

Tire Punctures Will Be Placed On Blacklist

Dealer - Says Manufacturers Must Soon Consider This as Real Tire Defect.

"The better class of manufacturers," says W. N. Baker, manager of the Lee Tire & Rubber Co., "keep their eyes so strongly glued upon the quality of their product today that I believe they would gladly market something that would last a life time and say good-bye to repeat orders in favor of satisfied customers and the natural increase in buying population. Self interest no longer steps in and declares that it is possible to make a thing too well."

"So great an improvement in the durability of automobile tires has been effected in recent years that were it not for the great annual increase in automobile and motor trucks, tire makers would be forced to curtail their production. Keeping pace with various innovations in the automotive field, the tire manufacturer has, within the past five years, made use of the result of exhaustive research to make a shoe for auto wheels which will stand extraordinary road conditions."

"From the days when pneumatic tires were first applied to a self-propelling vehicle for highway service to give it speed, experiment and innovation have given the pneumatic tire, shapeliness, durability and resilience as well. Tires sell under guarantees and forfeits, so strong is the manufacturer's faith in his product."

Increase in Tire Mileage.
"To the motorist himself must be given some credit for the annual decrease in tire consumption per car. The intense educational campaign in tire care carried on in recent years has had its effect, and today the car owner gets big tire mileage through frequent inspection and his ability to diagnose tire trouble."

"While tire manufacturers practically eliminate chance in the purchase of tires through favorable guarantees and a benevolent adjustment policy, with one exception, they unanimously declare that tire puncture is a risk which must be borne exclusively by the customer. They sweeten the pill slightly by dismissing this form of grievance as in no way detrimental to the life of a tire."

Punctures Costly.
"But most car users know how costly a tire puncture may prove to be. They know that any sharp object which has been picked up by the tire and driven from the tire tread into the inner tube has penetrated the non-elastic fabric or cord and paved the way for future organic weakness."

In fact the puncture to the inner tube is liable to be less expensive and less important in the long run than the accompanying puncture to the tire carcass. A blowout is usually traceable to a puncture and broken down side walls and fabric rupture often arise from the same cause. Let a wheel roll even a few rods on a flat tire and that tire has been weakened, its life has been shortened.

"The day is coming when tire manufacturers will consider that tire puncture is a defect and not a hazard which the customer must risk. The hitherto unheard of mileages being recorded by the Lee Puncture Proof tires, indicate that the puncture is becoming obsolete in this latest development in tire making. Recently one of this brand of tires on a dairy truck of F. A. Janssen of Hoboken, N. J., completed its 50,000th mile and is still on the wheel."

Go to Sales School

C. E. Burton, manager of the Oakland Motor Car company, Omaha branch, left Saturday night for Pontiac, Mich., with five of his salesmen to attend a sales school conducted there. The salesmen who accompanied Mr. Burton are Bruce Wright, John T. Bartlett, Harvey L. Wolfe, George F. Conant and Charles D. Lampert.

New Factories Of Cadillac Co. Almost Finished

Eight Buildings Will Supplant 77 Now in Use—48 Acres of Floor Space in Structures.

"The new factories of the Cadillac Motor Car company, now nearly completed at Detroit, are regarded as another step toward the ideal of producing an absolutely dependable product," says J. H. Hansen, local Cadillac distributor.

"Engineers and others who have inspected this plant have characterized it as one of the most modern automobile factories in the world. The buildings, which contain 48 acres of floor space, are almost finished. The engineering, assembly, finishing and parts departments are already housed in the new buildings."

"Some idea of the size of the new plant may be gained from the fact

that the manufacturing of the Cadillac in the past has been carried on in 77 different buildings in Detroit. In the future all the operations will be confined to the new plant, which consists of eight great buildings.

"One of these, the greatest, is the manufacturing building, which is 300 feet long by 600 feet wide, with a total floor space of 970,000 square feet. Under the manufacturing plan raw material will be received at one end of this building and Cadillac chassis will leave the opposite end under their own power."

"Conveniently near the manufacturing building is the heat-treat building, 500 feet by 80 feet, where the metal is treated to assure its strength for the part it will be compelled to play."

"The assembly building is the second largest of the group, being 800 feet by 360 feet, with a floor space of 288,000 square feet. After leaving the manufacturing building, a chassis will be given a road test and then taken to the assembly building where it will be given further tests and will then be fitted with the body and other accessories."

Mr. Hansen recently visited Detroit to inspect this new factory.

The get-together medium - Bee Want Ads.

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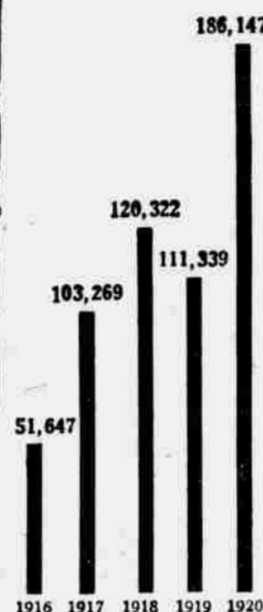
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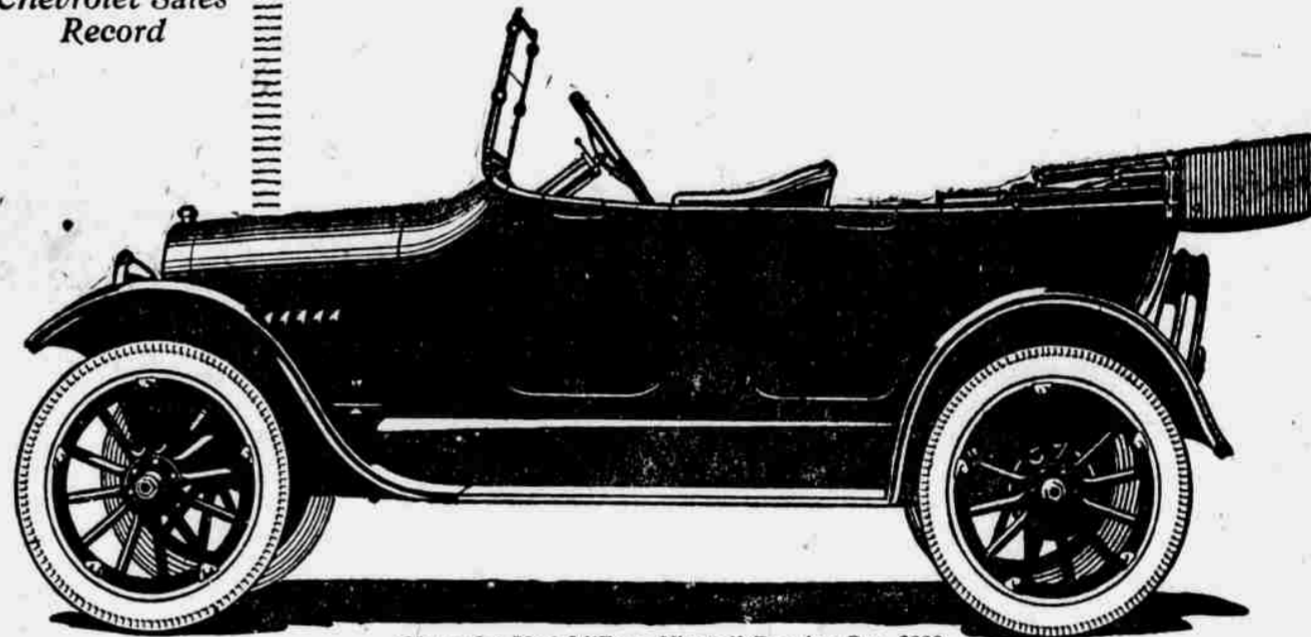
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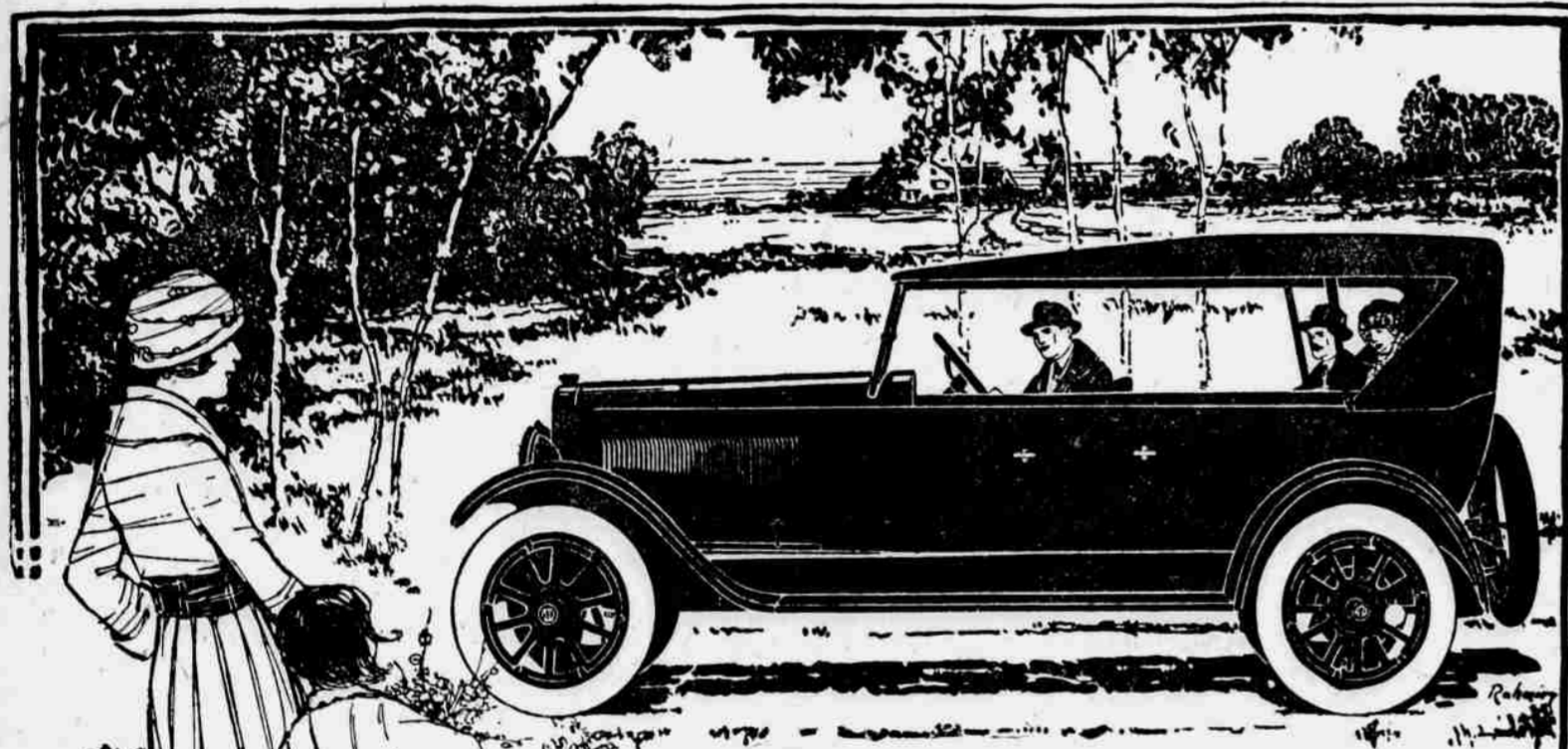
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