

HARD TIRE IS NO BENEFIT

Bad Roads Make Hard Truck Tires Undesirable in America.

PNEUMATIC TIRES VERY GOOD

Because of Distribution of Weight of Truck Upon Striking Obstacles Pneumatic Tire Proves Longer Lived.

Many truck operators in purchasing tire equipment are blinded by the false god of tire mileage, not realizing that in purchasing tires on this basis they sacrifice other things more important.

F. C. Blanchard, assistant sales manager of the Firestone Tire and Rubber company, points the way to real motor truck economy. There are two equally important points to be considered by the tire purchaser—efficiency and durability. The two words are not synonymous, for an efficient tire is not necessarily a tire of high mileage guarantee. The truck operator should prefer to obtain mileage from his truck first and from his tires second. By so doing he obtains a low truck operating cost per mile.

Tires of hard compound have been offered where high mileage guarantees have been made. Under perfect road conditions a hard tire would seem to be desirable because with no obstacles in the path of the truck it would gradually wear down, giving long mileage. This could not and did not work out in practice, however, because the average American road conditions are far from perfect and the force of the impact, occasioned by the hard tire meeting every road obstruction, is not distributed, but is confined at one point. This causes the cutting or tearing out of the tire at the point of impact, and the shock is transmitted through the wheel and axle direct to the mechanism of the car, tending to loosen the parts or jar them out of true.

Another important point against the hard tire is that under existing road conditions it is a heavy power consumer. When a hard tire meets a road obstruction it is forced to lift the wheel and its dependent load. That, of course, requires more power than to drive the wheel over a flat surface.

Frequent Rebuild Charges.

The result of all the above are frequent repair charges and repeated tire adjustments, both at the sacrifice of truck economy. A little rapid calculation will readily explain why. You know what the repair charges are for a truck per year. It is somewhat harder to figure the costs. However, it is a conservative statement borne out by statistics that adjustments are expensive to both the operator of the truck and the manufacturer of the tire; to the truck owner because the cost per mile is increased; to the manufacturer because adjustments represent loss. To overcome this annual tire loss, which can be figured not only in greater cost per mile, but also in

Not Daunted by Snow

In spite of the deep snow and intense cold which prevail in Canada at this time of the year, Miss Mabel R. Wilcockson has never ceased to enjoy regular spins on her motorcycle through the parks and boulevards of Toronto.

Miss Wilcockson only learned to ride a motorcycle last summer, but so enthusiastic was she over the sport that scarcely a week all summer and fall passed without her taking a week-end trip into the country on the two-wheeler. Sometimes these trips covered forty or fifty miles, while at other times they only constituted a short run to some nearby picnic grounds.

Miss Wilcockson also accompanied the Wanderers' Motorcycle club on many of its club runs during the summer.

And this enthusiastic Canadian rider is not contented with enjoying the motorcycle alone. She is an ardent booster for the sport. She has a side car attachment and frequently takes her girl friends on long rides. And many of them have in this way been converted to an appreciation of the joys of motorcycling. One friend, after her first ride, remarked, "I have often wondered at your never wanting enthusiasm of motorcycling, but now I understand."

The riding costume worn by Miss Wilcockson consists of a divided skirt and Norfolk jacket. The skirt has some fasteners down the front and back so that it can be fastened up to look like an ordinary skirt. A close-fitting motor cap completes the outfit.



MISS MABEL R. WILCOCKSON.

truck lay-ups, the operator should select with care tires of proper compound, type and size and then obtain maximum service. It is not long guarantees, but maximum service, that brings about most miles per dollar from both tire and truck.

There is a point of economy where tire efficiency and durability meet. To obtain this proper union the tire must be resilient, which means that it must carry a greater percentage of pure rubber than a hard tire. When this truly economical tire meets the inequalities of the road it tends to absorb them. There is no cutting action because impact force is distributed—the tire actually becomes a cushion between the road and the mechanism of the truck, a shock absorber as it were. By thus absorbing the wheel over them, a saving is also effected in power consumption. Its resiliency means that it is longer lived than the hard tire because the impact shocks are distributed, eliminating the cutting and tearing tendency of a hard tire when an obstruction is hit. The secret of making fully efficient tires is the "know-how" of building in the proper resiliency

and yet have the tire strong enough to withstand the enormous strains subjected to them.

Lozier Fours Given Strenuous Workout

As a final test before turning over the new Lozier four to the manufacturing department, Chief Engineer J. G. Perrin of the Lozier Motor company prescribed two weeks' mountain climbing for two of the new models. The cars have just returned to Detroit with several hundred pounds of Ohio and Pennsylvania mud clinging to their sides and two shifts of worn out testers.

Mr. Perrin, who accompanied the cars on the trip, described the test as one of the most severe in his experience, and he has been taking cars over the route for years.

Motorcycle Club Growing
It is said that more than fifty additional members will join the Peoria, Ill. Motorcycle club as a result of the recent membership campaign. Peoria is trying to secure the State F. A. M. convention this year.

GROWTH OF SUPPLY HOUSE

Western Auto Supply Company Reports Large Strides Forward.

NOW ACCEPTED SUPPLY FIRM

In Short Time of One Year Omaha Establishment Has Developed Itself Until It Now Stands on a Sound Basis.

It hardly seems possible that in one year a firm could have made such large strides as were made in the last year of the Western Automobile Supply company.

When Messrs. Pegaak Kohn bought the Western Automobile Supply company on December 30, 1912, they bought nothing but the merchandise and the name.

The Western Automobile Supply company at that time did not stand very high among the trade, as they had been selling to consumers and dealers alike. Under the new management in 1913, the first thing which was done was to eliminate the selling to all consumers outside of the city of Omaha.

The Western Automobile Supply company on January 1, 1913, adopted a new policy. It did not send a catalogue to any consumer and gave the dealers in 1913 a square deal. It refused to buy from any factory that insisted on selling its trade, and under these conditions it recognized the fact that neither was it just for it to sell the dealers and then sell their trade. It adopted for its policy in 1913 a policy of square dealing, service and courteous treatment.

It bought merchandise that was standard and dependable in every respect. During the year it bought nothing that it could not guarantee. It recognized the fact early in the year that the automobile trade was not receiving the service that it needed. It, therefore, kept its place of business open every evening until 9 o'clock and, during the busy season, all day Sunday, not because it was a paying proposition to be open on Sunday, but that the trade many times wanted something shipped to it on Sunday, probably having some car tied up that it was positively necessary to get tires and accessories for before the car could be used. By being open on Sunday it saved its trade at least twenty-four hours in the delivery of its goods.

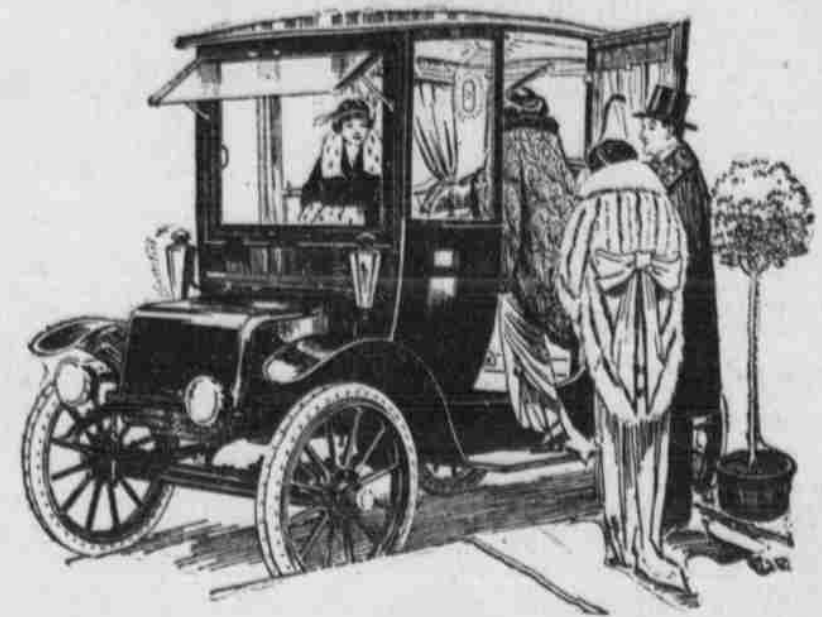
Its selling force, shipping force and office force were reorganized and strengthened wherever possible. It was constantly on the lookout for weak places in its organization and for good people to fill these places, and finally got an organization that is excelled by none in this western country.

A. A. MAKES CAMPAIGN FOR LARGE MEMBERSHIP
A 100,000 membership before the year

ends in the prediction of John A. Wilson, president of the American Automobile association. Recent increases reported to national headquarters in New York City and Washington, D. C., lead to this estimate. In reports made to National

Secretary John N. Brooks were included from the Iowa state body a brand new club of 109 from Muscatine; the Oklahoma City Automobile club, another newcomer, some 400 additions to the California state association; from Maine a new total, 2,218 nearly 1,000 over the pre-

vious year; from Texas a list of thirty-eight clubs, and a prophecy that it will be doubled in the next six months; from Minnesota a total of thirty-eight clubs, and numerical strength of 4,650; from Montana, thirteen clubs, and a total of 86.



Baker Electrics at the Show

Direct from the Baker Factory we have secured for the Show a representative line of Baker Electric models—both pleasure car and truck, which show the latest refinements in electric motor car construction. To the woman who wants the most luxurious and dependable limousine electric, and to the business man who is seeking the most economical and reliable delivery truck, this exhibit is of unusual importance. See these cars at the Show and let us give you the interesting facts about them.

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The Orr Motor Sales Company
Twenty-fourth and Farnam Sts. Phone Tyler 1033 and 1034

Automobile Free and \$1000 Reward

AS no maker of any Poppet Valve Motor has shown enough confidence in his product to accept the advertised \$10,000 Challenge of the Moline-Knight and place his motor on the testing block of the Automobile Club of America, N. Y., under the same conditions under which the Moline-Knight recently smashed all World's Records—

And as no car owner, chauffeur, automobile salesman, dealer or distributor has been able to earn the advertised \$1000 reward by inducing any Poppet Valve maker to accept this \$10,000 Challenge—we are now going to make even a more liberal offer.

Positively no strings to this offer

It is open to anybody without cost.

If you own or contemplate buying a 1914 Four or Six-cylinder Poppet Valve car, selling at \$2400 or more, and believe it is better value for the money or even as good as the Moline-Knight selling at \$2400, all you have to do to earn this \$1000 Reward and Free Car is to get the maker of the car of your choice to state in writing that he will PROVE it to you to be better by subjecting his motor to the same test given the Moline-Knight.

While the Moline-Knight went through the 337 hour non-stop test without an adjustment to motor, carburetor, spark plugs or magneto, the maker who accepts this challenge will be privileged to make all adjustments and repairs necessary to keep the motor running during the test, but the motor must be kept in condition to average the same proportional power and speed maintained by the Moline-Knight, and at the end of the test a complete record of the

performance of the motor and its condition with regard to heat effects and wear shall made public.

While the Moline-Knight tested was a stock motor, permission will be given the maker who accepts this challenge to tune his motor up before the test as he may see fit and be represented in the testing room by his own experts.

When you get the written consent of the maker, send it to us. We will immediately buy a complete car containing the motor which the maker wishes tested and turn it over to the Automobile Club of America. Upon receipt of the written acceptance of the maker we will immediately pay you by Certified Check the \$1000 Reward.

As soon as the test is completed we will give you absolutely free the complete car containing the motor which was tested and agree to put this motor in as good condition as possible. You get the \$1000 Reward and the complete motor car free regardless of whether the motor tested wins or loses.

This liberal offer is unparalleled in the history of the motor car industry—and will be confined to the first individual who secures the agreement of a manufacturer to the terms mentioned.

See the Moline-Knight at the Auto Show,—also the sectional motor such as was used in the Automobile Club of America Test

MOLINE AUTOMOBILE CO., EAST MOLINE, ILL.
Omaha Salesroom, 2421 Farnam St., Phone Douglas 2935

Get the Non-Skid Tires That Really Prevent Skidding

Firestone

Non-Skid Tires

Superior to Chains— The only Skid-Preventing Comparison— And No Clattering, Banging and Bumping—And No Extra Expense in Final Cost



FOR protection against the dangers of skidding—for the joy of perfect confidence in riding—you must give your car the sure-footing of Firestone Rubber.

Chains are a needless annoyance and expense except in deep snow or deep mud. They are an obsolete makeshift to the great army of drivers who have trusted and tried Firestone Non-Skids and found them true.

mate economy and the real protection of Firestone Non-Skids.

Efficiency is the one aim of Firestone builders. Price is never a factor in their calculations. They are firm in their faith that car owners seek good value rather than popular price.

Read the "handwriting" on the "street"—read it on the highways and byways, read here—

The Imprint of Safety NON-SKID It Means Firestone

Pay a Little More to Get Much More

Don't let a trifle in the first cost cheat you out of the ultimate economy and the real protection of Firestone Non-Skids.

Demand them, that your path may be safe and so you can breathe easily in perfect confidence, always.

All Types—All Sizes—Always on Hand

The Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
2320 Farnam Street, Omaha, Neb.
Home Office and Factory: Akron Ohio. Branches in All Large Cities.