

CAR MUST BE LIGHT WEIGHT

So Says Sales Manager of Chandler Motor Car Company.

BUT MUST HAVE ENDURANCE

Car Should Weigh Under Three Thousand Pounds, but Have Stamina and Endurance of Heavier Machines.

The newspapers and magazines are fairly filled with weight discussions in automobile advertisements and careful observers declare that the most notable movement in the automobile industry is the lightweight movement. All manufacturers, apparently, are striving to create the impression of lightweight.

U. A. Emise, vice president and sales manager of the Chandler Motor Car Co. of Cleveland says that the greatest single improvement which can now be made in automobiles is weight reduction. He adds that "every five-passenger car should weigh less than 3,000 pounds."

"When I say a five-passenger car," explains Mr. Emise, "I mean a car of 135-inch wheel base, for that is the ideal length. Less is not enough for comfort and more is unnecessary. The great percentage of present day cars are of this size. If a six or seven-passenger car is desired, 135-inch wheel base is the least that will give comfort and sufficient room, but then we are back again to the great heavy car, and that is what the public has found out that it does not want. Some builders try to make six and seven-passenger cars with three or four inches to the wheel base. Three inches may be enough room for dolls, but not enough for children or grown-up folks."

"So the Chandler company gladly goes on record in stating most positively that an automobile should not weigh more than 3,000 pounds, and we make the prophecy without qualification that within the near future a car weighing more than this will be difficult to sell. Three thousand pounds is the weight limit of the five-passenger car in the future."

"The manufacturers know this question of weight is vital. Read the advertisements, and you will see the slogan, 'A light car and a speedy one.' How much should an automobile weigh? 'The unmistakable demand for light weight.' 'Our car is 300 pounds lighter.' 'Our car is heavy enough for safety and comfort, but medium weight is the right weight.' 'Our light six is just the right weight.'"

"But with all this talk of light weight, has it not occurred to you that about the most difficult thing to find out about a car is what it actually weighs on the scales. With all this talk about weight, figures are hard to obtain. It is a significant fact that about the only six-cylinder cars willing to advertise and publicly proclaim their weight are the three six-cylinder cars which weigh less than 3,000 pounds. The others talk about light weight, but strangely enough suppress the figures."

"Chandler says a 3,000-pound car has all the endurance and stamina and the freedom from mechanical trouble and breakage that is possible to obtain in a car," concluded Mr. Emise. "Watch this movement toward lightweight cars, and you will find every manufacturer when he reaches the 3,000-pound mark will publish the figures and they are all working as rapidly as possible to this end."

Gray Sloop, of Mooreville has been appointed E. A. M. Commissioner of North Carolina.

Dan Cupid again made use of the motorcycle recently when George B. Roston, an electrician of Baltimore, and Miss Kate Tharic, rode a two-wheeler to Annapolis, where they secured a license and were married.

An economy test in which each motorcyclist will be furnished with the same amount of gasoline and oil and the tanks sealed, will be held some time in July on the Piedmont Park track at Atlanta, Ga.

Speed Boys Warm Up for Big Race at Indianapolis

From records which are being made in early practice at the Indianapolis Speedway, it looks as if it would take some remarkably fast driving to win the big prize there at the international race, Decoration day.

Barney Oldfield on Sunday, May 10, made some great time in his speedy Stutz. Before an interested crowd of over 3,500 spectators Barney tore up the track in his old-time form, running sixty-five miles without a stop at an average speed of eighty-four miles per hour. His last lap was covered at the rate of eighty-six and one-half miles per hour. As usual, he drove on Firestone tires.

These figures are particularly significant when it is realized that Goux won the race last year at an average speed of 76.90 miles per hour. In 1912 the race was won by Dawson in his National at the rate of 78.72 miles per hour. In the first race, back in 1911, Harroun won at the rate of 74.6 miles per hour. Both Harroun and Goux used and won on Firestone tires.

Everything points to a record breaking attendance this year and also an unusually speedy lineup of drivers.

Abbott Motor Cars Finished in Fancy and Bright Colors

According to Edward F. Gerber, President of the Abbott Motor Car company, Detroit, Mich., this company is finishing at least one-half of its output in fancy colors.

Touring cars and roadsters in both six and four cylinder models are being turned out daily in Violet, Purple Lake, Napier Green, Golden Brown, French Carmine, Town Car Blue, as well as the standard black.

The demand for fancy colors seems to be unusually insistent this spring, which is probably occasioned by the use of special colors on all of the high-priced foreign cars. With hardly an exception every foreign car is being finished in some special shade, principally those above mentioned.

Price to Be Cut on Late Model Moline

Owing to the demand for the Moline Knight, President W. H. Van Dervoort of the Moline Automobile company, makes an official mid-selling season announcement that he is compelled to offer the latest model Moline 40 horsepower, five passenger, touring car at \$1,550, to make room for increased Moline-Knight production.

"Never in the history of the automobile industry has a new, fully equipped, 40 horsepower, 124 inch wheel base, electrically lighted, electrically started car been offered at such a low price," says President W. H. Van Dervoort.

"This is the identical car that for three successive years won the Chicago Motor club trophy, perfect scores in gridding Glidden tours and other well known endurance contests. "As is well known the Moline M-40 has heretofore been sold for \$1,950, but we are face to face with a problem beyond our control, inasmuch as the demand for the Moline-Knight has gone so far beyond our fondest expectations that it is absolutely imperative that the M-40 model be gotten out of the factory, so that every square foot of floor space in our plant can be utilized for the manufacture of the Moline-Knight."

Expense of Upkeep of Ford Motor Cars Exceedingly Light

To the man inclined to believe that motor car travel is still somewhat of a luxury, figures recently secured from more than 300 owners in Cleveland, showing conclusively that it costs on the average 1 1/4 cents a mile to drive one well known type of car in that city should prove interesting.

At present there are more than 1,500 owners of Ford cars in Cleveland. Of this number 317 had owned their cars an average of nine and a half months, and had kept careful and complete record of the cost entailed.

Each of the 317 owners had driven his car an average distance of 5,273 miles. Each had carried a load of approximately 644 pounds (three persons) the entire distance.

It cost an average of \$5.02 for gasoline per car for the nine and one-half months' service. The average expense for lubricating oil during the same period was \$2.38. The average cost of repair per car for the entire period of operation was \$18.19.

In wear on tires, the shoes of a car, this particular car showed exceptionally economical. The average life of a set of tires was 5,353 miles.

The data from which these figures were taken is on file at the Cleveland branch of the Ford Motor company, where it may be inspected by any Doubting Thomas. The data concerning each car is in writing over the owner's signature.

From these figures it appears that it is about as inexpensive to own and drive this type of car as it is to walk and wear out shoe leather, to say nothing of the time saved and distance shortened.

C. J. Corkhill Made Haynes Sales Agent

The announcement just made by the Haynes Automobile company that C. J. Corkhill has been appointed District Sales Manager for the states of Nebraska, Missouri, Oklahoma, Kansas and Arkansas, has created considerable talk in automobile circles. Salesrooms have been established in Omaha and Kansas City, both of which are under control of Mr. Corkhill.

Service departments, in charge of competent mechanics, will be maintained for the benefit of Haynes owners, so that the company is now in better position than ever before to give service to its constantly increasing trade in this part of the country.

Mr. Corkhill has been identified with Automobile industry for years, and the company is to be congratulated upon securing his services.

THE LEAK PROOF WAY

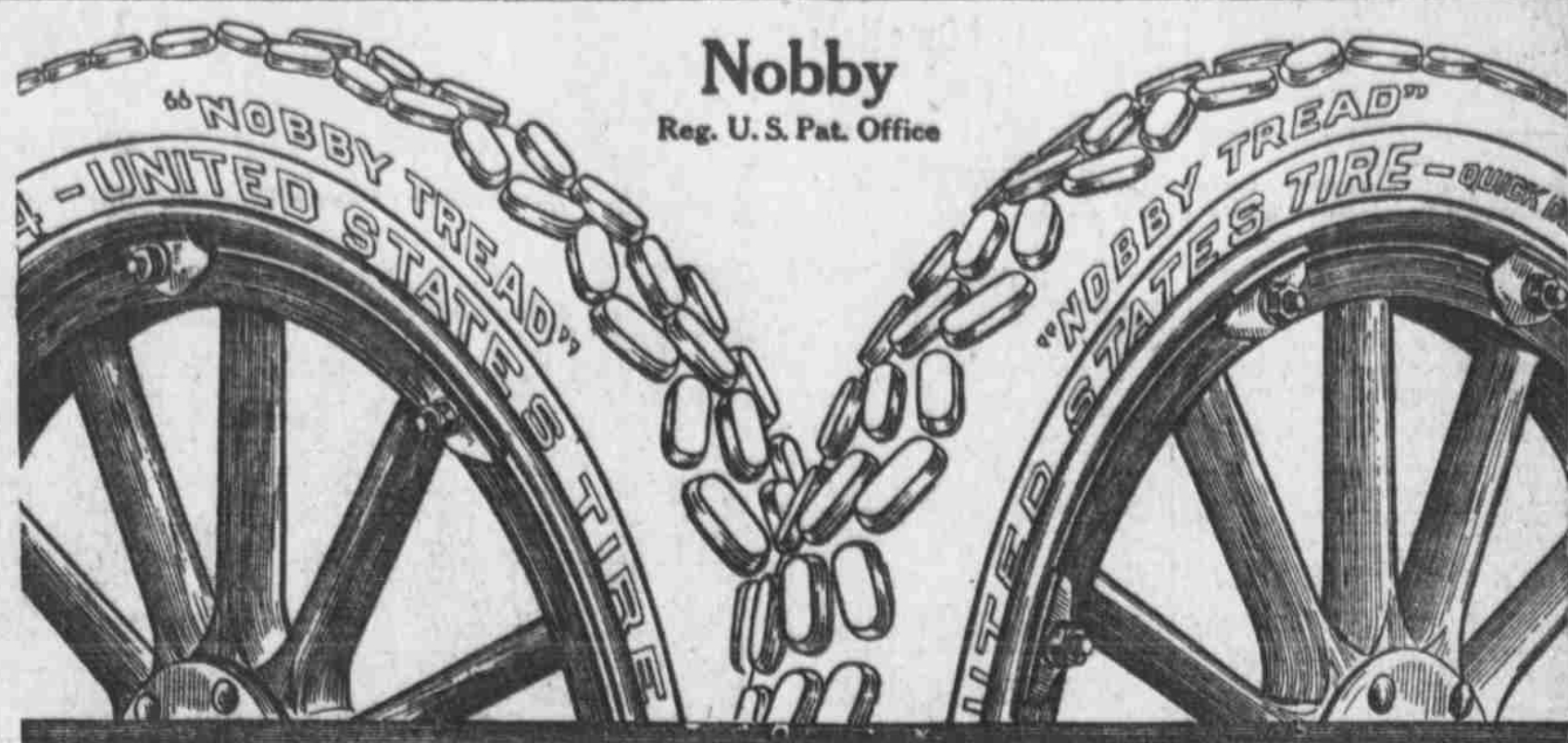
LEAK PROOF

Piston Rings

Give Maximum Power and Minimum Carbonization

THE OLD WAY

All Supply Houses, Garages and Repair Shops



Nobby
Reg. U. S. Pat. Office

Business Basis Tires

Automobile owners everywhere are rapidly learning to buy tires on a real business basis, viz:—the basis of ultimate economy.

That is the reason why "Nobby Tread" Tires are today the largest selling high-grade anti-skid tires in the world.

Take the taxicab as a concrete example,—taxicab companies have to operate on a business basis—they have to buy tires on a business basis.

That is why today—

In Europe and the United States thousands of Taxicabs use "Nobby Treads"

Taxicab companies are the most constant users of tires. They have to watch tire mileage expense all of the time.

Taxicabs must have real anti-skid protection—real tire dependence—real freedom from puncture delays—and lowest cost per mile tires.

Some of our best taxicab customers are in Europe—in spite of the extra cost of freight charges, duties, etc., they import "Nobby Tread" Tires simply because on a business basis they are cheaper in the end.

"Nobby Tread" Tires solve any automobile owner's tire problems the day he decides to buy tires on a business basis.

Based upon their remarkable mileage records

"Nobby Tread" Tires

are now sold under our regular warranty—perfect workmanship and material—BUT any adjustments are on a basis of

5,000 Miles

Thousands upon thousands of veteran motorists now use "Nobby Tread" Tires on their front and rear wheels through all seasons, because they give real anti-skid protection and the lowest cost per mile.



United States Tire Company

NOTE THIS:—Dealers who sell UNITED STATES TIRES sell the best of everything.

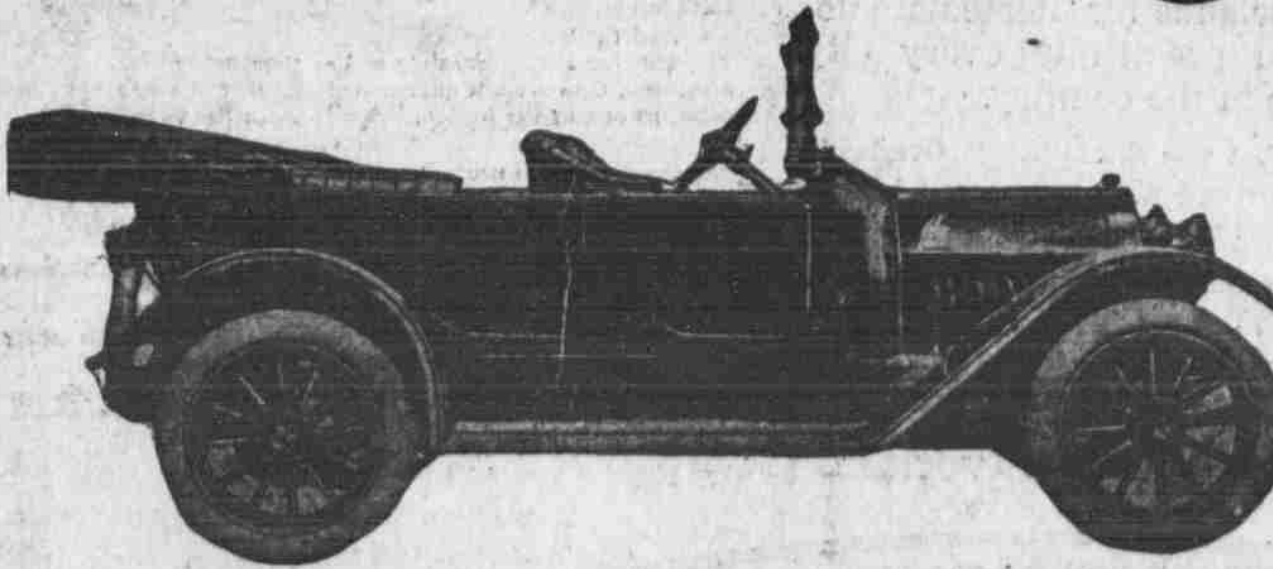
OMAHA RUBBER CO.

DISTRIBUTORS

1608 Harney Street

"JUST AROUND THE CORNER"

HAYNES



ELECTRIC GEAR SHIFT

Model 26—4-cylinder, 48-H.P.—two passenger roadster. Four and five passenger stream line touring, and four passenger Biddle & Smart coupe.

Model 27—6-cylinder, 70-H.P.—six and seven passenger stream line touring and seven passenger Biddle & Smart Limousine.

Model 28—4-cylinder, 48-H.P.—two passenger roadster, four and five passenger stream line touring, and four Biddle & Smart coupe.

Write us for our proposition

HAYNES AUTO SALES CO.

C. J. CORKHILL.

2032 Farnam St.

Phone D. 5383