

OFFERS PRIZE FOR "BRAND" NAME FOR RECKLESS DRIVERS

A. A. A. Wants to Separate the Motorist Sheep From the Goat.

Believing that there is need for an outstanding and printed term for reckless automobile drivers—a term that will at once convey ridicule and opprobrium—the American Automobile Association has therefore inaugurated a campaign to unearth a fitting sobriquet.

The plan of the A. A. A. is to brand the reckless motorist with a name that will be as comprehensive and become as popular as the term "jay-walker," which is now applied to the careless pedestrian. For such a term the organization is offering \$25 in cash. The hunt is to be conducted in contest form, and all persons having what they consider a suitable appellation for reckless motorists are invited to submit their choice to the national headquarters of the A. A. A. at Washington.

In a statement covering its reasons for seeking a brand for reckless motorists the A. A. A. sets forth:

"The American Automobile Association fights a name which will brand reckless motorists just as 'jay-walker' is a person not sufficiently civilized to cross the street at the proper crossings. He or she endangers public safety as well as obstructing traffic. The jay-walker deserves prosecution, but even more effective is the ridicule carried by this term.

The millions of orderly and careful motorists in the country suffer because of the few thousands who are rowdy and careless. A name is wanted

to show these drivers that they do not belong." Police records show that a heavy percentage of accidents are due to the recklessness of pedestrians, but that places a further responsibility upon the motorist to take extra precautions for safety.

The contest, which is open to all, will close May 15, and the award will be made May 23. Persons wishing to submit names should address Contest Editor, American Automobile Association, 1103 14th Street, Washington, D. C.

OVERLANDS AND WILLYS-KNIGHTS IN BIG DEMAND.

So great is the demand for Overland and Willys-Knight cars, following the recent smashing price reduction, that dealers are going to the Toledo factory and driving away cars rather than wait for railroad deliveries.

The number of dealers taking deliveries at the factory is increasing daily, it is reported. Yesterday scores of cars left by road for cities and towns within a five hundred mile radius of Toledo.

The volume of orders, according to Willys-Overland officials, has surpassed all expectations. Every day has shown an increase with indications that the driveways are still far from the peak.

One noteworthy feature of the increased business is the number of large orders from small towns.

Reports from the company's branches in the larger cities refer to "sales better than any time in the last five years."

PRICE REDUCTIONS FOR ENTIRE EARL LINE.

George Morrow, President of Morrow Motors Corporation, the Earl and Templar distributor organization, at 1761 Broadway, received notice last week of a price reduction in the new Earl line, effective at once.

"Swinging into large production, the Earl factory was willing to give the public an immediate advantage in price owing to savings in materials and overhead costs," said Mr. Morrow, in explaining the reduction. "We expect very substantial shipments from the factory for the next month but cannot tell how a very general demand for these cars will affect shipments later. It is my opinion that there will be a shortage."

A. C. A. EXHIBIT AT THE TRAVEL SHOW

The Automobile Club of America is planning an elaborate exhibit at the forthcoming travel show to be held in the Grand Central Palace March 22 to April 1 inclusive. The club, through its bureau of tours, will feature its associated tours, illustrating how and where to travel by motor car.

Travel by motor has greatly increased in this country since the war, while abroad many Americans are either driving their own cars or hiring machines for touring to various points of interest.

CAR AND TRUCK MAKERS RECOMMEND SAFETY TAG.

Motor car and motor truck manufacturers of the National Automobile Chamber of Commerce have recommended that with each new car put on the market a safety tag be provided setting forth some fundamental traffic precautions to encourage safe driving. A sample form of recommended suggestions follows:

1. Always remember you are an engineer, fully responsible.
2. Inspect your brakes at least once a month.
3. Never pass to the left of a street car.
4. Never pass a street car when it is stopping for passengers.
5. Always signal with hand with slow, definite, turning or stopping.
6. Sound horn three times when backing.
7. Observe the traffic rules carefully; they are made for your safety.

NEW STAR CAR WILL BE SHOWN HERE SHORTLY.

The Star car, the new Durant \$348 production that has been seen in Washington and Boston where it created a sensation among those interested in motor cars, is coming to this city soon. In a short time this small car will be displayed by the Poerlner Motor Car Company, Inc. at its salesroom at 1753 Broadway. The interest which marked the first appearance of the Durant four at the time it was exhibited in the Poerlner salesrooms in August last year when more than 60,000 persons inspected the car in a few weeks, will be repeated. This is made apparent by the number of inquiries already made by buyers at the stores.

The records which the New Series of the good Maxwell is making everywhere, in saving service and in splendid performance, evidence the sound value which the new organization is building into these fine cars.

Touring Car \$885 Sedan - \$1485
Roadster - \$825 Coupe - \$1225
F. O. B. Detroit, various taxes to be added

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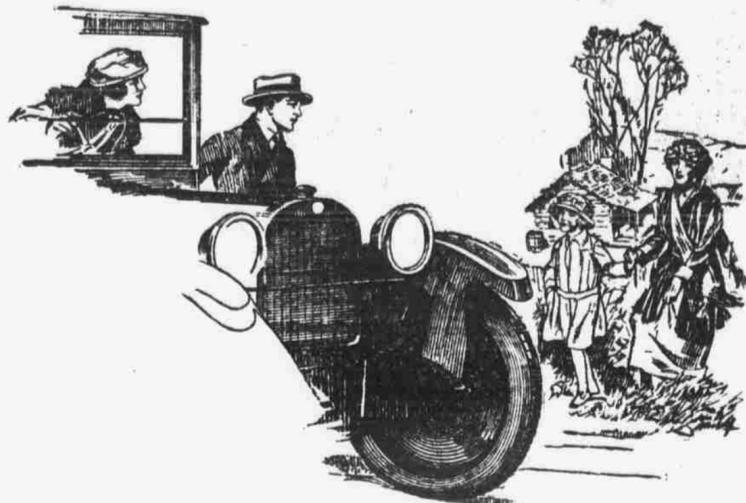
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THE TIRE COMPETITION OF TOMORROW

THERE has been more advance in the art of tire making in the past five years than in almost any other one thing.

That so many of these advances originated with the makers of U. S. Tires is perhaps aside from the point.

The concern of the car-owner himself is how he is going to benefit.

If tire manufacturers make no attempt to outrival each other in quality, where does the tire user get his consideration?

The makers of United States Tires urge upon everybody—manufacturer and dealer alike—a new kind of competition.

Let us compete for more and more public confidence.

Let us compete for higher and higher quality.

Let us compete for still more dependable public service.

This has been the developed U. S. Policy over a period of many years:

Today at present prices U. S. Tires are the biggest money's worth any motorist ever rode upon.

For the production of United States Tires there is erected and operating the greatest group of tire factories in the world.

A leadership that has recorded itself with the public. The outstanding example of what faithful quality and sound economy can do when it is patient enough to prove itself to a whole nation.

United States Tires are Good Tires

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U. S. Royal Cord Tires
United States Rubber Company
Tire Branch, Broadway at 58th Street

TIMES SQUARE AUTO SUPPLY CO.

LAST WEEK OF RECEIVERSHIP SALE

This is the last week of the Receivership Sale, and we are offering some wonderful bargains in everything pertaining to the auto, including Tires, Tubes, Pumps, Horns, Lamps, Wrenches, Ropes, Luggage Carriers, Bulbs, Blowout Patches, all kinds of Tools, Paints, Varnishes, Dressings, Grease, Seat Covers, Cushions, Spark Plugs, and in fact everything you need for the auto.

We are happy to announce that the Times Square Auto Supply Co. will continue to operate retail chain stores and will assume all guarantee covering any merchandise sold by the Receivers or the old Company.

Our stock must be reduced to a retail quantity basis, so don't miss this opportunity. We mention below a half dozen items of which we have a very large quantity. Every article guaranteed. The prices speak for themselves.

TIRES and TUBES

30x3"	\$6.75	31x4"	\$10.95
30x3 1/2"	\$7.95	32x4"	\$12.95
		33x4"	\$13.95

Special Sale, 30x3 1/2 Red Tubes, \$1.48

STOP SIGNALS

The \$2.50 kind, has a first quality switch and guaranteed absolutely perfect - \$1.19

OIL GUNS

Solid steel barrel brass finish, guaranteed perfect. Regular 45c 19c

BLOWOUT PATCHES

3 1/2" and 4" feather edge high grade standard quality. Regular 30c and 35c, each 21c

JACKS

Strong Ratchet Jack with side lifts, capacity 2000 lbs. Regular 98c price \$2.50

SPARK "C"

Westinghouse Spark "C" the infallible Ignition Trouble detector Regular \$1.15 \$1.50

TIRE PUMP

The Green Aero, perfect in construction and extra powerful 20" barrel. Regular \$1.94 \$3.50, at - \$1.94

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Are you having trouble



with your skin?

If you have eczema, ringworm or similar itching, burning, sleep-destroying skin-eruption, try Resinol Ointment and Resinol Soap and see how quickly the itching stops and the trouble disappears.

Resinol

makes sick skins well

HAVE YOU THESE SYMPTOMS?

If so, Commence Taking Gude's Pepto-Mangan and Get Back to Good Health.

Lack of vitality, a feeling of tiredness, feverish breath, pale lips, colorless cheeks, loss of weight, flabby flesh, lessened strength—all of these call for the immediate use of Gude's Pepto-Mangan. It will positively produce satisfactory results. Try taking it with your meals for a few weeks and be surprised with the improvement in your condition. Gude's Pepto-Mangan will help you back to strength during convalescence from any illness. It has been prescribed successfully by physicians everywhere for thirty years. It is recognized iron tonic of honest merit. For sale in liquid and tablet form by all druggists. Ask for it by the full name, "Gude's Pepto-Mangan." Advt.