

SIXTH AND MAIN STREETS IS FREMONT'S BUSINESS CENTER, and from this intersection the life of the city radiates in all directions.



6th Street West to Main

How Inks Used by Printing Crafts in Various Processes Are Made

Probably no other medium has done more toward broadening the culture of the world than printers' ink. Printed matter is to be found everywhere and one of its greatest values has been the education of the foreigner come to another land. Yet, despite its universal use there are few who know the different materials used or realize the processes required to prepare ink for printing.

A new exhibit in the division of graphic arts of the United States National museum, located in the Smithsonian building at Washington, well illustrates the several different processes and shows the many ingredients in the making of printers' ink. It starts with the raw products, illustrates the manufacture by photographs and diagrams described by labels, and shows the finished products ready for use. Considering our great dependence upon this substance for daily news, reading, records, and, in fact, all our literature and history, the Smithsonian exhibit offers an educational opportunity not to be neglected.

The manufacture of modern printing ink requires a careful choice of materials and their very skillful manipulation. The materials fall into two groups, the pigment or color, and the medium or varnish in which it is ground. The varnish is prepared from linseed oil and rosin, but while linseed oil is the most satisfactory medium, cheaper ones, such as rosin oil and even mineral oil are used. Various gums and waxes are employed to give a greater consistency. The drying quality is increased by the addition of metallic substances which tend to make the oil in the ink oxidize. This ink does not dry in the common sense, by evaporation, but passes through a chemical change which leaves a totally different substance. The varnish holds the color pigments together and makes possible their mechanical manipulation on the presses, lending luminosity and added richness to the colors.

In preparing the varnish the oil is first boiled and burned until it arrives at the proper consistency, when the rosin is stirred in. The pigment is added and the mass ground to an impalpable fineness. Of course, every manufacturer has his own methods and trade secrets, which is only to be expected when it is realized what great care and precision the printing ink maker has to exercise. Such an ink must have free distribution, leaving

Firestone Tires in Thrilling Race

To participate in an automobile race must be a thrilling experience even under ordinary circumstances, but to engage in a race against bullets from a machine gun and a number of long range rifles in the hands of blood-thirsty enemies must be fraught with enough thrills to last a lifetime.

The Firestone Tire and Rubber company has recently received from its agent at San Antonio, Tex., a report of an actual occurrence of this kind.

Nine of Carranza's men were recently surprised in the interior of Mexico by a troop of Villa's soldiers.

Realizing that the odds were very much against them they lost no time in jumping into an automobile and "letting 'er out" to the limit in a mad dash for the border. With the slip, slip of vengeful bullets as an incentive to speed, stones, ruts and holes in the road received scant attention. In fact, they didn't even stick to the road, but cut across the fields without regard for fences or other trifling obstacles.

Through streams and mountain passes, closely followed by the enemy, they lounced and sped, putting to shame all other auto races in history.

BIG DEMAND NOW FOR AMERICAN CARS ABROAD

With every British automobile factory engaged in turning out war munitions and cars for the allies, American-made motor cars are gaining a still firmer grip on the European market, according to George Hutton, a well known automobile engineer of Dublin, Ireland.

"Notwithstanding the unsettled conditions and the fact that a good many of our able-bodied men are at the front, there still continues a very brisk demand for the better grade of American car," says Mr. Hutton. "The well-built Yankee car equipped with self-starter, electric lights and other conveniences, is meeting with a tremendous demand and our only problem is securing enough cars to go around."

"I was fortunate enough to secure the first Dodge Brothers' car shipped into Ireland and I have driven it over 5,000 miles, covering practically every county. This machine, with the wonderful hill climbing ability and easy riding qualities, is the type of car which will sell most readily in European markets. In a long journey through the Wicklow mountains, I was able to make all of the steep grades on high gear with this car, and had little trouble on the roughest of our country roads."

King Announces No Change in Product Or Price Just Now

Whether or not the practice of announcing new automobile models in the middle of the selling season will continue or the date advanced until fall or the New York automobile period is a question being given serious consideration at this time by a number of the large automobile manufacturers, and a committee appointed by the National Automobile Chamber of Commerce.

The announcement by the King Motor Car company of Detroit that they will make no change in their product or price in mid-season does not come as a surprise, but its future on the industry is being closely watched.

The National Automobile Chamber of Commerce has appointed a committee to investigate the question of mid-season announcements. Manufacturers realize that to make announcements just when automobile purchasers are about to place their order is a problem worthy of serious investigation.

Dealers generally seem to favor getting away from mid-season announcements. A number of automobile purchasers have gone on record as being in favor of seeing new models in the early spring rather than just at the time the buying public are about to purchase.

The President and General Manager F. A. Vollbrecht of the King Motor Car company is emphatically opposed to mid-season announcements. He sums his objections up as follows: "The automobile has arrived. The experimental stage has passed. It would be to the advantage of the manufacturer to make his announcement in October, November or January. He would be able to run his factory during the winter period turning out demonstrating cars. The manufacturer could get the pulse of the country on his product when he made his announcement in the fall."

The Mutual Motors company announces that it has acquired the exclusive sales right, good will, trade name, etc., of both the Marlon and the Imperial cars and will hereafter market both of these through individual and separate departments of its own company instead of heretofore through separate selling corporations.

The Mutual Motors company has heretofore confined its program to the manufacture of Imperial cars for the Imperial Automobile company and Marlon cars for the Marlon Motor company, all of Jackson, Mich.

MARION AND IMPERIAL SOLD BY SAME CONCERN

The Mutual Motors company announces that it has acquired the exclusive sales right, good will, trade name, etc., of both the Marlon and the Imperial cars and will hereafter market both of these through individual and separate departments of its own company instead of heretofore through separate selling corporations.

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