

AUTO TIRE THAT HAS COME INTO GENERAL FAVOR

Racine Company Puts Out an Article That Relieves the Automobile Owner of Most of His Troubles.

"Laboratories and serious minded chemists are not generally associated with the automobile industry, but says R. Y. Cooke, general sales manager of the Racine Rubber company, "they should be, for science plays an important part in the tire industry."

"Secrecy and mystery have habitually clouded men engaged in scientific research. Such secrecy seems to be the penalty of their success."

Not by Forecast.

"Edison, Marconi, Roentgen and others who have achieved great things in a scientific way started the world by their completed conquests, not by a forecast of what they hoped to attain."

"And down through the realm of science this secrecy prevails. As far as the tire industry is concerned the public mind embraces practically no thought of the scientists who are constantly engaged in the serious labor of developing greater rubber strength, that tire users may get more miles out of their tires."

Shoulder Responsibility.

"There is such a tremendous investment required in the manufacture of tires that we at Racine retain the most skillful available chemists to insure accuracy of compound, protection against the elements, and in warp and weave of fabric, and by micrometer measurement to get always the exact thickness to precise proportion of rubber to fabric."

"There are numerous other responsibilities upon the shoulders of these chemists all vitally necessary in the Racine plan of manufacture. While some scientific staff is active in routine responsibilities we have another staff deep in research work with the object always, more miles for Racine users."

Housed Against Mishap.

"All the strange scientific instruments, delicately constructed and carefully housed against mishap, necessary for intricate tests are in our laboratories that science may be given every possible laymen help. "It was such a staff of serious researchers, who several years ago developed in our laboratories the now nationally known absorbing shock strip. Only recently did we permit this great mile-adding achievement to be publicly identified. "We feel honored in having this development of our chemists referred to as 'the industry's supreme mileage achievement!'"

Put to Actual Test.

"I have been asked many times in the last few weeks why we did not proclaim this great improvement at the time it was made. The reason was we desired to have the skill of our chemists put to actual test on the road for confirmation. "So all unknown users of Racine multi-mile cord tires reaped the advantage of this great development. The increased mileage obtained by them was deeply impressive."

"They began writing into the factory. Thousands of letters were received. From Maine to California, the response was the loudest and most enthusiastic and appreciative. It was a regular avalanche of approval, fitting in exactly with our own scientifically conducted tests."

Industry Pays Compliment.

"Then, and only then, did we make formal announcement of the Racine absorbing shock strip. The industry paid us some happy compliments, which naturally pleased us, for we realized our fortune in developing that which all manufacturers were seeking."

The description of this absorbing shock strip, authorized by Racine Rubber company, follows:

"It is an extra strip of scientifically blended rubber of graduated resiliency, welding the tough rubber of the tread to the rubberized cord carcass of the tire, forming a firm, wear resisting and inseparable whole. Thus shocks of the road are effectively absorbed and danger of tread and carcass separation eliminated."

Free Instruction on Gas

Engine Proving Success

The second night of Victor H. Ross' school on motorcycle instruction brought out a very large crowd of enthusiasts who are anxious to increase their knowledge on the mysteries of the high-powered and peppy two-wheeled buzz wagons, and if the class continues to grow as indications show, standing room will be at a premium. Instructions so far have been on the motor only, but in turn carburetors, magnetos, generators, transmissions, tires, etc., will be gone into, and at the same time reviews will be held so that those who missed a lecture will not lose out entirely.

These lectures are held at the Harley-Davidson salesrooms at Twenty-seventh and Leavenworth every Wednesday evening from 8 to 9:30 and are free to anyone who may wish to attend.

An interesting feature of one of the sessions of the convention of the American Road Builders' association, just held in New York City, was the showing of a moving picture of a part of the transcontinental trip of two Goodyear motor trucks, on pneumatic tires, between Boston and San Francisco. On this epoch-making truck expedition every conceivable road condition was encountered, from a pair of wheel tracks in the desert sands to the latest type of improved highway, all of which rendered the picture interesting to the convention delegates.

Tire Troubles and Their Prevention

By WILLIAM RALPH VOSS

In last Sunday's issue of The Bee I told the automobile fans something about the guarantees of tires and of some of the tire troubles and their prevention.

I described the tire adjusting, the harmful use of chains and how to treat tread cuts; today I will endeavor to tell something about stone bruises, rut-worn, skidding and running in car tracks. All are dangerous to both the life of the automobile and the tire.

A careless driver is prone to disregard the injuries which may be done to his casing by speeding over railroad crossings, by racing through chuck-holes and by slamming the car against the curbstone, because such things result in what might be termed as "internal injuries" and do not frequently show on the outside. Anyone, however, who stops to consider the construction of a tire will know at once that the inner ply of fabric is less in circumference than the outer, and that, therefore, what really occurs when the tire is subjected to these pile-driver-like blows, is that the inner ply is stretched to a greater circumference than the outer, which causes its rupture.

Cause of Stone Bruises.

Many motorists refuse to see this, and no amount of argument can convince them that a tire which blows out in a garage or standing quietly on the street has at some previous time been injured in the above manner, and is not a defective product. What really happened is that through constant action of the fabric plies an injury, although perhaps slight at the start, has gradually opened up, resulting in such a weakening of the carcass that it would no longer sustain the pressure. In many instances the blow-out will follow through the fabric plies and occur several inches from the original bruise.

You have all seen tires from which the side walls were entirely worn, leaving the edges of the seemingly intact tread to flop loosely back and forth. This condition is generally known as "rut-worn," although it may be occasioned by rubbing against the curb or in running through frozen mud, the crust of which is not of sufficient strength to sustain the weight of the machine.

Running in Car Tracks.

It seems to be one of the greatest temptations to motorists, especially in towns where the pavements are in need of repair, to use the car tracks as a speedway. If automobile tires were intended for use on car tracks they would surely be equipped with flanges, and it does not seem necessary for me to point out the evil effects incident to this form of abuse.

But, if there is any doubt in the reader's mind, I suggest that he either experiment with a set of tires or observe those on the car of some one who follows this practice. This is one of the worst abuses to which a tire can be put, for while other injuries can sometimes be repaired, a tire that has been constantly run on car tracks is beyond all remedy.

Not only will the side walls be in time chewed away, but the fabric will be blistered around the entire circumference, thus rendering a repair impossible. Continued running in ruts or scraping against curbs will work the same injury, as previously mentioned.

Each of these causes has the same effect as holding the tire on a revolving grind-stone, and it will be readily apparent to any reader that even steel could not stand up under such treatment, much less a rubber compound.

Prematurely destroyed side walls in no way indicate defective material or workmanship in the tire, and the careless driver, who insists on using the curb for a brake, or following the ruts of frozen roads, must decide to pay the penalty in cold cash.

The results of skidding are easily seen, for the tread appears worn or rather scraped from the carcass in spots, which injury oftentimes extends even to the innermost ply of fabric. This condition is seen most in hilly localities, and it is brought about by too sudden application of the brakes, or through a faulty adjustment of the brake bands. It is patent that sliding the wheels under the weight of a heavy car is bound to act as an abrasive agent, literally burning and treading. This may occur only on one of the rear wheels, through an improperly adjusted brake band, which allows one wheel to revolve while the other at the slightest pressure of the brake sticks at a given point.

Drive Own Cars.

A half hour spent at any large industrial plant at quitting time shows plainly the great strides which the automobile has made among factory workers, who more and more are depending on their own cars to take them to and from work. The ownership of a motor car opens up to these men for the first time a possibility of out-of-the-city living, instead of their being compelled to reside within the radius of a reasonable street-car ride. In many cities, the outskirts are now given over largely to working men's homes, where conditions are far improved over the congested districts.

For Shoppers.

Mr. Franklin points also to the extensive dependence of street-car lines upon patronage of women who have formerly used this type of transportation almost entirely for shopping and social duties. Now, however, the automobile has become as much of a convenience with women as it is with men, and it is a general practice for ladies to have free access to the family car at all times.

The advent of enclosed cars has carried the every-day use of the automobile into the winter season. Cars are now very seldom put away for the cold weather, with the result that the reliance of many motorists upon street cars for winter travel is to a great extent nullified.

Probably the most lucrative traffic enjoyed by street-railway lines are the short hauls in the downtown section, where it is common for men and women to ride for five or six blocks through crowded thoroughfares purely as a time saver. Nowadays it is more the rule than the exception for car owners to keep their automobiles available at all times during the day and to employ them for whatever short trips it is necessary to take in connection with business or pleasure.

AUTOS INVADE PROVINCES OF STREET CARS

Many Laboring Men in Big Factories Drive to Work in Their Own Autos.

The noticeable change of attitude toward municipal ownership, on the part of the street-car companies, relates very closely to the tremendous progress being made by automobiles, in the opinion of H. H. Franklin, president of the Franklin Automobile company.

"Considering this evidence of reduced patronage," Mr. Franklin says, "the whole circumstance reflects a radical change in the mode of travel."

Drive Own Cars.

A half hour spent at any large industrial plant at quitting time shows plainly the great strides which the automobile has made among factory workers, who more and more are depending on their own cars to take them to and from work. The ownership of a motor car opens up to these men for the first time a possibility of out-of-the-city living, instead of their being compelled to reside within the radius of a reasonable street-car ride. In many cities, the outskirts are now given over largely to working men's homes, where conditions are far improved over the congested districts.

For Shoppers.

Mr. Franklin points also to the extensive dependence of street-car lines upon patronage of women who have formerly used this type of transportation almost entirely for shopping and social duties. Now, however, the automobile has become as much of a convenience with women as it is with men, and it is a general practice for ladies to have free access to the family car at all times.

The advent of enclosed cars has carried the every-day use of the automobile into the winter season. Cars are now very seldom put away for the cold weather, with the result that the reliance of many motorists upon street cars for winter travel is to a great extent nullified.

Probably the most lucrative traffic enjoyed by street-railway lines are the short hauls in the downtown section, where it is common for men and women to ride for five or six blocks through crowded thoroughfares purely as a time saver. Nowadays it is more the rule than the exception for car owners to keep their automobiles available at all times during the day and to employ them for whatever short trips it is necessary to take in connection with business or pleasure.

WORLD CANNOT MAKE AUTOS TO SUPPLY DEMAND

Present Shortage of 700,000 Cars in the United States Shown by Government Figures.

"The entire world will not be able to produce enough automobiles to supply the demand this year," said Guy L. Smith, Hudson dealer.

"On December 31, 1918, it was estimated that there were only 15,545 finished cars in the hands of automobile manufacturers. This represents only three days' normal production—three days' normal sales."

The market literally has been drained by the first wave of the constantly increasing tide of prosperity which is now sweeping over the country. The situation, already acute in many cities, is bound to grow worse this spring.

Owing to the relatively small production the last two years there is a shortage of 700,000 automobiles in the United States at the present time, according to government figures.

Shortage of 700,000.

"In 1918, the total production of cars was 1,044,754 as against 1,377,151 the previous year. In 1916 the production was 1,493,617. So last year's production was the smallest since 1915."

"Normally, the output increases at the rate of 40 per cent a year. Had this rate prevailed last year the output would have been two and three-quarters of a million cars, or more than double what it actually was."

Because of the slowness of the return to normal production it is estimated that the output of cars in 1919 will be about half of the three million which would be needed to make up this shortage.

Growth Marvelous.

"The growth of the automobile business has been one of the marvels of modern times. In 1909 only 121,861 cars were produced. In 1917 the production had increased to 1,737,000. The total capital invested is \$1,297,000,000, which is three times as large as the outstanding stock of the entire Standard Oil group of thirty-five companies and exceeded

the capital of all the national banks at the end of 1916.

"The wages paid in this industry, which is now the third largest in the United States, exceeded by \$100,000,000 all the gold in circulation in the United States in 1916 and was equal to three-quarters of the government's ordinary receipts. "The Hudson factory, the largest builders of fine cars in the world, has never been able to keep up with the demand for Super-Sixes. Hudson production was to have stopped entirely on January 1. Then, suddenly, the ban was lifted. As a result normal production cannot be resumed before June. "The moral for all intending purchasers of motor cars is clear. It is 'Buy now.'"

Dixie Flyer Finds Ready Sale Through the Southern Country

Business during the auto show week far exceeded expectations, asserts Mr. Nichols of the W. R. Nichols Motor company, distributors of the Dixie Flyer.

South of the Mason-Dixon line the Dixie Flyer has been a great favorite among farmers as well as city folks, owing to the pains which have been taken to make it an easy riding car on country roads. Farmers in that section readily grasped the engineering points which make the Dixie such an unusual car for all-around driving.

The motor construction, which is very much simplified, delivers an abundance of power, which, of course, can be utilized to great advantage in hilly territory. The finish and the painting have been given particular attention, as the extreme weather conditions which confront the average farmer soon tell their story in the outward appearance of an automobile.

Battery Ailments Can't Be Traced by Squeaks

"If a storage battery make a noise, a groan, or a squeak, or a rattle like other parts of the machine do, when they are out of order, it would be far better treated," says Elmer Rosengren, the local Willard service man. "When the car owner hears a squeak under the hood of his machine or a rattle in the body he knows that there is something wrong and is not content until it has been corrected."

It is entirely different with a battery. It is to the average motorist nothing more or less than a black box. As he cannot get into it, he is not very much interested in its internal working, and when anything goes wrong with it there is no noise to warn him that all is not right."

C. of C. Approves Project to Vote Bonds for Pest House

The executive committee of the Chamber of Commerce has approved the project to vote city bonds of \$100,000 for the purchase or erection of a pest house, with suitable grounds.

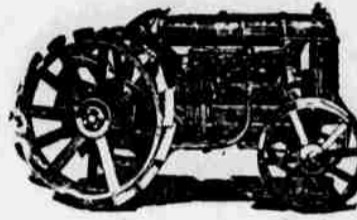
Agitation for this movement was instituted by The Bee.

Rims and Tires

If the car owner, after being out in bad weather, will take the trouble to wipe the tires and rims clean with a sponge and then wipe them dry, especially along the beads, he will do much to prevent the formation of rust.

FORDSON Demonstration

Farmers and all others interested in seeing the FORDSON FARM TRACTOR in actual farm work cordially invited.



Don't Fail to See This

We have rented 80 acres of the Old Otte Farm, 2 miles west of Benson, and half way between Main Street on the south and Military Road on the north. This will be used as our permanent DEMONSTRATION FARM.

TUESDAY AFTERNOON 2 O'CLOCK, MARCH 25TH, 1919.

SAMPLE-HART MOTOR COMPANY

18th and Burt Sts. OMAHA

Velie

Velie Proves Popularity During Show Week

¶ From our standpoint the show was a great success.

¶ The buying public when afforded the opportunity of comparing values and studying the specifications and performance records of the various makes, was guided by its own judgment—not salesmen's conversation.

¶ As a result Velie secured a great number of buyers and an even greater number of friends, because a careful investigation of motor values furnished convincing proof of the true quality of the Velie Six.

¶ If you did not see the Velie at the show, a cordial invitation is extended to you to visit our salesrooms and see the nine beautiful models of the Velie line which are on display there.

¶ Real quality is built into every Velie car.

¶ The Velie Tractor is now here. Come and see it or write for catalog.

\$1570 Here

Crumbliss-Van Doren Auto Co.

2204 Farnam St., Omaha. Phone Doug. 8554
237 South Eleventh St., Lincoln, Neb.

STANDARDIZE ON CADILLAC

The Standard Automobile

The Cadillac is recognized everywhere as the "standard of the world." Motorists who are buying well-known and established permanency when they buy a motor car, and who are financially able, always decide on Cadillac—year after year.

The government placed the stamp of approval on the Cadillac when it was chosen after severe tests as the (only) seven-passenger car for the Army, and thousands of Cadillacs proved that the judgment of those in authority was well founded.

Standard Motor Equipage

A very prominent Omaha business man, realizing the economy and satisfaction derived from standardizing on the Cadillac, now has disposed of all his motor cars and replaced them with three Cadillacs of different types. Many well-known Omaha families are using two Cadillac motor cars and have found greatest satisfaction and economy.

Cadillac models include one for every need. Standardize on Cadillac and the result will be:

- A thorough understanding of the operation of your motor car.
- A definite knowledge of what it will do for you—realization of dependable, unfailing service and marvelous satisfaction.
- A saving from every angle due to proper care and knowledge of how to operate your motor car efficiently.
- And—the proper businesslike service along established lines from the firm with which you do business.

Standard Uniform Service

Cadillac Service is of known and uniform quality. It is the standard of motor car service in every city. We believe that our Cadillac owners will tell you that we render a prompt and efficient service for their benefit. And—should you care to make us a visit we shall be pleased to take you through our plant and explain to you what constitutes efficient Cadillac Service.

Yet, the service "built into" each Cadillac guarantees permanent value to the purchaser.

Several exquisite types now available.

JONES-HANSEN-CADILLAC CO.

Omaha

Lincoln