

### TIRE PREFERENCE OF AMERICAN NAVY

Many of Uncle Sam's Sea Going Gentry Go On Kellys When Ashore

The following interesting story was written by G. K. Spencer and appears in a recent issue of "Motor Chat."

In the service of the United States navy ashore there is a vast fleet of automobiles, official cars numbering almost 5,000, and cars in the possession of naval officers and men to the number of 13,780. Of this number the personnel in the southern California stations, and with the battle fleet in that sector possess no less than 7,000 automobiles. "The playground of the nation" is responsible, doubtless, for the percentage of naval-owned cars in San Diego, San Pedro and San Francisco.

Motoring is a Southern California naval fetish. From admiral to second class petty officer they own their own. This is so true that the officers and men of the destroyer base at San Diego formed the "Destroyer Base Club" to purchase Kelly-Springfield tires and golf clubs, as well as shot-gun ammunition. The result is that now a hard-worked young lieutenant can step out of a destroyer or aircraft at San Diego and get his Kelly-Springfield on his way to the garage. And however patriotic they may be when they leave the navy yard, they are not beyond the social level of a pair of dungarees and carrying of a Kelly while they are in the yard.

At the air station, in the same locality, one Walter D. Phillips, a chief yeoman in charge of supplies possesses a record which is the envy of his shipmates. He claims that the speedometer of his Rick-enbacker touring car has established a naval record on an outfit of Kellys he having driven his car from California through the Arizona and Nevada deserts on a long "route march" of some 5,000 miles, superimposed on a previous run of 11,000 miles, without repairing a puncture, changing wheels or even thinking about tires. When he claimed 16,000 miles, the tires still looked good for another "route march."

Only one navy record approaches this, according to the chief mechanic in charge of the Eleventh Naval District garage, and this is the substantiated report of Rear Admiral Welles—Roger Welles—now commanding the European squadrons, but at the time commandant of the Eleventh Naval district. Admiral Welles's car was driven for two years on a single set of Kelly-Springfield tires, and this included numerous runs up the California coast.

Every rear admiral in command of the Eleventh Naval district since the war ended has ridden on Kelly-Springfield tires. The cars of the present commandant, Rear Admiral A. H. Robertson, are Kelly equipped, as are most of the cars in the training station garage at the same city—San Diego.

Kelly-Springfields are used by the naval overseas motor service. They undoubtedly have been demonstrated to have no peers in their ability to suffer the various rigors of climate from the Arctic to the torrid zones. Kelly-Springfield tires have been used over periods of months in Alaska, with the naval establishments there, and have served in Hawaii, the moist climate of the Philippines and in the Canal Zone before finally giving way to the onset of age and the wear occasioned by roads which can only be imagined in the states, where even the worst possible can not compare to the attributed roads of Panama and the Philippines.

Naval personnel may move their automobiles with them on naval transports, or commercial steamers, when they are transferred to overseas stations, and this accounts for the climatic experiences imposed on their equipment. Further, they are not noticeably gentle with their brakes. Smart running requires a plentiful application of brakes, and the sizzling thoroughfares of the navy port cities attest to this idiosyncrasy among naval personnel.

In a recent shipment on the U. S. S. Chaumont, a naval transport of the train, Kelly-Springfield tires were listed for Hawaii, Guam and Panama. The Hawaiian shipment was later picked up by a transport in the Asiatic fleet's

service, and distribution further made to Manila, American Samoa; Chefoo, China, and the American consular office in Shanghai.

The preference of naval air personnel for Kelly-Springfield tires is another noteworthy fact; of the entire officer personnel of the naval air stations on the Pacific, the statistical returns to the automobile bureau organized by this writer, showed that almost to a man, they were utilizing Kelly-Springfields, and at times when they were not easily procurable.

Of the personnel, official and enlisted, who flew with Commander John Rodgers, to Hawaii, in September of 1925, every man's car was equipped with Kelly-Springfields, and when one of them was asked by a member of a Los Angeles committee what he believed would be a "nice remembrance" for the men of Rodgers' plane, which was lost so dramatically for nine days, he replied that he thought an outfit of Kelly-Springfield tires would be appreciated by most of the men and the others might be given watches.

This was simply in accordance with a naval practice, the presentation of a Kelly-Springfield tire to a commanding officer being a common event on the part of a crew which desires to "say it with tires," when they wish to express their appreciation to a popular skipper.

We have mentioned herein the fact that sailors beneath the rank of commissioned officer use Kelly-Springfields. To the average American, this statement is one worthy of interest, even challenge. But we must remember that the personnel of the naval service is highest paid military group in the country. Their pay, except within the first three months of enlistment, is almost three times the pay for equivalent ratings in the Army, for instance, a petty officer may within four years from the time he first enlisted receive more than one hundred and fifty dollars a month—clear, all expenses paid. Some naval chief petty officers possess independent fortunes, saved in the navy, twenty thousand dollars being not at all uncommon, while the wealthiest enlisted man now in the service is a chief radio man who estimates his assets at more than \$500,000.

One naval chief aviation mechanic, Carl Oelze, of the air force, owns his own airport on the Pacific coast and has a goodly force of men working for him ashore, while he himself takes orders when on duty abroad ship. Oelze is one of the most enthusiastic Kelly-Springfield fans in the service, and has used nothing but Kellys on the automobiles at his airport for more than three years.

Kelly-Springfields travel around the world on naval transport, every such vessel leaving the United States carrying a shipment of Kellys to its ports of call, principally the naval stations in the colonies. In this manner the Virgin Islands receive their regular supply, and in these islands another famous record in the military stands in behalf of Kellys; over the road between St. Croix and Fredericksstad, probably one of the "heaviest" roads in the western world, one set of Kelly-Springfield tires on the car of the naval governor has to its credit 12,000 miles; the previously fitted tires on the same car subjected to the identical service broke through at 9,700 miles. The naval staff cars in the Virgin Islands gave Kellys this test in routine service, and inasmuch as records are kept, in order to govern future purchasing in the name of economy, this represents precisely the kind of test most likely to be valuable.

The next run over which Kelly-Springfields holds an undisputed ascendancy is that from the coast to the Pal in Hawaii, over lava roads, which are the bugar of most rubber surfaces, as any Hawaiian will attest. Kellys carrying naval personnel on tours to the Pal have been still in use at the end of 13,000 miles. To the knowledge of this writer, no other tires have reached this figure on the Pal road.

The third famous "navy" run is that from Colon to Gatun, on the Panama Canal Zone. With excellent roads here, the climate and constant succession of rolling hills exact their toll from automobile rubber. Kellys were used on this road by the writer personally, with a total of almost 14,000 miles. No other American tire, and only one British tire, equalled this record. It still stands.

### WINTER SPORTS IN FULL BLOOM IN SWITZERLAND



A contestant in a ski-jumping contest at Arosa, in the Grisons famous Swiss winter resort, literally soaring through space.

### STAR CAR SALES SHOW LARGE GAIN

(Continued from page 1.)

Light cars can be manipulated to a greater advantage than the heavy ones where the traffic is crowded. These items would tend to influence the city dweller to purchase a light car in preference to the heavier models. In the country, however, such conditions are not prevalent but despite this, we find the majority of the heavy sales increases in the smaller communities.

"Considering these facts we then come to the question as to the reason for such increased popularity of Star cars. The only answer is that in the Star car the public is finding an answer to high quality low cost transportation that is dependable both for durability and performance. Since we have proven these factors to be embodied in Star cars, our units are finding a ready sale to a receptive public."

Returning to Oakland after a four day trip to Los Angeles accompanied by James Houlihan, advertising counsel of the Pacific Coast Star car factory, de Vaux expressed great satisfaction in the progress made this year by the Star car dealers' organization. He

said that dealers in every section of the country were cognizant of the quality of the cars they were handling and were so encouraged by the reception given the new models by the public that a spirit of optimism prevailed throughout the entire territory.

Accompanied by James Houlihan, and George R. Morris, de Vaux left soon after his arrival in Oakland for the Pacific Northwest where he will attend a series of sales meetings that are scheduled to be held in that section. He will be prepared to enter into the perfection of plans for an extensive sales campaign and the de Vaux party will be met at Portland by Al G. Waddell who has been taking an active part in dealer meetings in that section for the past two weeks.

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### BUSINESS DEMANDS ON MOTOR GROWING

Car of Commercial Representative Must Have Dignified Appearance

Business today puts the greatest demands upon the automobile. The car of the commercial representative must do more than furnish fast and safe transportation—it must have dignified appearance that reflects the standing of the business firm; it must be economical in operation and maintenance to meet the requirements of strict budgets; it must have stamina to withstand gruelling drives day after day, and it must be constructed to have ample and well protected luggage carrying space.

In short, business demands the characteristics of safety and uninterrupted transportation, great carrying capacity and beauty of line, and economy and stamina—all in one car. But automobile engineers and designers have met this demand as they have successfully filled others in the years of constant progress for which the industry is noted. They have built stamina, long life, flexibility and economy in the engine and chassis, and have developed beauty of line and appointments along with increased capabilities of the car.

Business houses have recently given careful consideration to the comfort of the cars in use by representatives of their firms. This is in recognition of the value of representatives maintaining heavy schedules and yet arrive to keep appointments with an alert mind and refreshed rather than fatigued after a long trip.

This trend has dictated the design of the Fisher-built body of the Oldsmobile "multi-purpose" coupe. Long and graceful lines characterize the body from the radiator shell to rear spring tips. The blue Duco finish and harmony of line is further emphasized by the black fabricoid rear quarters with landau bows.

The creation of this attractive appearance was but one of the designers' objectives. Special attention has been paid the needs of the "traveling man" and all those

who require carrying utility as well as transportation. Ample space to carry sample cases in addition to other baggage is provided under the rear deck.

The deck is hinged, permitting ease in the placing in or removal

of large pieces of luggage. Beside the deck opening, access to this compartment may also be had through a small door in the right side of the body.

As a further convenience there is a package space behind the seat

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