd driver. It is noticeable that he either wins or does not finish a race. In the 15 races that he figured in the 1916 championship, Resta finished in five and gained 4,100 points. While he did not start in all of the 15 title events he never took the checkered flag after it had been waved for an opponent. When he started his career in 1915 by winning both the Vanderbilt and Grand Prix road events at the San Francisco exposition, it was predicted by the wisecracker that it was only a flash in the pan. His next bow was made to the public in the 500-mile event at Indianapolis, and this was one of the few times that he ever finished behind another driver, for Ralph DePalma literally drove Resta's Bug out of his wheels, and while Dario had more speed, Ralph had more skill on the four turns and so locked the pilot of the French car by a small margin.

During the remainder of the season Resta had uniform success and garnered more than \$4,000 in prizes. In the 1916 300-mile race at Indianapolis he romped home an easy winner and started his march to the championship. Last year Resta drove a car of his own make, but did not have a great deal of success, as it was too "green," although it showed wonderful speed, while the English-Italian had it running.

**DURANT CONFIDENT HE WILL BE IN THE MONEY** R. Clifford Durant, the first driver to file an entry for the 500-mile Liberty sweepstakes on the Indianapolis speedway May 21, is looking for speed to take the other end of a pet wager. Having won the two big races of the last 12 months on the Pacific coast, at Tacoma and Santa Monica, Durant believes he is entitled to have some opinions. Now "Cliff" is anxious to bet that he will have enough speed under the bonnet of his Chevrolet Special to rank among the first four and that he will have a place in the front row when the big field slides away from the tape on the trial lap for the start of the five-century grind. While DePalma, Resta, Chassagne, Goux, Mulford and many of the remaining entrants have fast cars, Durant opines that not more than three cars show more speed than he can in making the qualification lap.

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