

TIRES MAKE THE AUTO COST

THEY ARE THE MOST EXPENSIVE ITEM IN MOTORING.

THE COST OF IT MAY MEAN 20 CENTS A MILE IN A SEASON'S RUNNING OF 10,000 MILES OF A TIRE A MATTER OF CONJECTURE. ALTHOUGH 3,500 MILES IS FIGURED

The most expensive part of motoring is the wearing and upkeep of tires. And the cost of them has been jumped 25 per cent since July 1 because of an increase in the cost of rubber to the tire manufacturers.

There are theories worked out by the manufacturers regarding the mileage that a tire will give. Adjustments are made for most of them at 3,200 miles, although some makers contend that a tire will last to show 5,000 miles.

The adjustment rate means that should an exchange be desired on a tire which has become disabled allowances are made on the basis of the distance the tire has traveled up to 3,500 miles.

It is then, a set of tires designed for a touring car of 35 to 40 miles an hour. Four inner tubes would cost about \$15 but of course a single inner tube would not do for a single shoe.

These are straight figures and are not a basis of the adjustments that may be made. If a blow-out comes at 2,000 miles the tire company makes a generous allowance on the next shoe.

The whole tire question is largely a matter of good fortune. An expert on construction says that tires made from the same batch of rubber, under identical conditions and used under exactly like conditions do not vary by any means in their results.

Even the latest cars run into money when it comes to tires. The prices for a set of tires 28x3 with one fitting of inner tubes is not short of \$100.

It is only the best of rubber that goes into tires nowadays, says a man in the tire manufacturing line. We cannot afford to put anything else in and there is no shoddy material used.

The canvas there has to be. That is to say, the steel construction is to the tire holder.

There are a lot of folks who believe that the price of tires were advanced solely because the makers wanted to charge more and not because there was any advance in the cost of the raw material.

The big car sizes of tires interest perhaps a finer class than the styles made for the runabout and light touring cars.

Take the 32x4 size of tire as the model for the runabout and light touring cars. Tires 32 or 34 of 4 or 3 inches are made in greater quantities than the others because of the greater number of low priced cars being sold.

These figures are the weights, without passenger or baggage, that each tire is supposed to support as a limit.

It can be seen that for even the lighter car an outfit of tires and tubes is not at all inexpensive. An average price of \$60 a tire is not too great, and the means \$28 with the discount for the shoes.

The domestic makes of tires again, which the prices quoted above are examples, are really not much under

the foreign list. The differences in price are not materially greater in the case of the foreign tires, perhaps because some of the tires most prominently put forward as foreign makes have American branches for manufacturing and supply.

There are cases to be had which cost all the way from the smallest size and simplest manufacture up to \$100 for big ones of the heavy type.

A table of the carrying capacity of tires supplied by one company illuminates somewhat the compared strain on front and rear tires.

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For some weeks the engineers of the Premier Motor Manufacturing Company of Indianapolis, under the direction of George A. Wexley, have been quietly at work on the model which will be made during the season of 1911.

The start was made at 5:30 A. M. one morning, and for 300 miles the party kept rolling along with a running time of 11 hours and 35 minutes.

One of the refinements put on the chassis cars for fall and one of the most unique features is the cork linoleum used as a covering for the foot boards and running boards.

During the trip she made around the world since July 1st last year in a 40 horse power Locomobile, Mrs. Harriet M. Hart, who arrived in San Francisco on the last part of her tour.

There is a similar team in the third annual interclub reliability competition of the Chicago Athletic Association and the Chicago Automobile Club.

The Anderson Carriage Company, makers of the Detroit Electric, has opened a show room and service station at Broadway and Eighty-third street.

Louis C. Jandorf, president of the Broadway Automobile Exchange, says that owing to the increased demand for second hand and built over automobiles in the Chicago market.

At the Brighton Beach motor races on an oval track, the Pierce Arrow Motor Car Company, which is now in the hands of the Pierce Arrow Motor Car Company, has been fitted on the Pierce Arrow Motor Car.

Walter F. Winchester has severed his connection with the Pierce Arrow Motor Car Company, which is now in the hands of the Pierce Arrow Motor Car Company.

It is entering business for himself Winchester is following in the lead of a number of Pierce Arrow drivers who were formerly employed by the company.

That the horse is rapidly being supplanted by the more efficient and economical motor vehicle is becoming more apparent each day.

A machine gun which has been made use of by Battery I of the Ohio National Guard to prevent rioting and serious outbreaks in connection with the street car strike in Columbus, Ohio.

A Franklin air cooled motor car owned by R. B. Wilson of Chicago was one of a team of 120 automobiles which successfully completed

with a similar team in the third annual interclub reliability competition of the Chicago Athletic Association and the Chicago Automobile Club.

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LOCOMOBILE. 1911. "30" Shaft-Drive, Four Cylinders... \$3500. "48" Shaft-Drive, Six Cylinders... \$4800. The "30" LOCOMOBILE for 1911 is now on exhibition at our salesrooms.

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REO BREAKS THE RECORD. From New York to San Francisco—What This Means to You. The previous record was 15 days, 2 hours, 12 minutes, and it was a good one.

REO BREAKS THE RECORD. From New York to San Francisco—What This Means to You. The trip was announced in the newspapers ahead of time so that any one, who wanted to, could see the start Monday morning, Aug. 8, at one minute past twelve.

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