AUTOMOBILE ROW IS CRYING FOR CARS

TWO MORE STATES ARE ORGANIZED

Advices concerning establishment of a Bi-State Auto Dealers' association in New Orleans, as proposed for a conference to be held in New Orleans early in August, have been received in Memphis via the Motor Age. Mississippi and Louisiana are represented.

This is the same sort of an association N. F. Ozburn, of the Ozburn-Alston company, hopes to see formed in Tennessee, especially among automotive supply dealers. Steps to formulate such an association in this state have already been taken, and Mr. Ozburn, who is a strong advocate of organization for the betterment of the trade in general, expects to be actively identified with the movement.

PARKER FINISHES FIRST AND PARKER SECOND

No, Jerome P. Parker did not capture the Packard trophy in the golf tournament over the Milwaukee links, for Packard salesmen at the recent Packard convention. He did do this, however, he shot a 78 and was medalist for the tourney—that is he finished first in the qualifying round and there were 80 players entered at that. And get this: Ben Parker, president of the Packard Motor Car company, of Boston, no relation to Jerry Parker, president of the Packard agency, of Memphis, came through second.

According to Mr. Parker the Packard factory is preparing for a wonderful business year in 1920.

SMALL OUTPUT HAS PUT PREMIUM ON REBUILT MACHINES

An abnormally low production of automobiles, due to the fact that factories have never recovered from the war setback, has put a premium on the used pleasure car and the used truck.

The hue and cry up and down automobile row these days is: "If we only could get the cars."

And the complaint is not without its merit. Never in the history of the automobile business has there been such a demand for cars and such a shortage to meet that demand. Hardly a salesroom in the city has new cars on display. Just as fast as a shipment comes in it is sent out to customers who purchased the cars weeks and weeks ago, and who waited patiently for them to arrive.

It is a situation that automobile dealers of a few years ago hardly thought possible. They say now that it is a wonder to them where they are going to get enough cars to even make a dent in the long list of orders all of them have on file and have had on the waiting hook for months.

Here is a result of this abnormal condition: Many dealers, in order to satisfy the insistance of their trade, have scoured the country for used cars of their particular make, bought them up, rebuilt them and are now selling them as fast as they can be turned out of the repair shops.

"It's a situation we never dreamed would come," remarked one prominent dealer. "For weeks and weeks we have been trying to get the factory to make us a shipment. Our books will show that we have more than $25,000 worth of orders on the waiting list and not a car in the house, none even in sight. Most of us have had to let our salesmen go, not that they can't get the business, but because we can't begin to make good on their sales by furnishing the cars when the sale is negotiated."

It is the general opinion up and down the row that a settlement of labor conditions will tend to stabilize the present unrest in the production centers and soon bring about a normal output of cars. In the meantime, however, the dealer who has a stock of rebuilt cars coming in is facing a harvest.

Plans Practical Demonstration Of Tractor Machinery

Taking seven men with him S. L. Kirkpatrick, of the S. L. Kirkpatrick Tractor company, agents for Fordson tractors, left this week on a demonstration trip that will take up most of the summer. Mr. Kirkpatrick expects to give practical farm demonstrations with Fordson tractors and specially designed power machinery for which he is the agent, in most of the counties of West Tennessee, North Mississippi and Eastern Arkansas. He will be away 12 weeks.

"It is the most practical way in which to reach the farmer," declared Mr. Kirkpatrick. "We will have with us four one-ton trucks, one No. 7 Oliver plow, one D 42 Oliver disc plow, one No. 3 Oliver sulky plow, one Roderick lean disc harrow and one pulverizer."

A complete camping outfit was taken along.

According to Mr. Kirkpatrick orders have already been received for nine car loads of tractors for immediate shipment.

ORDERS 96 CARS IN ONE DAY FROM PLANT

Ninety-six automobiles ordered in one day.

That is a record that has been hung up in Memphis, according to the Tri-state Motor Sales company, which announced that that number of Maxwells has been ordered from the factory for the following:

One carload to West Point, one carload to Tupelo, one carload to Belzonie, one carload to Trenton, Tenn., one carload to Greenville, Miss., one carload to Martin, Tenn., one carload to Mayfield, Ky., one carload to Corinth, Miss., four carloads to Greenwood, one carload to Paragould, Ark., one carload to Newbern, Tenn., one carload to Paris, Tenn., one carload to Helena, Ark. All are for Maxwells, placed by the Tri-State company here last Saturday for immediate shipment.

The company has received notification that its allottment for the year is 2,000 cars.

Read News Scimitar Wants.

CONNABLE RECEIVES CLEVELAND AGENCY

An important announcement concerning acquisition of the Cleveland agency here is to be made within a few days by the Superior Motor car company. According to F. M. Connable, his firm has taken over the Cleveland agency, adding this well-known car to the company two leading cars in their class.

THOMAS PROMOTED.

E. C. Thomas, for two years manager of the local Firestone branch, has been transferred to Minneapolis, leaving Memphis Saturday. His successor is due in Memphis sometime early in the week. Mr. Thomas' transfer comes in the way of a promotion.

Sedan Seat Covers

We are prepared to furnish high-grade seat covers for all makes of cars.

We make a specialty of WASHABLE COVERS for SEDANS.

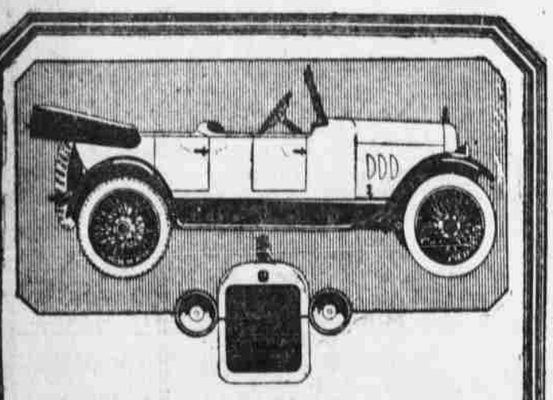
All these covers are highest grade linen, tailored to fit and GUARANTEED NOT TO SHRINK.

Protect your upholstery and your clothes by installing a set.

McCreery-Phelan Co.

269 MONROE AVE. Memphis, Tenn.

PHONE 2881 MAIN



The Four-Passenger Sport Model

You will like the Columbia Four-Passenger Sport Model. Every one does.

You will like it first because of its appearance.

It has the snappy ultra-modern lines that cause people to turn and give your car the second look.

And there is no use denying it, we all like such a car.

And you will like it better the more you know about it. For it is just as good on the inside as it looks on the outside.

The chassis is composed of the very best units money can buy. If you were having a car built to order, you couldn't choose better. Specifications prove this.

The Columbia was one of the first three companies to build a four passenger model.

Yes, you will like the Columbia Six. Come in and see it.

Specifications: Timken Axles—Continental Red Seal Motor—Harrison Radiator with Thermostatically Controlled Shutters—Spicer Universal Joints—Borg & Beck Clutch—Detroit Steel Products Company's Springs—Gemmer Steering Gear—Auto Lite Starting and Lighting—Atwater-Kent Ignition—Stromberg Carburetor—Prest-O-Lite Storage Battery—Painting and Trimming by The American Auto Trimming Co.—Pantasote Top.

Prices—Five-Passenger Touring Sedan $2445.00
Five-Passenger Touring Car 1600.00
Four-Passenger Sport Model (5 wire wheels included) 1745.00
Prices F. O. B. Detroit

MURPHY MACH. & EQUIP. CO.,
482-484 Union Ave. Main 3440.

Columbia Six
Gem of the Highway

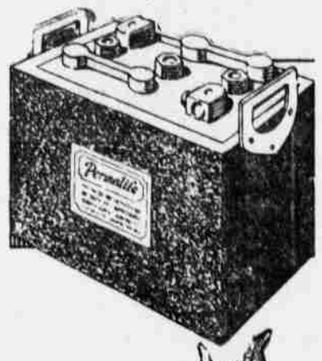
If You're Looking For Battery Permanence—

YOU WANT → **Permalife**

AMERICA'S BEST STORAGE BATTERY

In anything that counts for battery quality, service and efficiency, is exemplified in the PERMALIFE.

The popularity of the PERMALIFE storage battery is based on the service it gives, not merely the claims that are made for it.



GUARANTEED 20 MONTHS

And it lives up to its guarantee. Made on highly scientific principles and the cost is no more than for batteries that give less. Non-buckling plates and a non-sulphating battery. Get one for your car.

SUPERIOR MOTOR CO.
627 MONROE
Memphis, Tenn.

Counts More Than Half Of Memphis' Citizens Friends

JOSEPH R. JACKSON.

For more than 25 years Joseph R. Jackson, manager and secretary-treasurer of the Gates Half-Sole Tire station, 128 Monroe avenue, has resided in Memphis. While he may be new to the tire business, he is undoubtedly one of the best known young business men of the city. For 17 years he was with the Memphis Gas and Electric company and more recently cashier and assistant credit manager for Geo. T. Brodnax, Inc. This week he became identified with the Gates people.

Mr. Jackson's reputation for success is not limited to business circles, however, for he has made an enviable reputation in musical circles, being one of Memphis' leading singers.

In securing his services for their fast growing tire business the management of the Gates half-sole tire station expressed the opinion that he is the right man in the right place. Mr. Jackson's friends and acquaintances say the same thing.

Mr. Jackson began his new duties Monday and is already in the harness.

CANDIDATES QUIT RACE AT NEW ALBANY, MISS.

NEW ALBANY, Miss., June 28. (Spl.)—The political situation in Union county has changed complexion within the last few days. A few days ago N. C. Whitten, prominent candidate for sheriff, announced his withdrawal from the race, and now come forward Mark L. Wells, of the Mount Olivet community, and Guy Martin, of Ingomar, both candidates for the office of clerk of the circuit court, and announce their withdrawal on account of private interests. There remain now three candidates in the race for the clerkship—John O. Bryant, R. W. Pickens and A. F. Reid.

WYNNE ELKS INSTALLED.

FORREST CITY, Ark., June 28. (Spl.)—Wynne lodge No. 1396, B. P. O. E., installed on Wednesday afternoon and night by a strong initiatory team from Forrest City lodge No. 1219, was permanently organized by the election of charter officers as follows: J. T. Thompson, exalted ruler; D. H. Hamilton, esteemed leading knight; J. H. Harris, esteemed loyal knight; E. P. Merritt, esteemed lecturing knight; Walter Killough, secretary; C. J. Coffin, treasurer; Chas. Smith, tyler; W. M. Robinson, three years; R. L. Block, two years; Grover C. Tyre, one year, trustees.

F. O. B. THE FACTORY

"Even though a car may be designed with an eye to the niceties particularly appreciated by city buyers, it is practically impossible for it to become a great selling success until it has proved its mettle in country driving," states J. E. Fields, director of sales of the Liberty Motor Car company. "Country roads are the real proving grounds of car quality. It is the continuous road test to which cars are submitted by those who drive a great deal in the country that demonstrates the stamnia and endurance which are vital in establishing its good reputation. After it once proves that it has the necessary 'intestinal' qualities, such a car becomes all the more desirable among buyers who appreciate its other virtues, and at the same time is establishes for itself a steady market in the rural districts. Buyers in the cities were inclined to accept Liberty endurance as a fact which needed no proving because they knew the ability of the men behind it. Those in the country on the other hand, proved its stamnia for themselves, because their driving conditions simply forced a car to stand up, or stand aside. That neither of these classes of buyers has been disappointed is shown by the fact that our most successful distributor is located in a rural territory and does by far the greater part of his selling to men whose driving is almost all done in the country. He reports that since the people throughout his territory have been shown by the hundreds of Liberty's in use that the car is thoroughly dependabe that they, too, are showing the keenest appreciation of Liberty lines and stlye and riding and driving differences. And on the other hand, Liberty performance on country roads is so talked about and repeated again and again that the city buying of Liberty cars, in turn, has been given a wonderful impetus."

The Herf Motor Car corporation, has just received information from Lewis Pacheco, of Oakland, Cal., telling of a Briscoe performance even more remarkable than that of the Briscoe that won the recent Los Angeles to Yosemite valley economy run. The performance described was an absolutely official run made under the supervision of Clifford Irish, an Oakland newspaper man. "Our route was down the highway from Oakland to Hayward, through Niles to Irvington, at which place we turned and started back toward Oakland. During the entire trip, I never coasted, never released a clutch. We traveled at an average speed of 25 to 30 miles per hour. Our record for the entire trip was 33.4 miles per gallon of gasoline."

"There is no other country in the world where the joys of motoring are so easily within the reach of the average man as in the United States," said Louis R. Hardy, general manager, McCardell Motor Co., distributors of the Auburn Beauty Six. "Abroad the high cost of fuel makes motor transportation an expensive luxury. In France, for instance, gasoline retails for $1 to $1.40 gallon, according to late reports. But even if the cost of operation were lower, the European of average means would still be denied this greatest of outdoor sports. Motor cars themselves are priced too high. $3,000 to $5,000 is a common price for European automobiles, while $15,000 is not infrequent. At the Lyons fair, there is offered but one car which American standards would rate as low priced. This car, which sells for $950, is only a four-passenger model with a two cylinder engine. Contrast this situation with condition in the United States where leading manufacturers are vying with each other in an effort to embody the utmost value in a car of moderate price. How well they are succeeding is illustrated by the Auburn Beauty Six. In addition to outstanding performance and economical operation, this car offers beauty of design and luxury of appointments formerly attainable only at a much greater cost. Its graceful lines represent the ultimate achievement of the conservative progressivism which has actuated the Auburn designers in their two decades of car building. Daring, but not over bold, the Beauty Six is imbued with a unique distinction. Exquisitely equipped, it satisfies. An automobile is beyond the grasp of the average European, but the American of moderate means can have a motor car which is not only useful, but beautiful—a possession of which he can be proud. Small wonder that a flood of immigration is expected.

Hudson endurance and stamina were never more conclusively demonstrated than in the great 500-mile Liberty Sweepstakes at Indianapolis on May 31. Ira Vail finished eighth; Ora Haibe, 14th, and Demy Hickey, who drove a special chassis equipped with a Hudson Super-Six motor, ninth. Vail used the Super-Six Special, which he has driven for the past two years, while Haibe piloted A. H. Patterson's old Hudson racer. Every Hudson that started the race finished, with Vail and Hickey within the money. Not a single Hudson experienced mechanical trouble of any kind. A truly marvelous record considering the age of the cars. Pitted against the world's best racing machines, cars that qualified at from 103 to 104 miles an hour, these Hudsons achieved a victory of endurance over speed. All of them were entered by individuals without backing from the factory. These men felt so sure of Hudson stamina that they staked not only their lives but their hopes of winning a fortune on it.

The famous Lyons exhibition held yearly in France, has become well known throughout the world, for it draws visitors and buyers from every country on the globe. In years gone past, many American built cars have been exhibited at this fair. Naturally, the war has disturbed the selling arrangement of most of the American manufacturers, so that most of them will be absent from the exhibition this year. The makers of the Columbia Six have been very fortunate in this respect as they have retained their former selling connections, the Dutrieu & Co., of Paris. Some time ago a show model was shipped to the Dutrieu Co., and will be exhibited by them at the Lyon fair. So far as it is known, the Columbia will be one of three American built cars to be shown at Lyon this year.

ABOUT BASEBALL.

"Charley, dear," said young Mrs. Torkins, "would it please you if I took more interest in sports?"

"Oh, it might be interesting if we could talk over the events and figure out the prospects."

"Well, I'm going to begin right now. Do you think the National league will win the world's series next fall?"

THE HIGH SIGN FOR SERVICE — USL

Every car owner knows that upon the dependability of his storage battery hinges his certainty of "get there" and "come back." USL is always sure; always safe. Its crated energy is always ready, through the touch of a button, to put "pep" in your horn, strength in your light and a "kick" in your starter.

STORAGE BATTERY SERVICE & SALES CO.

47 S. Third St. Memphis.

McCardell Service

When we say that "M'CARDELL TAKES CARE OF YOU ON SERVICE" we mean it. The steadily increasing patronage of our service and repair departments is conclusive proof that McCardell DOES give service.

Every one of our mechanics is an expert. We have pleased others—we know we can please you.

Distributing agents for National, Auburn "Beauty Six" and Anderson automobiles; Vim delivery trucks and Sanford heavy service trucks. We have the Auburn "Beauty Six" in stock now. See it sure.

McCARDELL MOTORS CO.

GEO. C. M'CARDELL, Pres.
LEWIS R. HARDY, Gen. Mgr.
267-9 MADISON

For the Memphis Car Owners

In keeping with our policy to handle only the best tires we have contracted for the exclusive agency for the famous Kelly-Springfield hand-made tires.

Kelly-Springfield

We will continue to carry, as in the past, a complete stock of the well-known Goodyear tires.

In offering you these two makes you are assured of the very highest quality.

Kelly-Springfield and Goodyear stand in a class by themselves for long mileage.

You'll hear more of these wonderful tires.

You'll like them.

Road service? Night and day. Service that stacks up with these two leading tires.

Goodyear

816

TIRE *and* VULCANIZING COMPANY

TROUBLE PHONES 816

YOU CAN BUY THE WORLD'S BEST CARS HERE IN MEMPHIS

The following Automobiles and Trucks are sold by members of the Memphis Automobile Dealers' Association—purchasers are thus assured of fair treatment. ALL PRICES QUOTED F. O. B. FACTORY.

All American Super Truck 1-Ton Chassis $1,295
J. M. Hughes, 77 McCall Place, Phone M. 4803.

Columbia Six 5-passenger, 6-cyl. Touring. 4-pass., 6-cyl. Sport Model.
MURPHY MACHINERY & EQUIPMENT CO.
482-4 Union Ave. Phones: Main 1710, Main 3440.

Dixie Flyer Five-Passenger Touring. Four-Passenger Roadster. Five-Passenger Convertible Sedan. Old Hickory Truck.
MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phones Main 1710, Main 3440.

Dodge
2-Passenger, 4-cylinder Roadster $1,085.00
5-Passenger, 4-Cylinder Touring Car $1,085.00
Dodge Bros. Coupe $1,750.00
Dodge Bros. Business Car—screen or panel $1,085.00
Dodge Bros. Sedan $1,750.00
Business Chassis ..... $ 985.00
SCHLECHT MOTOR SALES CO. Hem. 135.

Duplex The Original 4-Wheel Drive Truck
MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phones Main 1710, Main 3440.

Federal
1-Ton Truck $1,900
1½-Ton Truck $2,350
2-Ton Truck $2,600
3½-Ton Truck $3,350
5-Ton Truck $4,400
LILLY CARRIAGE CO. - - - - Main 877-878

Indiana Trucks 1½-ton, 2-ton, 3½-ton and 5-ton sizes.
MURPHY MACHINERY AND EQUIPMENT CO.
482-484 Union Ave. Phones Main 1710, Main 3440.

Lexington
Sport Tourer $1,785
7-Passenger 6-Cylinder Touring $1,785
7-Passenger Convertible Sedan $1,985
Caro-Holmes Co., Inc. - - Hemlock 6080

Nash
5-Passenger Touring $1,490
7-Passenger Touring $1,640
4-Passenger Roadster $1,490
5-Passenger Sedan $2,250
4-Passenger Coupe $2,250
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

Oakland
2-Passenger, 6-Cyl. Roadster $1,075
5-Passenger, 6-Cyl. Touring Car $1,075
5-Passenger, 6-Cyl. Sedan $1,650
4-Passenger, 6-Cyl. Coupe $1,650
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

Peerless EIGHT TWO-RANGE MOTOR.
7-passenger Touring Car $2,760.00
4-passenger Roadster $2,760.00
4-passenger Coupe $3,320.00
7-passenger Sedan $3,530.00
7-passenger Sedan Limousine $3,720.00
ALL F. O. B. FACTORY.
Lilly Carriage Co. Main 877-878.

Pierce-Arrow 7-Pass., 6-48 Touring Car ... $6,500
LILLY CARRIAGE CO. - - - - Main 877-878

Premier 7-Passenger, 6-Cyl. Touring. 4-Passenger, 6-Cylinder Foursome. Also Closed Models.
MURPHY MACHINERY & EQUIPMENT CO.
482-4 Union Ave. Phones: Main 1710, Main 3440.

Reo
4-Cylinder 5-Passenger Touring Car $1,395
4-Cylinder 3-Passenger Roadster $1,395
Model F ¾-Ton Truck, Complete $1,375
Model F ¾-Ton Truck Chassis, with cab, top and sills $1,340
Quotations subject to advance without notice and any special federal tax to be added to above prices.
LOCKWOOD AUTOMOBILE CO., MAIN 470

Republic
1-Ton (with body and cab) $1,535
1½-Ton Chassis $1,885
2-Ton (Chassis) $2,395
3½-Ton (Chassis) $3,450
Richardson Motor Sales Co., 278-280 Monroe. Main 930.

Scripps-Booth
3-Pass. 6-Cyl. ... $1,295
5-Pass. 6-Cyl. ... $1,295
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

Stutz
2-Pass. 4-Cyl. 16-Valve Bearcat Speedster $2,750
4-Pass. 4-Cyl. 16-Valve Bulldog Special $2,850
7-Pass. 4-Cyl. 16-Valve Bulldog Special $2,850
3-Pass. 4-Cyl. 16-Valve Roadster $2,750
BURKE-COURT MOTOR CO. - - - MAIN 3190

White
7-Pass. Touring, 16-valve motor $5,000
4-Pass. Roadster, 16-valve motor $5,000
¾-Ton White Truck .....
1½ and 2-Ton White Truck .....
3-Ton White Truck .....
5-Ton White Truck .....
5-Ton, 16-Valve, Good Roads Truck .....
THE WHITE COMPANY, Factory Branch, Memphis, Tenn.
Monroe and Pauline St.