

# P-B-Y-TRUCK ROUTES BEING LOGGED

## NEW TONE

Stephens Motor works, of the Moline Plow company, announce many improvements, refinements and smaller bodies in their new American type, post-war model, according to J. A. Miller, of the Miller Motor Sales company, local distributor.

Inspection reveals new lines supplemented by many features which have heretofore distinguished the higher priced cars.

In designing the new post-war model, Mr. C. B. Clough, sales manager of the Stephens Motor works, says, "Stephens engineers have aimed to build the new cars to please and satisfy the most present day desires and demands of the man or woman of better taste, who admires beauty, requires fashion and the very highest ideals in motor car construction. And with our facilities for custom body fashioning in our Stephens body manufacturing, at Freeport, Ill., the very ultimate in body beauty and style can be expected."

Outstanding in the new Stephens model is the distinctly new style in body fashion. It is characterized by longer bodies, lower bodies, larger and roomier interiors. The doors are wider and square finished, equipped with handsome, nickel-plated square key exterior door handles. The windows are set at a jerky tilt, and has new, deep top glass vision. The hood is high, narrow and tapers into the body. It is beautified by 23 fine hair-line vertical louvers, set off by a Boyce motor

## MEASURE TIRE TREAD IS EXPERT'S ADVICE

"Before buying a tire," says E. B. Beaswell, advertising manager of the Michelin Tire company, "every motorist ought to put it to certain tests to determine whether or not the tire is likely to give satisfaction."

One of the most important of the tests which Mr. Beaswell recommends is to determine the thickness of the tire tread. This is easily done, since most tire dealers carry cross-sections of the various makes they have in stock. All that the motorist need do is to place a ruler on the cross-section and measure the tread-thickness.

It is obvious that, all else being equal, the tire with a thick, wide tread will wear longer than the tire with a smaller, lighter tread.

## CHEWING GUM KING IS BACKING AUBURN

William Wrigley, Jr., the chewing gum king, has extended his activities from office and baseball to the automobile industry. He has just been elected a director in the Auburn Automobile company, after having purchased a large block of stock in the enlarged Indiana corporation, according to Louis R. Hardy, general manager of McCordell Motors company, local distributors.

After 19 years of manufacturing, the Auburn Automobile company, with an unprecedented business on its books for the year, decided to practically triple its output, with the result that the official personnel has been considerably strengthened through the addition of men well known in business and finance.

A. F. Kemp, the new first vice-president and treasurer of the Auburn Automobile company, indicating the expansion of the organization and the "automobile industry was never on a stable basis as now, never so full of promise from the standpoint of manufacturing and use. The automobile has come to be regarded as an essential form of transportation, plus the pleasurable features that always are associated with motoring. The industry has taken its place as one of the leaders in American activities. When people reach a prosperous condition that enables them to provide their families with a means of transportation, they make an investment of the character because it is an investment for health and happiness that includes all of the home surroundings."

## COMMITTEES BUSY ON DETAILS OF BIG MOTOR EXPEDITION

Memphis' ship-by-truck expedition's route into Mississippi, the first of at least three and possibly four trips the local truck train is to make the last of this month in the interest of truck transportation development, is being logged today by L. L. Heidacher, of the Firestone Tire and Rubber company, and his committee. A report on the condition of the roads and bridges, as the committee finds them, is to be made by the committee early in the week.

Placing its stamp of approval on the proposed truck train tour the board of directors of the Memphis Automobile Dealers' association, at a meeting this week, went on record as strongly endorsing the project, and urging that it be given unqualified support.

Details pertaining to the run, which may be staged a week later than had been originally planned because of the meeting here of the Cotton States Merchants' association, Aug. 29, are rapidly being rounded into concrete form. To Allen Crouch, of the Paige company of Memphis, Nokes vice of the Memphis Motor company and Lewis R. Hardy, of the McCordell Motor company, has been entrusted the Herculean task of arranging for the initial run. At least thirty trucks are expected to be in line when the starting signal is given. Commander-in-Chief Elwood Lloyd, secretary of the Automobile Dealers' association, the personnel of which is being arranged by Commander Lloyd, will be carried along for miles on good roads, farm development and truck transportation as a means of motivating the highways, particularly through rural areas. A great mass of literature pertinent to the subjects will be distributed from the train through the territory, and the possibilities of the motor truck as the real solution of the short-haul transportation problem will be extolled by speeches, pamphlets and moving pictures.

It is figured that the run into Mississippi with Clarkdale as the southern terminus, will occupy two days' time, the night being spent in the thriving Mississippi market town of Natchez. Arrangements for reception of the tour-ists are to be made in advance, plans for which are being made by the train pull into Clarkdale a royal time is anticipated.

The short-haul problem that gives transportation experts their greatest worries. Often the delivery of commodities to local markets and the 50 miles of its journey will entail more cost than bringing it half across the continent. A few years ago when the freight station to the store door more than both.

But even more perplexing than getting long-haul freight over the final laps of its journey has been matter of transporting small freight from farms and country to local markets and carrying parcels and modern weight goods between towns relatively near together. A few years ago when the trolley car first began to whip over country roads and through fields and farms, it was heralded as the solution of interurban traffic, but it soon became apparent that only where the ample revenue from passenger carrying would it be possible to develop

present constitution, and the necessity of having as large a vote as possible at the Shelby county election.

Later, volunteers also will be sought to act as officers, judges and clerks at the coming election.

**NEWSBOYS MEET TONIGHT**

The Newsboys' club will hold its regular monthly meeting Saturday night in the club rooms in the basement of Calvary church, where the club was organized 12 years ago by Bishop Winchell of Arkansas, who was then rector of Calvary parish.

Every newsboy in Memphis, whether he is a member of the club or not, will be welcome. There will be no long speeches, but there is plenty of cool water in the shower baths, interesting books to read or the boys can put on the gloves for a round or two in the gym.

Tax penalties are much higher than borrowed money. Don't let them catch you.

**PIEROTTI, WHO RAN DOWN CHILD IS DISMISSED**

The case against C. Pierotti, 147 Vance avenue, charged with manslaughter following the running down and killing of Nathan Nelms, 8-year-old boy, 35 South Cox street, at Cooper street and Linden avenue last Monday, was dismissed in police court Saturday morning.

The parents of the child, it is understood, did not care to prosecute the case as the accident is said to have resulted from the boy swerving his bicycle in front of Pierotti's car while pedaling on the wrong side of the street.

**ASSISTANT SECRETARY AND WIFE JOIN DIPLOMATS IN FRANCE**

Frank L. Polk, assistant secretary of state, and Mrs. Polk, photographed on the liner, just before their departure for France.

Frank L. Polk, assistant secretary of state, and Mrs. Polk have gone to Paris. Polk takes Secretary Lansing's place as head of the American peace delegation. Mrs. Polk is one of the leading members of the diplomatic social circles at the French capital.

# KING "8"

*"The Car of No Regrets"*

**A Car You Ought to Know**

THE KING is built by a long-established company with a reputation for good cars and fair dealing, ranking high among a number of worthy competitors.

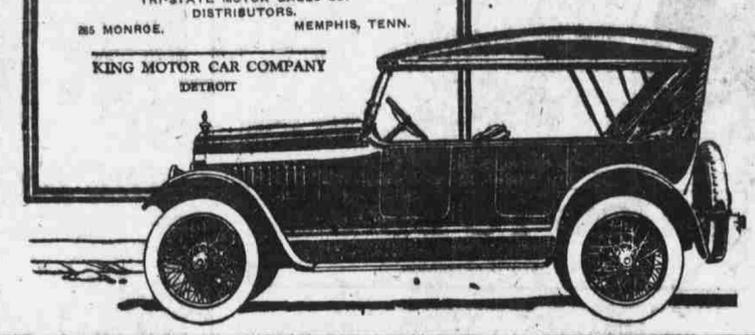
It is a car which may be conservatively described as economical, considering its high power and bigness, and one that "handles" easily,—its all-around road competence, especially on hills, has surprised and delighted many.

In all, we believe the King Eight does offer a remarkable combination of power, economy, reliability, comfort and style, which, considered with the price, makes it a purchase absolutely safe for anybody and one thoroughly consistent with our slogan, "The Car of No Regrets."

Arrange for a demonstration today

**Touring Car—Foursome—Sedan**  
Prices, \$2150 to \$2950, F.O.B. Detroit

TRI-STATE MOTOR SALES CO. DISTRIBUTORS.  
85 MONROE, MEMPHIS, TENN.



KING MOTOR CAR COMPANY  
DETROIT

## REPUTATION FACTOR IN TRUCK SERVICE

In purchasing a truck there are certain things that the buyer must bear in mind, and these are fundamentals that cannot be disregarded if satisfaction and a wise investment are sought for, says R. B. Loose, of traffic reserve department, Vim Motor Truck company.

The reputation of the company manufacturing the truck and the integrity of construction that has distinguished its previous products, combine to form a reasonable guarantee that that company will not permit its reputation to suffer by turning out a truck of inferior construction.

The truck itself must bear every test and inspection that discriminating buyers can make, and it must embrace all logical improvements in design and construction that have been secured through the experience gained through the present development of motorized equipment.

By no means the weakest link in the chain is the service that stands behind the buyer and that is prepared to meet his needs without loss of time or bother. This feature is augmented by wide distribution through all the large cities of the country.

In all these essentials the Vim line stands upon a plane distinctly its own and will bear the closest scrutiny of the most discriminating buyer, whatever his need may be.

## WOMEN PROVE BEST IN CARING FOR CARS

"Leave it to a woman to take good care of a car," says V. W. Heffernan, the Willard service station manager of the Osburn-Abston company. "I found out a long time ago that when the women in the family drives and takes a real interest in a car, it not only looks better, but runs better, too."

It is the battery, for example, that is as hard to make the average man remember to put in distilled water every two weeks as it would be to make him remember to water plants. But when a woman once understands that a battery needs water just as much as plants do, she's pretty sure to remember to put it in.

"Another thing that counts in this is a woman driver as a usual thing isn't satisfied unless her car works perfectly, and if the battery isn't up to the scratch she wants to know why. As a general rule she does what every car owner ought to do, and drives around to have the mechanic check the battery and put the battery in A-1 shape."



**They Lead the Way**

**TIRE Headquarters**

If you are anxious to save money on tires and tubes, come in and look over our stock.

ALL STANDARD MAKES  
**35% to 50% Off**

Fisk Federal Mason  
McGraw Imperial  
Firestone Congress  
Norwalk Victor  
and others.

GUARANTEED NEW,  
FRESH STOCK AND  
FULL MILEAGE.

If tire expense means anything to you, make this your headquarters.

FREE ROAD SERVICE.  
PHONE MAIN 280.

**CHARLESTOWN TIRE & RUBBER CO.**  
268 Madison Ave., Memphis.

Memphis Battery Service Station  
835 Union Avenue Main 4321

READ THE NEWS SCIMITAR CLASSIFIED ADS

## You Know

**Permalife**

That with a PERMALIFE BATTERY in your car you are assured of performance—sure, steady, constant power.

PERMALIFE IS Guaranteed 20 Months And Backed By the Superior Motor Co.

627 MONROE. MEMPHIS, TENN. DISTRIBUTORS

**John N. Willys**

President of the Willys-Overland Company, manufacturer of the Overland Automobile,

denies that he or any of the Companies which he controls are or ever have been interested in the stock of the OVERLAND TIRE COMPANY or its business and affairs, and that any of the products of said Overland Tire Company are being handled by or through the Willys-Overland Company or any of the interests controlled by him.

**I PAY MORE FOR DODGES and FORDS AND SELL THEM FOR LESS**

Main 5242 RING ME UP Main 5242

**KENNEDY DAILEY WILSON'S GARAGE**

351 Madison 351 Madison

**WANTED!**

50 Laborers, 30c Per Hour Also 10 Carpenters, Top Wages. Apply **Kelsey Wheel Company!**

After You Shave MON-OLA. Stops at the shaving, prevents infections and heals cuts. The negro. All druggists would be in L.

**TO BUY** Iron, Scrap Metal and Paper Stock. **H. BLOCKMAN & CO.** OVERTON AND N. FRONT ST. Main 1555. New 100.

## RUBBER COMPANY CONSTRUCTS VILLAGE

In common with hundreds of large manufacturing concerns throughout the country, the Pennsylvania Rubber company has for the past two years faced a serious shortage of housing facilities for its workmen.

The remarkable growth of the makers of the vacuum cup tires has brought a steadily increasing number of expert workmen to the town, with the result that it would be necessary to take upon themselves the necessity of furnishing suitable homes for the employees. They purchased approximately 100 acres immediately south of the plant upon which they are erecting modern homes. These homes are not of the type commonly known as "factory houses," but are modern, commodious residences of stucco and brick, and are sold to the workmen on such extremely liberal terms that they are being snapped up eagerly as soon as erected. Twelve have already been completed, and are now occupied. Thirty-three more are in the course of construction, and will be ready for occupancy no later than November. Streets are being graded and laid out, and are within the present plans to continue until a minimum colony of 600 houses has been completed, set down in the midst of the finest country, containing community center, athletic park, schoolhouses and fine streets.

## PICTURE OF ALLEN DOG PROVES AD'S WORTH

The Allen Motor company, of Columbus, O., believes in advertising now as it never did before. This is due to a particular and unexpected demonstration.

Recently in a full page newspaper advertisement, similar copy had been used in national magazines. There appeared an illustration of a Siberian wolf howling with his hind feet in a loping position and his front feet in a crouching position. Immediately on the appearance of the wolf, letters began flowing from coast to coast. The writer's sensibilities seemed to be offended by the alleged strain into which the artist had forced the poor canine. Some even talked of taking the matter up with the humane society.

"Meanwhile," says E. O. Ewell, sales and advertising manager of the Allen company, "we had it brought home to us forcibly that the public is reading Allen advertising. And the sequel to the dog story lies in the fact that Allen sales are far ahead of the Allen factory."

"I am sorry, in a way, that the artist introduced such an unusual incident in the advertisement, but I am glad to have this tangible proof that the public is reading its daily newspaper. The incident encourages us to do more advertising than ever."

## GETS SPECIAL PERMIT TO SHIP MOON CARS

At this time there is a very strict embargo against the shipping of automobiles into Great Britain, although manufacturing has not been resumed there to any appreciable extent. That is shown by the statement made in St. Louis recently by E. Bennett, of the Northwestern Motors Ltd., of Freeport, who said that he had seen the offer made of \$50,000 for a 1915 Rolls-Royce car. Bennett, however, has secured a special permit from the British government for the importation of the Moon Victory model cars and has ordered forward with all speed from the Moon Motor Car company, of St. Louis, the shipment of the first car. The Moon company has closed a contract with Bennett for continuous shipments throughout the year.

## GOODYEAR'S FLEET MINIMIZES STRIKE

The city of Akron, O., woke up on a recent Saturday morning to find that absolutely unannounced the employees of the street car company had gone on a strike. Thousands of workers employed in the big rubber factories of the city were accordingly to seek their means of transportation to their respective places of work. As soon as information of the strike came to the Goodyear Tire and Rubber company the company put into service a fleet of motor trucks over routes covering routes embracing every part of the city and environs. So efficiently did this arrangement fulfill the transportation needs of the workers that of 3,000 Goodyear force starting the day's duties on the 6:30 a.m. shift, less than a dozen were tardy.

**WHY IS 816 GROWING?**

**Goodwear** and **Kelly Tires** Prompt Service

**WANTED!**

Frank L. Polk, assistant secretary of state, and Mrs. Polk, photographed on the liner, just before their departure for France.

Frank L. Polk, assistant secretary of state, and Mrs. Polk have gone to Paris. Polk takes Secretary Lansing's place as head of the American peace delegation. Mrs. Polk is one of the leading members of the diplomatic social circles at the French capital.