

SAVING TREAD OF MOTOR CAR TIRES

Firestone Expert Tells of Care Necessary to Lengthen Life of Tire

A very common form of "tire wastage" is the unnecessary wear on the tires tread caused by a careless use of the car brakes, the inaccurate adjustment of the wheels, or the improper use of anti-skid devices.

Knowing how to stop, when necessary, is considered more important than a knowledge of how to start the engine, therefore, the use of foot and emergency brakes is taught to the new car owner, early.

Anti-skid devices are helpful, under certain conditions, but their use when not actually needed. Some devices are noisy and there is a temptation to fasten them tightly to the wheels, causing the tread to wear and gouge into the rubber cover and fudge underneath.

Another common cause of excessive wear on a tire tread is faulty alignment of the wheels. Your car should be inspected occasionally by a mechanic to correct this fault.

Unnecessary Wear on the Side Walls Probably one of the most common and inexcusable abuses of tires is driving them in car tracks or deep ruts. The easiest riding road is sometimes the hardest on tires.

It is possible, under very severe conditions, to wear through the side wall rubber in a very short time, but ordinarily the wear indicates neglect. If it is necessary to drive on a road, reverse the tires, i. e., place the worn side toward the car, vulcanize rubber over the most worn parts, to protect the fabric from further disintegration, and it will be found that the normal service from the tires will not be greatly affected.

Rough streets tempt one to drive in car tracks. It is more comfortable for the passengers and may be economy to protect the car, at times, from bumps and ruts, but the traction in running in car tracks, rather than over rough, cobblestone pavements, and the tires won't be injured noticeably by doing this.

Quite often the pavement along inside edges of cuts is very rough and may result in cuts to the rubber and bruises to the fabric. Rills on hills are to be avoided as much as possible as they usually have sharp edges, which are liable to cut or puncture the tires.

Overlooked Cuts The service of tires will be abbreviated, to a considerable extent, if cuts, punctures and snags are neglected. Too much care cannot be exercised in this respect.

The elasticity of the rubber permits a cut in the tread to expand when under the weight of machine and in contact with the road. In this way, such foreign matter as grit, sand and pebbles are forced into the cut. With each revolution of the wheel, the accumulation of foreign matter acts as a wedge and further forces itself between the cover and fabric of the tire. It is not unusual for these lumps or "mud bolts," if neglected, to cause a complete separation of the tread.

It is pretty generally known that gasoline, grease, and other fatty substances are solvents of rubber. Oiled parkways and roads are not particularly harmful, especially after the oil has soaked into the roadway.

If garage floors are not kept clean and the tires stand in a pool of oil, the treads soften and the traction in service stretches the rubber in a way outline.

Probably the most damage is experienced from grease and dirt. The housing, working out into the brake drums and then onto the side walls of the tires. This may result from loose bearings, too much grease, or from using grease not suitable for the differential.

Grease and oil can be very easily removed by a rag saturated with gasoline.

Editor's Note. The fifth article of this series, which will appear in next Saturday's Telegraph, will explain the cause of rim cracks, the dangers of tread attachments, "reliners" and "inside protectors," etc.

Armeder Representative Visits Local Agency

J. Morris Wray, factory representative for the O. Armeder Co., of Cincinnati, makers of the Armeder motor trucks, was in Harrisburg today. The Harrisburg Welding and Machine Works are distributors for the Armeder trucks in this territory.

The claims for the Armeder is simplicity for construction. Mr. Wray said that there were from forty-eight to seventy less number of parts than on the average truck. Mr. Wray has been co-operating with G. J. Danner, who has charge of the sales for Armeder trucks in this vicinity.

Advertisement for Ensminger Motor Co. featuring a truck with 'Ensminger' written on the side. Text includes '5-Passenger Touring Car \$725' and '3-Passenger Clover-Leaf Roadster \$725'.

APPERSON WITH SILVER IN N. Y.

Famous Dealer Takes on Pioneer Line; Cowden Now a Factory Distributor

R. J. Church, salesmanager for E. L. Cowden, distributor for Apperson cars, has just returned from the factory at Kokomo, Ind.

He announces a new contract for the coming season, whereby E. L. Cowden has secured direct factory connection with the entire Central Pennsylvania territory, under his jurisdiction. Their experience with the Apperson and the endorsement they give it by assuming such a large contract is backed up by the judgment of C. T. Silver, said to be the largest distributor of motor cars in New York city.

Mr. Silver has just announced his alliance with Edgar & Elmer Apperson, of Kokomo, Ind., in the designing, building and marketing of a new 8-cylinder Silver-Apperson car, which will be offered in a wide variety of open and closed models and will first be shown when the curtain rises on the New York automobile show, the first week in January.

The automobile trade and public have speculated with considerable curiosity and interest as to what car would represent the new palatial building on Broadway at Fifty-seventh street. As a matter of fact he has been offered the distribution of upward of forty cars in the last six months, and either personally or through trusted lieutenants, has carefully investigated the merits of practically all.

The Apperson Brothers, with their enviable experience and reputation, new and modern factory, amply financed with their own money, appealed particularly to him, as possessing that degree of merit essential to the carrying out of his ideal. At the Apperson plant he found a skilled organization that had run the whole gamut of motor car evolution.

Twenty-five years ago they built the first automobile in this country, and this car is now exhibited at the Smithsonian Institute at Washington. Ever since they have exercised an important influence on the industry, bringing out from year to year a constantly improved product. For quality, sturdiness and speed, Apperson cars have always ranked with the best. It will be recalled by many that Barney Oldfield first became famous through the consistent victories of Apperson cars, which he piloted.

It is a striking and perhaps a happy augury of the new connection, that this year—1917—marks the Silver anniversary of the Apperson Brothers as automobile manufacturers.

Best of all, Mr. Silver found the Apperson Brothers both ready and willing to co-operate with him in his ambition to place on the market a car that would set a new standard in completeness, thereby combining Apperson skill and experience with Silver body craftsmanship.

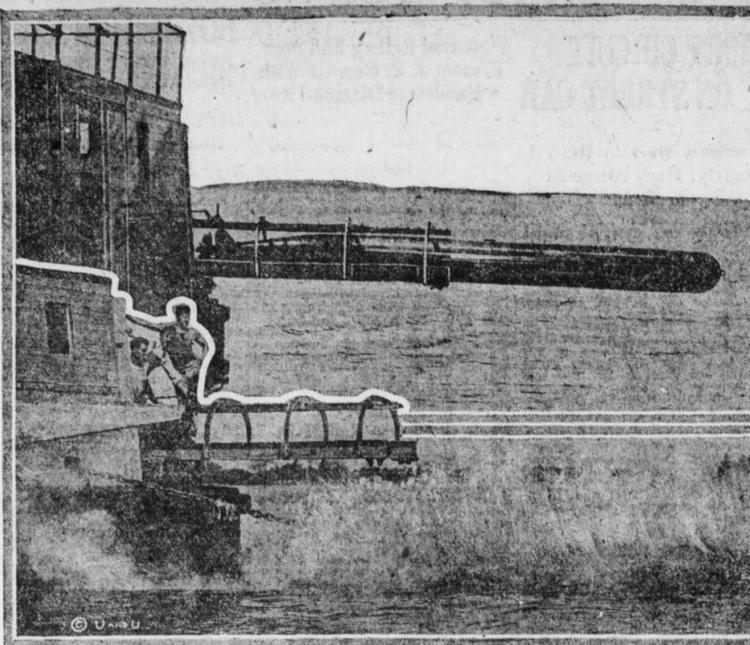
C. T. Silver has been responsible for much of the development in special automobile bodies. Silver bodies have for years been famous for their distinctiveness, always typifying advance style. Inadequate chassis dimensions and sturdiness, however, have hampered the development of Mr. Silver's ideals in the past. The new Silver-Apperson chassis ideally meets these requirements, and the full weight of this experience will be expressed in his new creations, which will incorporate in addition to his own original ideas, every worth while feature of all the leading American and foreign cars, with the objective of combining more beauty, grace and comfort than anything yet offered.

Mr. Campbell is a native-born Southerner, his birthplace being Pendleton, S. C. He is a well-known and successful businessman of New York and for the past twenty-five years has enjoyed the confidence of the business and banking world. He is the unanimous selection of the commercial and new banking interests of the company for the important post he will now fill. Although great demands are made upon Mr. Campbell's time, he will be active in the management and will spend much of his time in Chicago.

The program that has been laid out for the future is one that makes the new management especially confident, as it is to be one of progress and promises to be most profitable to the dealers.

This organization places the company under the control of one of the automobile manufacturers.

TWO VIEWS OF UNCLE SAM'S NEW TORPEDOES READY FOR U-BOATS



The upper photograph shows a giant torpedo just leaving the tube at the testing grounds at Sag Harbor, N. Y. The lower picture shows the splash of the torpedo after it struck the water. Each torpedo is tested in this way. It is shot into the water and followed by a submarine chaser to be picked up when it has spent its force. If the torpedo runs true to form it is accepted by the government, and it is believed, sent on its way to the North Sea, there for use against German submarines.

New Executive of Smith Motortruck Board

Announcement has just been made in a circular letter sent to the stockholders of the Smith Motor Truck Corporation advising them that on August 7, Messrs. J. and W. Seligman and Van Emburgh & Atterbury, of New York, acquired the control in the company, of the interests formerly represented by E. L. Rosenfeld, and that Mr. Rosenfeld and associates have resigned as directors of the company, thereby severing their connections with the Smith Motor Truck Corporation.

Messrs. J. and W. Seligman in connection with Messrs. Van Emburgh & Atterbury have purchased a note issue of \$750,000 which will provide the necessary additional capital to handle the rapidly expanding business of the company.

Jasper A. Campbell, president of the Coe-Stapley Manufacturing Company, of Bridgeport, Conn., the largest manufacturer of automobile accessories in the world, has been elected chairman of the board of directors to fill the vacancy created by Mr. Rosenfeld's resignation.

Charles T. Danforth, of the firm of Van Emburgh & Atterbury, has also been elected to the board of directors.

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Auto Department Now a Feature at Nuss Mfg. Co.

The Nuss Mfg. Co., Eleventh and Mulberry streets, this city, have added a new department to their factory known as the "Auto Department."

This department will be in charge of Mr. Sherman, of Philadelphia, a radiator expert, who will give his personal attention to making and repairing of radiators, gas tanks, lamps, etc., also repairing and remodeling of auto bodies. This step was deemed necessary on account of the increasing demand for the band instruments made by them, each department will be managed separately to give better service to both classes of work.

Oldfield Makes Many Records With Firestones Eight world's records shattered within the space of four days is the remarkable feat accomplished by Barney Oldfield, veteran "speed demon" of auto racing, and the most popular driver on the track. All eight records were made in St. Louis on a circular dirt track, five of them against time and three of them against Ralph De Palma.

Oldfield drove his "Gold Bug" equipped with Firestone Super Cord tires in all the events without a mishap. In his fifty-mile exhibition run against time he broke five records in succession. Three of the records set by Louis Diabrow have stood since 1912. The other two were established in 1914 by Diabrow and Bob Burman. Oldfield ran one mile in 45 seconds, five miles in 3:33.6; ten miles in 7:56.2; twenty-five miles in 19:28.8 and fifty miles in 40:47.6. The exhibition was electrically timed under the auspices of the American Automobile Association.

Three days later he won two of the three events from De Palma and set new world's records for five, ten and fifteen miles in competition. These records had stood since January, 1915. Of six dust meets between Oldfield and De Palma, the pilot of the "Gold Bug" has won four.

Oldfield gives due credit for his victories to the power-saving of his Firestone Super Cords. In St. Louis he reiterated a statement made on a recent visit to the Firestone factory that speedway records now depend as much upon the tire makers as they do upon the drivers.

NASH ABOUT TO ANNOUNCE CAR

Owner of Jeffery Plant Will Market a New Model Bearing His Own Name

Even back in the days when the automobile lurched along on one cylinder, C. W. Nash, then in the carriage manufacturing business aspired to build a motorcar bearing his own name.

For twenty-five years he has been building and selling carriages and automobiles. During that time he has seen the motorcar industry outgrow its cradle and watched it rise from a small, discredited beginning to the proud rank of third industry in the United States. In its rise to has played a leading role, having headed some of the largest and most successful automobile companies in the United States.

But his lifelong ambition is soon to be fully realized. For he is just about to formally announce the birth of a car which bears his name and reflects his experience and ideals.

The work which has been accomplished by the Nash Motors Company within the duration of a single year could only be achieved by an organization composed of experts in their line, men who knew their plans were right and went ahead.

A year ago when Mr. Nash entered the field as a manufacturer in his own name he looked about for a factory site. He inspected personally practically every motorcar plant of consequence in this country. The result of this sifting down process was the purchase of the 100-acre Jeffery plant at Kenosha. It was fully equipped with men and machinery and built to a high grade line of passenger cars and trucks 93 per cent complete.

From the men who have previously been associated with him Mr. Nash swiftly assembled a strong organization. They were all men of long experience and proved ability, engineers and merchandisers of highest caliber. As Nash distributors came men of high financial responsibility who had made big profits before under Nash leadership and as partners of their confidence in him and his organization, gave up other lines which they had been handling successfully to take over Nash contracts. Thus in a remarkably short time was perfected one of the most complete manufacturing and selling organizations in the business.

Meantime the engineering department was hard at work on a new Nash car. Into its make-up they have put good materials and excellent workmanship. By applying the

most modern principles of motorcar practice they greatly simplified its mechanism. Now, thoroughly tested and bearing the stamp of approval of the Nash organization, this car, a little more than a year after the formation of its parent company, is about to be announced to the buying public.

Motor Truck to Develop Big Inland Empire

Confronted in its plan for development of the creamery industry in the great Uinta basin in Utah by a transportation problem, probably more complex than any which has been faced in recent years by a creamery concern of like size in the United States, the Mutual Creamery Company found its way out last week when it purchased a Garford truck and bought a trailer to go with it.

The truck will be placed in service between Vernal, Duchesne and Helper. It will make regular semi-weekly trips, hauling the raw material, which is creamed from Vernal and adjacent points to Duchesne, where the Mutual company's creamery is located, and hauling the finished product, which is butter, to the railroad shipping point at Helper.

A vast inland empire, including millions of acres of some of the finest agricultural land in the United States—the Uinta basin has lain practically dormant for years because transportation facilities have not been hand for the marketing of its products.

Rumors that railroads would build into the basin have flown thick and fast, but as yet the country is without a road, so the Mutual Company Creamery Company has decided to solve its own transportation question.

The truck it has just purchased has a capacity of one ton, to which must be added the almost two-ton capacity of the trailer.

"I think the putting on of an auto transportation service such as this will mean the intensive development of the creamery industry in the Uinta basin," said Caryl Hall, purchasing agent for the Mutual Creamery Company.

"For the first time the farmers in the basin will be provided with a cash market for their produce. I look to see the business developed until still more motor transportation will be needed and our auto truck experiment proves a success in this field it will be repeated in other sections similarly situated.

"I am convinced we made no mistake in choosing the Garford truck. We have made a thorough examination of the field and are convinced the Garford is the sturdy money saving vehicle required for this hard service. I cannot say too much for the Garford."

MAXWELL MAKES THIRD RECORD

Makes Montreal to Quebec Run in Four Hours and One Minute

By breaking the Montreal-Quebec road record in 4 hours and 1 minute, the Maxwell car driven by Ray McNamara, road engineer of the Maxwell Motor Company, Inc., of Detroit, has established within two weeks three of the most important road records for the Dominion of Canada.

Making the run between Montreal and Quebec in 4 hours and 1 minute, the Maxwell shattered all previous automobile records and also beat the fastest express trains by fifty-nine minutes.

The record-breaking records are: Windsor to Toronto, 6 hours and 50 minutes. Toronto to Montreal, 11 hours and 1 minute. Montreal to Quebec, 4 hours and 1 minute.

The Windsor-Toronto run covered 275 miles. Between Toronto and Montreal the car went 360 miles and the distance from Montreal to Quebec is 180 miles.

On the run from Montreal the Maxwell pilot carried an official greeting from the manager of the Windsor Hotel to the manager of the Chateau Frontenac in Quebec. The Frontenac manager had the message and a picture of the Maxwell with a photo of the Maxwell and hung on the wall of the hotel office.

There were no accidents to the motor car and the Maxwell engine performed marvelously on all of the runs. The average speed of the Maxwell on the last intercity run was 45 miles an hour.

While establishing these magnificent records, McNamara has been logging the roads of the Dominion and the information is being published for the benefit of Canadian motorists.

"The road, while winding and dotted with dangerous curves, has a magnificent surface that would be perfectly safe for touring in a rainstorm," declared McNamara, who stated that the Montreal-Quebec highway was by far the best in the Dominion.

"Numerous shrines, real old French towns, beautifully kept farms and a splendid view of the winding St. Lawrence river are features of the road. It is the most interesting bit of touring I have enjoyed in a great many years." McNamara has toured nearly every important road in the United States.

Observers in the car during the Montreal-Quebec run were Nell McNeil, of the Montreal Gazette; Mr. Chamber, of the Montreal Herald, and Mr. Bryan, who is connected with an automobile accessories house. The observers made affidavit to the fact that the Maxwell covered the run.

Before leaving Canada McNamara will make intercity runs from Montreal to Ottawa and from Ottawa to Windsor. He will also log these roads.

Large advertisement for Studebaker cars. Features the Studebaker logo and text: 'Take Advantage of the OLD PRICE \$200 to \$300 lower than other cars in its class that are selling now at raised prices.' Includes a table of prices for September 15th and a list of models with prices.

Advertisement for King Motor Car Company. Features a large illustration of a car and text: 'Tortuous Mt. Wilson Conquered by KING EIGHT CYLINDER Sealed in High Gear'. Includes contact information for The Rex Garage and Supply Co.