

Novel Campaign Is Conducted to Advertise Tires

Lee Company Mounts Huge Billboard on Truck Which Makes Tour of Country.

The Lee Tire and Rubber company for many years has always been a consistent user of billboards and has some of the largest and finest billboards in the country.

This year it has gone a step farther by mounting a huge billboard on a large truck which is driven over the country. The sign is artistically arranged in the Lee colors—black letters on an orange background with a stepped-down section of its puncture proof tire in the upper right hand corner. The sign is lighted at night with searchlights.

A representative of the company accompanies the truck and lectures on the puncture proof tire, illustrating his lecture by actual demonstrations. The large truck is driven up onto steel spikes, sharpened to a needle point, and thoroughly demonstrates the puncture proof qualities of its tires.

The truck left Omaha early in June and already has gone over 1,500 miles.

Golden Joins Forces of Nebraska Buick Co.



John R. Golden.

John Golden, many years in the automobile game, having sold from four to 12-cylinder cars, has joined the Nebraska Buick Auto company.

Alcohol for fuel purposes can be made from sweet potatoes, says the Department of Agriculture of South Africa.

Lee Tires Praised by Police Chief

Denver Riot Car Travels 12,022 Miles Without Puncture.

The Lee Tire Sales company, distributors of Lee tires in Denver, Colo., recently received the following letter, signed by H. R. Williams, chief of police at Denver.

"We have used Lee puncture proof tires on our emergency or riot car and same have gone 12,022 miles without a puncture or other grief of any kind. We also have other Lee tires on police cars which are giving equally good tire mileage. We consider them exceptionally good for police department work."

Hale Bixby, retail sales manager for Lee, vouches for the genuineness of a letter recently received at the Omaha branch from Albert Getricke, R. F. D. No. 1, Fremont, Neb. Mr. Getricke states in his letter: "I ran these four Lee puncture proof tires for 36 months and covered a distance of 32,000 miles before I had any tire trouble."

Columbus found American Indians using birch bark canoes that were more seaworthy than those in the old country.

Public Designs Cars, Asserts Auburn Chief

An interesting thought was expressed recently by A. P. Kemp, president and general manager of the Auburn Automobile company, when he said, in discussing the development of the modern motor car, that "the public really designs the car that succeeds."

"Pick out the cars that have stayed on the market year after year," said Mr. Kemp, "and you'll find cars that have in them worthwhile features desired by the public."

"When a manufacturer starts out in the motor car industry he immediately tries a lot of his own ideas. Some of them may be good. But soon it will be noticed that his ideas are disappearing and the cars coming from his factory are radically different from what he first produced."

"And it also is a fact that the longer a car has been on the market as a success the more nearly it comes to giving absolute satisfaction to owners, simply because the manufacturer has had time to incorporate the ideas of the public in his product."

"For 22 years we folks here at the Auburn factory have been studying the ideas of the public and our cars have been successful largely because of this fact. We are proud of the fact that the Auburn car was designed and developed by American motor car owners."

The Bee Want Ads are best business boosters.

Nash Car Sales Set New Record

Business So Far This Year Exceeds That of Entire 1921.

Sales of Nash cars so far this year exceed the total passenger car sales of the Nash Motors company for the entire year of 1921. In the six months' period ending June 30, all previous records have been swept aside. The company's books show a volume of passenger car business far beyond that of any previous half year.

Orders on hand for July shipments and reports from Nash dealers throughout the country indicate a continuance of the heavy demand throughout the summer. The factory is still behind on orders, a condition which has prevailed since last March. Additions to the Nash four-cylinder car plant at Milwaukee now are being made. At the same time the Nash Six plant at Kenosha will be in a position to increase its production to a point commensurate with orders received. The new building at Milwaukee is to be 600 feet long by 100 feet and three stories high.

"Increasing demand for Nash cars is due primarily to the splendid value they represent in their price field," said C. B. Voorhis, vice president and director of sales. "In addition to this

Lee Company Makes Good on Guarantee With Refund

Many motorists have never understood exactly what was meant by the Lee company's cash refund.

When you buy a Lee puncture proof tire the company guarantees it not to puncture. Should the tire ever puncture, regardless of how long you have had it or how far you have run it, the company always stands ready to make good on their guarantee by refunding to the purchaser in cash, according to the size of the tire, all the way from \$3 to \$10.

In 1921 this guarantee cost the Lee company a refund on one tire in every 250 manufactured.

Lee Company Marketing Puncture-Proof Cords

For many years it was impossible to get puncture proof tires in anything but fabric construction. The Lee company, after years of experimenting, is now marketing puncture proof cords. The puncture proof cord is such a success that Harvey H. Jones, manager of the Omaha branch, stated he thought it would only be a short time until the company would discontinue the manufacture of puncture proof fabrics and make all of its puncture proof tires in the cord construction.

Mitchell Starts on Endurance Run

White Streak No. 2, With Sealed Hood, on 10,000-Mile Test.

Witnessed by thousands, Charles Ray of movie fame and R. H. Fuller, commissioner of weights and measures for Los Angeles, each sealed one side of the hood on the Mitchell White Streak No. 2 and started the car on a 10,000-mile endurance run on the Pacific coast.

The car, a regulation stock model, previous to this test run, has done 12,000 miles in all around demonstration work. The fact that the hood is to remain sealed will make motor adjustments or repairs impossible during the entire 10,000 miles.

The Pacific coast is considered to be the ideal experimental laboratory for the testing of automobiles. Every combination of elements, temperature, curves, grades, altitude, humidity and straight stretches are to be met with there and a car has to be of sturdy build and possess the unusual mechanical abilities to survive the ordeal.

The White Streak No. 2, on its endurance run, will visit six of the western states and over 700 cities, both large and small, on the Pacific coast. In the larger towns the car will spend a day where demonstrations will take place and the seals on

J. H. Hansen Leaves for Visit to Boyhood Home

J. H. Hansen, president of the J. H. Hansen Cadillac company, operating the Cadillac business in Sioux City, Omaha and Lincoln, leaves today for Copenhagen, Denmark, to visit his old home, and he will also visit Norway, Sweden, Germany, England, Belgium and Holland before returning to the United States.

Mr. Hansen's father was the representative of the singkong of Denmark during President Roosevelt's administration to the international congress which Roosevelt called at Washington, D. C., for the crusade to be started against the spread of tuberculosis. Mr. Hansen, Jr., at that time acted as his father's interpreter in Washington.

Postoffice Truck Tires Make Wonderful Record

Remarkable records of the service of Lee puncture proof tires on a postoffice truck are furnished by the Lee Grand Rapids branch. On a Commerce truck using Joxo tires, the Lee on the left front wheel had run 19,840 miles on April 1, and is still running. Lee tires on the other three wheels ran 19,063, 19,389 and 13,674 miles, the latter tire receiving a bad tread cut.

This truck owned and operated by Truck and Tractor Corporation, Omaha, Neb., equipped with Lee Puncture-Proof Tires.



Unlike Any Other Tire!

HERE IS THE REASON

Other Lee Products

- REGULAR FABRIC
- REGULAR CORD
- PUNCTURE-PROOF FABRIC
- PUNCTURE-PROOF CORD
- GOVERNMENT SPECIFICATION TUBES

THE ONLY COMPLETE LINE OF PNEUMATIC TIRES IN THE WORLD

The above test consists in running a car fully loaded and equipped with Lee Puncture-Proof Pneumatics back and forth over the upturned points of sharp nails, driven through heavy plank exactly as shown in the illustration. Seeing is believing and all Lee Tire Dealers will be glad to make this convincing demonstration. This test is one which NO OTHER pneumatic tire could withstand and proves conclusively that Lee Puncture-Proof Tires DO NOT PUNCTURE. Anyone doubting the Lee Service can request further proof to substantiate the statement that Lee Puncture-Proof Tires are actually puncture-proof.

The shield which makes these tires puncture-proof lies directly under the tread and consists of three layers of case hardened steel discs arranged so they lap like shingles on a roof. This leaves no point on the tread where it can be pierced. In fact, it is impossible to shoot through the tire with large caliber bullets.

Actual tests have proven that the Puncture-Proof Cords of today are far superior to the Lee Puncture-Proof Fabrics of twelve years ago. In fact, the new Puncture-Proof Cord is as resilient as regular cords without the Puncture-Proof construction and has delivered as many miles per gallon of gasoline as other tires by carefully conducted road tests.

Let your next tire be a Lee Puncture-Proof. It will save repair of casing, repair of tubes and eliminate all delay and inconvenience of changing of tires.

Car owners or dealers interested in Lee Tires write for literature giving further details concerning Lee Puncture-Proof Tire Construction and puncture-proof tests.

Address all letters of inquiry to Harvey H. Jones, Manager, 2212 Farnam Street, Omaha, Neb.

Lee Tire & Rubber Company of N. Y. Inc.

General Offices: 245 West 55th St., New York City

Factories: Conshohocken, Pa.

OMAHA BRANCH: 2212 Farnam St., Omaha, Neb.