PRESIDENT COOLIDGE **ENDORSES "FATHER**

(By The Associated Press) dent Coolidge has written a let- follows: ter to Walter W. Head, of Omaha, "In view of the present condi- tion now going on throughout the Damage to Truck Much Father and Son committee.

within the individual, as proposed "The Father and Son Movement Son Movement."

A CARBURETOR sales rec-

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fact that the STROMBERG

CARBURETOR and HOT

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you ever thought was possible.

Equip your Ford now—put

is looking for.

"Jim"

ord never before equalled

in the Father and Son program, is intended to lead sons to a great-In his endorsement of the move- er appreciation of their fathers ment. President Harding, who and of their homes, and to a high-AND SON" MOVEMENT urged general cooperation with it er respect for them. It is also on the part of the public in a let- intended to encourage them to acter written shortly before his cept in a larger way their respon-NEW YORK., Jan. 5 .- Presi- death. President Coolidge's letter sibilities as citizens.

the national Father and Son move-try, it seems peculiarly appropriate rests should be recognized by all ment, as a through-the-year pro- that there should be launched in our citizens. History points in no gram, with its uses in helping to our home land a program that has uncertain terms to the fact that improve world conditions. Mr. as its chief objective the desire great advances in civilization have Head is chairman of the National that fathers re-consercrate them- come as the result of awakening selves to their paternal obliga- of the spiritual forces within the Great advances in civilization in tions, and that the attention of individual. No more appropriate the past, the president points out, sons be directed to their obliga- way to accomplish this can be dehave come as a result of the awa- tion to their fathers, to their vised than that proposed in the kening of the spiritual forces homes and to their country. plans of the National Father and

OVER 100,000

STROMBERG CARBURETORS

and Hot Spots Sold for Fords!

More Miles per Gal.

More than 135 passenger car and

N. W. Cor. Court and High Sts.

truck manufacturers use Stromberg

as standard equipment.

BY OVERLOADING I

Greater Than to Highway, Says Engineer

By Ethelbert Favary, Consulting Engineer, Moreland Motor

Truch company. Presented at the convention of the California Truck Owner's association, Fresno.

Conservatively estimated, the annual expenditures for the repair of trucks directly due to overloading and over speeding, amounts to \$250,000,000, and the damage done to roads due to the same cause about \$150,000,-000. While the damage to the road is more evident. truck operators should keep constantly in mind, that the damage done to their equipment is even greater.

Whenever a load is supported by a steel structure, like the frame of a truck, the axles, etc., it causes the structure to bend; that is to say, it causes a deformation in the metal. It does not matter how light the load, a certain bending action always takes place. Neither does it matter whether the material is a poor quality carbon steel, or the best quality of alloy steel; if the area, i. e., the size, of the metal structure is the same, they will bend the same amount under the same load. When the load is removed the steel will resume its former position provided it has not been overloaded, that is, in other words, if the elastic limit of the steel has not been exceeded. The better the quality of th steel the more load can it support without remaining permanently bent or deformed. Or, to express it in a more technical form, the elastic limit of steel is exceeded when the load causes a permanent set, that is to say, when the material does not recover its original form when the load is removed.

When a truck carries a load, the frame, axles, and other parts are under stress and will be deformed (bent). If the load is excessive and the elastic limit of the metal is exceeded, there will be permanent set for twist, as the case may be) in the parts affected and this will weaken the structure. In fact, even if the elastic limit is not exceeded, but only approached, it will show weakness and fatigue (crystallization) much sooner, and the structure will give way in a much shorter time than if the part were not strained to

such an extent. If any portion of the truck has been overloaded to the extent men tioned, it may not break or fail for a long time thereafter, possibly not for a year or two, but nevertheless, the breakage may be traced to the overload. The reason for this is that when a structure has been overstressed, the continuous strains (bending) will continue to weaken it until it finally breaks. Knowing this to be the characteristic quality of steel, it is infallibly true that a structure loaded to excess will develop weakness sooner or later and the truck operator will pay the Hence, occasional overloading, far from being a source of added revenue, is an added expense, and if truck owners would) keep this in mind and explain it to their men in charge of their vehicles, it would be the means of saving considerable money in repair bills and of reducing truck depreciation very materially.

Overspeeding Whenever a body is in motion, t has a certain momentum which has the tendency to propel it forward in the same direction in which it is travelling. When the wheels of a truck hit an obstruction in the road, (and the road is from their normal straight line course, and they in turn will deflect the chassis and the load to some extent, through the springs. on the "give" in the tire. The matic as the case may be, will re- to be depressed and it takes time ing 16,000 pounds, (under the con creatures, duce the impact or the blow. The for it to resume its former posi- ditions named.) more the tire "gives" the less will sorb the obstruction without causthe obstruction is not more than about 5-16 inch in height. If the center of the wheel is not raised tion, the impact is not transmit- tain distance. The faster the lows of the road surface at an exted to the axle or the chassis. The pneumatic tire will "give" and absorb irregularities on the not enough time allowed for it to done and more accidents do not road surface at slow speeds as

characteristic quality of rubber is wide tire.)

Triends, we thank you!

Your liberal support and patronage has made possible the greatest year of our business career. Your faith and confidence in our policies spur us on to greater undertakings. Beginning this year with ninety stores in the West, we will be able to serve more motorists, we will have an even greater purchasing power and be able to offer you even greater values.

At this time we wish to renew our pledge of service to the motoring public. It shall continue to be our duty to endorse Accessories and Supplies that will make motoring safer, more comfortable, more enjoyable and more economical.

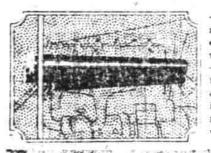
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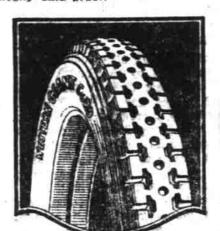
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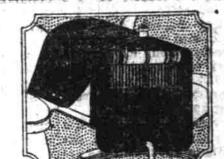
minimum—in rainy weather. The row of deep suction cups and the high, square tread with sharp edges make "Western Giant" Cords prac-tically skid-proof.



WESTERN GIANT SEZE $30x3\frac{1}{2}$ \$12.65 $32x3\frac{1}{2}$ 15.80 18.85 31x4 20.65 21.30 33x4 21.90 34x4 $-32x4\frac{1}{2}$ 26.55 34x41/2 28.15 35x41/2 29.20 34.30 35x5

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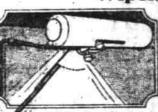
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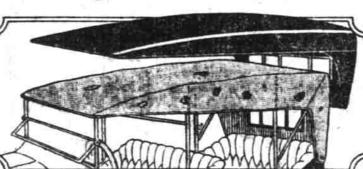
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shabby in appearance, or leaky. you can quickly restore both its efficiency and appearance at a very small expense.

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such that it cannot be compressed. Impact but simple depressed when room full of small obstructions), the is given for the rubber to spread Standards in Washington has wheels and axles are defuected in other directions. For instance, found from carefully made experby placing a load on a block of iments, that when a truck equiprubber it will be depressed but ped with solid rubber tires is trav-

the mass of the rubber is chang- eling at 16 miles per hour and one Imagine a truck traveling at a cer- ed from its former shape into a wheel strikes a 1 inch obstruction. tain speed and hitting a small ob- new shape. Whenever any mass, the effect of the blow may be as tire being solid rubber, or pnea- say, it takes time for the hubber as 28,000 pounds, the average be- curiously, he counted 318 of the

tion for rubber has a low elastic Pneumatic tires, going at the be the impact transmitted to the efficiency. As long as the speed same speed and hitting the same number of antelopes in this vicinof the truck is not excessive, the obstruction, will cause a maximum ity at 1,500. This animal, howpneumatic tire rides over an ob- rubber has time to respond to the blow of only 1 1/4 times the normal ever, is said to be vanishing rapduty imposed on it without great load, the average being about 1%, idly, and the herd in northern loss. If, however, the speed is ex- The magnitude of such a blow as Washoe county, Nevada, is believcessive, the solid rubber tire, arises from the solid rubber tire ed to be the largest in the United when in motion, will be depressed is staggering when we analyze its States. in the front under the load, and effect upon the chassis. will resume its former position

When considering an overloaded until the wheel has turned a cer- truck going over the hills and holspeed of travel, the smaller is the cessive speed, it is really remark-"give" in solid rubber, as there is able that more damage is not be depressed; hence, rubber loses occur.

well as high speeds. If the ob- a great deal of its cushioning It should be rembered that a tional Sweepstakes Power Boat struction is higher so that the power rides harder with an in- blow imparted to the tire is im- race, designed to obviate the concrease in speed. The speed at parted to the goad in exactly the troversy that characterized the sorb it, it will impart an impact which the difference in the give same degree, and vice versa, and first race run here last Labor day, to the wheel and the truck, said of the rubber is materially noti- the heavy repair bills incurred by has been adopted by the executive impact being larger the less the cable, is at about 17 miles per some truck operators can invar-committee of the Yachtmen's Ashour for light loads and a lower lably be traced to over loading and sociation of America The solid rubber tire acts in an speed for heavy loads. (A nar-over speeding funless the truck The most important changes entirely different manner as the row tire can spread easier than a used is of inferior quality) even made in the rules concern the though the failure of the part or prize money. The \$25,000 prize

parts may not take place for some

Mr. Goldbeck of the Bureau of time thereafter.

Antelope Herd Surprises Federal Trapper in Nevada Cleveland have entered bids for

RENO, Nev., Jan. 4 .- 0. C. Woods, a federal trapper, reports struction. A certain impact takes a solid, (as distinguished from a high as 7 times the normal load that recently he was intent on place between the wheel and the gas), is changed from one shape on the wheel, the average being skinning a coyote when he looked obstruction, its magnitude depend- into another, it consumes time. 4 times the load. For example: if up to find himself surrounded by ing upon the speed, the load, and Hence, we find that the rubber the load on the wheel is 4000 a herd of antelopes. . As they block is slow in action, that is to pounds, the blow might be as high milled around him, eyeing him

> A recent animal census taken by federal trappers estimated the

> Rules for Prize Money In Boat Race Changed

DETROIT, Jan. 4.- Revision of the rules governing the Interna-

is abolished, and in its place the committee decided to award an elaborate trophy to the winner and evenly pro-rate \$5,000 among all boats finishing the race. Detroit, Buffalo, Chicago and

this year's race. What this country needs isn't a

ower rate of interest on money, but a higher interest in work.



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