

Under Inflation Cuts Mileage of Balloon Tires

Drop of From Five to 10 Pounds Means Big Percentage of Decrease.

Though balloon tires are made to be used at low air pressures, it does not follow that any old pressure will insure maximum mileage from the tire, engineers of the Goodyear Tire and Rubber company point out.

Because the tires carry very low air pressures to begin with, a drop of from five to 10 pounds represents a big percentage of decrease in the total recommended pressure. And so, running underinflated is just as harmful to the balloon tire as it is to drive a car equipped with high pressure tires at inflations below those recommended for a normal load.

Owners of cars with balloon tires should never let the pressures drop more than 10 per cent below the recommended inflation for a normal load. For instance, if the recommended pressure is 30 pounds, the absolute minimum is 27 pounds of air, below which the tire is certain to suffer damage.

The accompanying table of pressure for a normal load with balloon tires is given for handy reference.

The erroneous impression has gotten abroad, Goodyear engineers declare, that the balloon tire is not only built for comfort but that it will stand rough usage and can be run over the worst kind of roads, over railway tracks, that it can climb curbs and take without damage as well the jolt and skid which follows slamming in the brakes while the car is maintaining a high rate of speed.

Properly cared for, balloon tires will last as long and give mileage equal to that of high pressure tires.

To determine the load on each tire the car owner should consult the local dealer who sells his make of car. Or the car owner can figure out the weights and loads himself. Weigh the car first front and then rear with a normal passenger load—the number of passengers that will be carried most of the time—to determine the load the tires can safely carry.

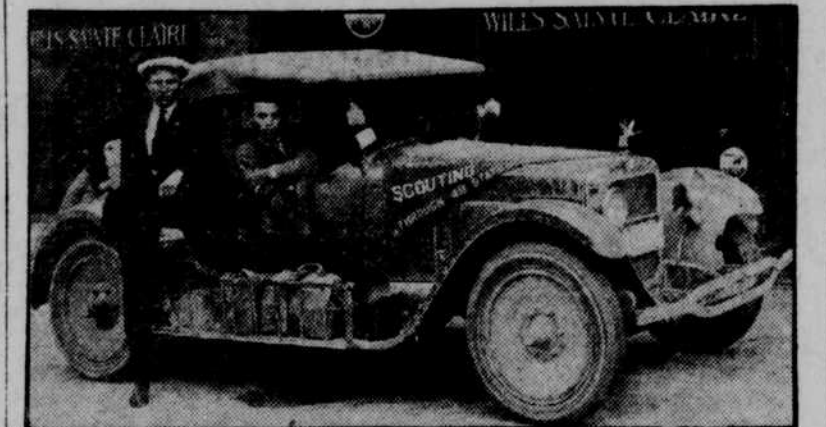
Then divide the front load and the rear load by two to get the actual weight on each front and rear wheel and then follow the schedule shown in the table.

Load and inflation table for Goodyear small diameter and interchangeable balloon tires:

Inflation	Crease section size and Pressure	Load per wheel
4.0	4.95 5.25 5.77 6.29 6.60 7.30	
22	100	700
24	110	750
26	120	800
28	130	850
30	140	900
32	150	950
34	160	1000
36	170	1050
38	180	1100
40	190	1150
42	200	1200
44	210	1250
46	220	1300
48	230	1350
50	240	1400
52	250	1450
54	260	1500
56	270	1550
58	280	1600
60	290	1650
62	300	1700
64	310	1750
66	320	1800
68	330	1850
70	340	1900
72	350	1950
74	360	2000
76	370	2050
78	380	2100
80	390	2150
82	400	2200
84	410	2250
86	420	2300
88	430	2350
90	440	2400
92	450	2450
94	460	2500
96	470	2550
98	480	2600
100	490	2650

*Maximum desirable load.

New York Photographer Touring Through 48 States in Gray Goose



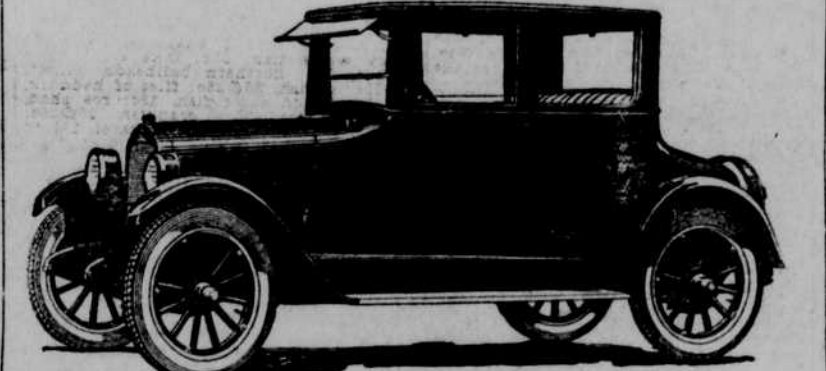
Jack Sussman, veteran newspaper photographer, stopped off in Omaha for two days last week on his scouting tour through the 48 states of the Union in his Wills Saint Claire roadster.

Sussman is traveling through the country taking pictures as he goes. He has gone from New York to California and other coast states and is now on his way back east.

Nebraska roads compare very favorably with those of other states, according to Sussman. He especially praised the gravel roads of this state, saying that they were even better than California pavement.

He is taking pictures for the Pacific and Atlantic Photos, Inc., and has already made over 3,000 "shots". He drove up to the Western Motor Car company, Wednesday morning, with his car covered with mud but in excellent condition.

New Durant Business Coupe Fitted With Balloon Tires, 4-Wheel Brakes



The new Durant Business coupe is equipped with disc wheels, balloon tires and four-wheel brakes. The price has been reduced to \$1,195 at Omaha.

FLINT TURNS OUT 300TH MODEL "40"

Three hundred Flint Six model "40" touring cars were built by the Flint Motor company during the first month of production of this new model.

Production was started April 20 on this six cylinder car in less than \$1,000 class, the 300th car being completed at the eastern plant in Long Island city, N. Y., June 1.

Balloon tires and four-wheel brakes, a powerful motor and quality construction have contributed to a growing demand for this addition to the Flint line.

The Flint "40" is slightly smaller than the Flint Six "55."

See Want Ads produce results.

CHRYSLER DRAWS SKILLED WORKMEN

One reason for the breaking of all automobile production records by the Chrysler Six in reaching 130 cars per day within five months after regular production started, is the high character of the workmen who have been attracted to the Chrysler plants in Detroit.

When the Chrysler was revealed to the Detroit public no one looked the car over with more appraising eyes than thousands of expert mechanics who know automobiles mostly intimately.

The result was a flood of applications to the Chrysler plants from the finest and most skilled workmen in Detroit and the neighboring cities where cars are produced.

Conditions Sound, Says Car Official

Auto Industry Pushing Ahead—Cars Much Better Mechanically.

"In a country where the wealth is growing 12 times as fast as the population, you can't keep prosperity down. That is America."

This is the way Harry G. Mook of Detroit, sales manager for the Hudson and Essex Motor Car company, characterizes business conditions in America.

"Fundamentally, conditions are sound," Mr. Mook said. "There may be a little hesitation, but fundamentally conditions are good. It's the one thing that impresses me wherever I go, over the entire country."

"The shelves of the merchants aren't loaded up with dead stock. The merchants are buying conservatively and the people are buying conservatively. We will not be faced with the condition of a few years ago."

"In my line, automobiles, conditions are excellent. The whole industry is pushing ahead. Our own cars are selling as fast as we can get them out. The people are getting their money's worth, getting more for a dollar than ever before. Cars are better mechanically, but the public has shown no favor toward complications."

Buick Is Finished in Shrine Colors

Driven to Recent Convention at Kansas City by Detroit Man.

A streak of golden sunlight made Moslem Temple, A. A. O. N. M. S., and the city of Detroit, shining lights at the Imperial Council of the Mystical Shrines in Kansas City last week. The brilliancy was imparted by a Buick sport touring car finished in the Shrine colors, yellow, green and red, the official car of Dr. Claud W. Moore, potentate of Moslem Temple.

Doctor Moore gave serious thought to the selection of his official car and Buick feels highly complimented for being his choice. The hood and body of the Shrine Buick are a golden yellow, the fenders and dust aprons are green and the running gear and underbody red. The three colors are used in the decorative striping and on the rims of the head and cowl light frames. The harmonious blending of the colors in the work of the Flator Body company car engineers.

The Shrine emblem and the name of Doctor Moore, Moslem Temple and Detroit are artistically painted on the sides of the car.

The Shrine Buick was first used by Doctor Moore in Detroit at the initiation ceremonial of inducting a class of approximately 600 into the Shrine.

Detroit Police Force Uses Three Lincoln Cars Equipped With Radio and Bullet-Proof Windshields



Lincoln cars used by Detroit police department in chasing captured bandits. "Close-ups" show windshield of bullet-proof glass and radio set installed in back of front seat which enables officers in the car to receive reports broadcast from police headquarters.

Radio and the automobile have been combined by the Detroit police department into an effective means of chasing and capturing bandits.

Three Lincoln touring cars, specially equipped for the work, patrol Detroit's streets 24 hours a day, ready to respond to the radio alarm as it is broadcast from police headquarters.

Each car carries, besides the driver, a detective lieutenant and two plain clothes men. The receiving set, with loud speaker, is in constant tune with headquarters, receiving all reports as fast as they come in to the police.

It was only a few nights after the new police files had begun patrol duties when a drug store holdup was reported. Within a moment the silent call was going out over the city from the police broadcasting station. It was picked up by one of the files and 13 minutes after the robbery had been committed the two robbers had been run down and captured, their car seized and the stolen money recovered.

Specifications for the cars required a speed of 75 miles an hour, and in tests held just before delivery was made all the cars did better than 80 miles an hour, speedometers reading between 83 and 84 miles an hour.

The radio aerial is placed in the top of the car between the inner and outer linings, with the lead wire coming down at the rear above the back seat. The radio set is fitted into a special compartment in the back of the front seat at the top and is set in constant tune with the police broadcasting station. A loud speaker

is used so that all officers in the car may hear reports from headquarters, thus affording greater assurance of messages being correctly received.

The frame of the car forms the counterpoise. The A battery is concealed in the left hand dust shield, and a wet B battery is arranged under the front seat.

Other special equipment of the Lincoln files, all provided under police specifications, includes bulletproof windshield, spot lights on either side of the windshield frame, a gun rack

at the heel board of both the front and rear seats, an Arctore police whistle connected with the exhaust and having two controls on the instrument board, and cabinets on each front fender for carrying electric hand lanterns.

The cars are standard Lincoln touring cars with outside door handles to facilitate entrance and egress, and extra handles on the top of the front seat so officers may gain a quick hold. The cars are painted blue and each carries two spare tires.

Cadillac Adds Fourteenth Model; Landau Finished in Green and Nickel

Pursuant to its policy of offering specific body styles for every purpose, the Cadillac Motor Car company has just announced the addition of the 14th model to its V-63 line. The new addition is a five-passenger landau, a striking design created especially for those who desire a closed body of marked individuality.

The finish of the new body, a distinctive "magic green" trimmed with a French gray belt-line stripe, together with the natural wood finish of the wheels presents a most attractive color combination. It also contrasts smartly with the nickel plating of radiator, headlamps, side lamps and hub caps.

The designer has included a rear quarter ornamented with English coach bows and oval windows set at a pleasing angle, the ensemble giving

the new car all the earmarks of a custom-built creation. The rear window is of liberal size and all windows and doors in the tonneau are equipped with silk roller shades. The upholstery is mohair velvet and harmonizes in color with the exterior finish.

Accessory Company Now Has Large Sales Rooms

The new location of the National Accessory Co., 2051 Farnam street, has provided them with one of the largest show sales rooms in the mid-west. The growth of this firm is due to the standard of quality merchandise, M. L. Chen, owner and manager, says. The wholesale department is shipping goods from coast to coast.

Willys-Knight Adds New Style Coupe to Line

Latest Model Has Original and Individual Body Design—Optional Colors Are Available.

Willys-Overland is announcing to its dealer organization a new and striking Willys-Knight coupe that is intended particularly to fill the needs and requirements of the professional man, particularly the doctor, or to appeal to the small family, whose choice of a car is likely to be predicated upon originality and individuality in motor car body design.

Upholstery is of exceptional quality and of a design suitable for this type of body. Interior fittings are of unusually attractive design and of a beauty in keeping with the good taste displayed throughout the entire body construction.

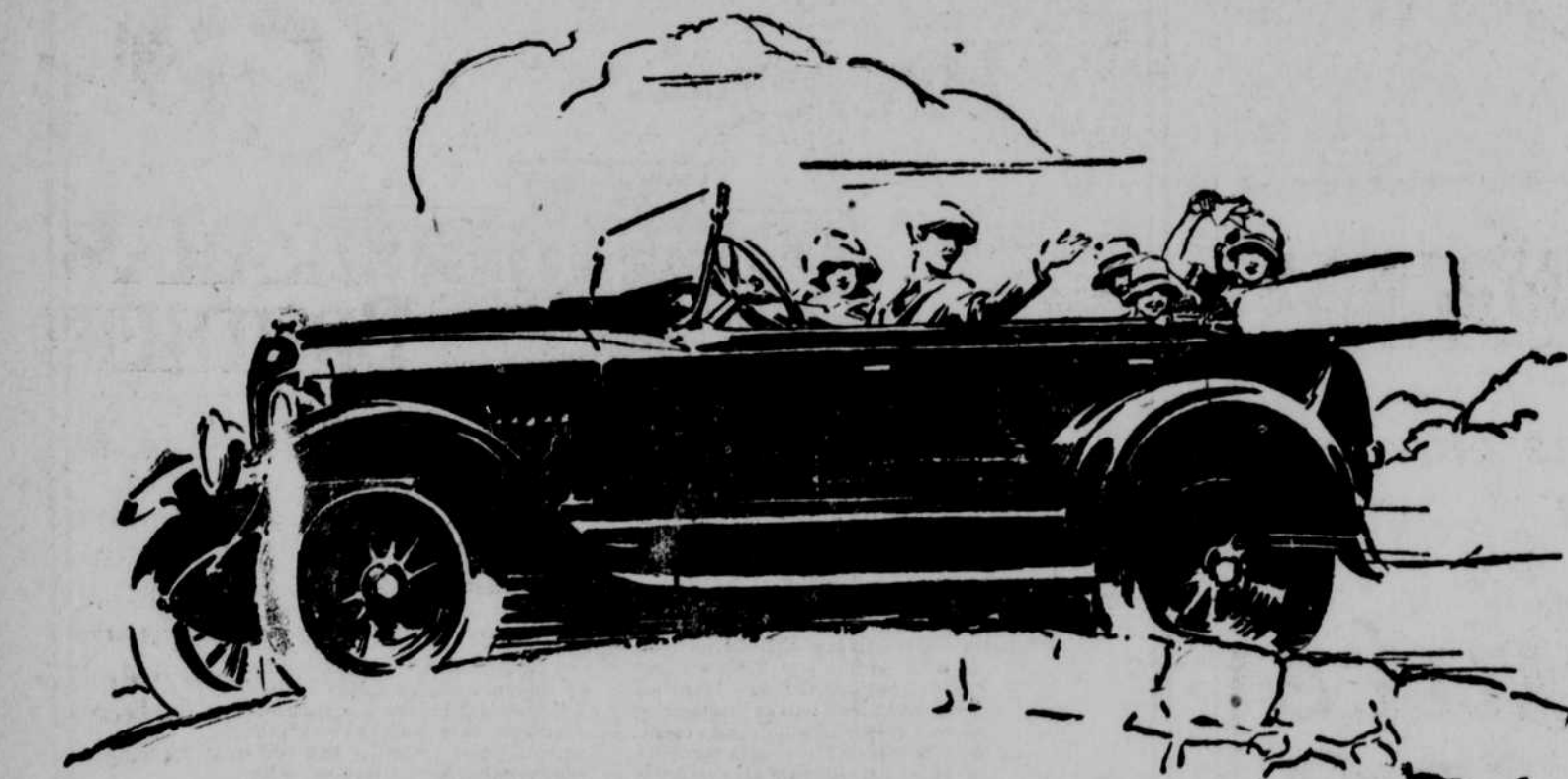
The front seat is wide enough for three persons to ride in ease and comfort. Head and leg room is ample for comfort. The doors are 30 inches wide and have inside pockets and are operated on concealed metal hinges.

One-Piece Windshield. Windshield is in one piece with inside nickel-plated lever locking cam quadrants. Folberth automatic windshield wiper, an especially designed sun visor to match the top material, an eight-inch rear view mirror with pencil edge and double drop bracket, seven and a half-inch bevel-edge vanity mirror built into the rear quarter and finished off with dainty silk cord and tassels, two attractive interior lights to match the hardware—these are just a few of the interior refinements to be found in this body.

Rear deck space is ample to take care of a small steamer trunk or two or more suitcases, while a separate compartment, with lock and key, will carry medicine cases or two or more bags of golf clubs.

Choice of Colors. The standard color chosen for the new coupe is dust-proof gray and heaver-brown—gray above the stream-line body moulding and brown below. The moulding line is painted black; the top, back and rear quarters above the belt are done in black imitation leather.

Besides the standard color combination the coupe can also be obtained in Harding blue with old ivory striping, dust-proof gray with vermilion striping, a deep maroon bordering on the purple lake shade, dark blue, heaver brown, pigskin brown and green.



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- plus long life and dependability, due to four large crankshaft bearings, carefully precisioned cylinders and pistons, perfectly balanced reciprocating parts, and specially prescribed Studebaker steels.
- plus obvious quality in every detail: hand-tailored top and side curtains; lasting, durable, genuine leather upholstery. Carefully selected fittings, lustrous black enamel finish.

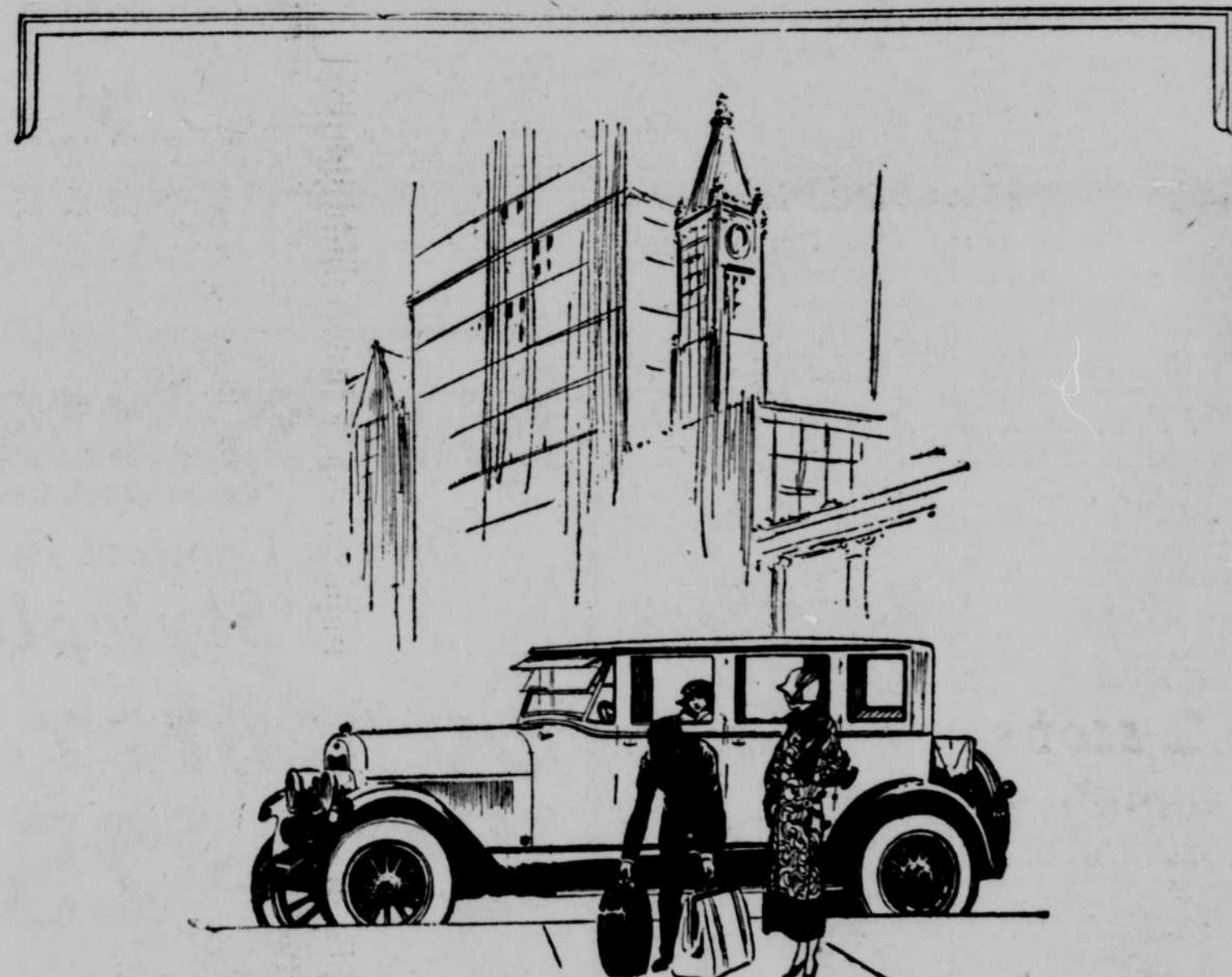
These are a few of the "plus" features that make the Studebaker Light-Six an investment—not merely an expenditure. A car of recognized value that commands, at all times, the top price and ready sale in the used car market.

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