

PRESIDENT COOLIDGE ENDORSES "FATHER AND SON" MOVEMENT

(By The Associated Press)
NEW YORK, Jan. 5.—President Coolidge has written a letter to Walter W. Head, of Omaha, Neb., connecting his approval of the national Father and Son movement, as a through-the-year program, with its uses in helping to improve world conditions. Mr. Head is chairman of the National Father and Son committee. Great advances in civilization in the past, the president points out, have come as a result of the awakening of the spiritual forces within the individual, as proposed

in the Father and Son program. In his endorsement of the movement, President Harding, who urged general cooperation with it on the part of the public in a letter written shortly before his death. President Coolidge's letter follows:
"In view of the present conditions throughout the world, which might involve even our own country, it seems peculiarly appropriate that there should be launched in our home land a program that has as its chief objective the desire that fathers re-consecrate themselves to their paternal obligations, and that the attention of sons be directed to their obligation to their fathers, to their hopes and to their country."
"The Father and Son Movement

is intended to lead sons to a greater appreciation of their fathers and of their homes, and to a higher respect for them. It is also intended to encourage them to accept in a larger way their responsibilities as citizens.
"With the process of recuperation now going on throughout the world, it is imperative that the basic principles on which America rests should be recognized by all our citizens. History points in no uncertain terms to the fact that great advances in civilization have come as the result of awakening of the spiritual forces within the individual. No more appropriate way to accomplish this can be devised than that proposed in the plans of the National Father and Son Movement."

TRUCKS EFFECTED BY OVERLOADING

Damage to Truck Much Greater Than Highway, Says Engineer

By Ethelbert Favary, Consulting Engineer, Moreland Motor Truck 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 the 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 a permanent set (or 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 mentioned, 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 bill. 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.

Overloading
Whenever a body is in motion, it 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 full of small obstructions), the wheels and axles are deflected from their normal straight line course, and they in turn will deflect the chassis and the load to some extent, through the springs. Imagine a truck traveling at a certain speed and hitting a small obstruction. A certain impact takes place between the wheel and the obstruction, its magnitude depending upon the speed, the load, and on the "give" in the tire. The tire being solid rubber, or pneumatic as the case may be, will reduce the impact or the blow. The more the tire "gives" the less will be the impact transmitted to the axle and the chassis. When a pneumatic tire rides over an obstruction on the road it will absorb the obstruction without causing a rise in the wheel provided the obstruction is not more than about 5-16 inch in height. If the center of the wheel is not raised when passing over this obstruction, the impact is not transmitted to the axle or the chassis. The pneumatic tire will "give" and absorb irregularities on the road surface at slow speeds as well as high speeds. If the obstruction is higher so that the pneumatic tire cannot entirely absorb it, it will impart an impact to the wheel and the truck, said impact being larger the less the absorption by the tire.
The solid rubber tire acts in an entirely different manner as an

Friends, 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.

OVER 100,000 STROMBERG CARBURETORS and Hot Spots Sold for Fords!

A CARBURETOR sales record never before equalled and made possible only by the fact that the STROMBERG CARBURETOR and HOT SPOT for Fords, delivers more mileage—more power—than any other carburetor offered. It makes possible quicker getaway—and much easier starting—four great essentials that every Ford owner is looking for.

Equip your Ford now—put on the new 1924 STROMBERG Model. Stop wasting gas—get more real enjoyment out of driving your Ford than you ever thought was possible.

More Miles per Gal.



More than 135 passenger car and truck manufacturers use Stromberg as standard equipment.

Sold by
"Jim" SMITH & "Bill" WATKINS
Distributors
N. W. Cor. Court and High Sts.
New STROMBERG CARBURETOR Does It!

\$150,056.17

WAS OUR GROSS TURNOVER FOR 1923

THIS YEAR 1924 WE WANT TO INCREASE IT TO

\$250,000.00

In order to do this we must sell many more cars—our aim is 800—an average of nearly 16 a week

WE WILL DO IT

BECAUSE—We sell nearly new used Fords. We know the value of a car and buy it at a price which will leave us our small profit and give the buyer a car at a most reasonable figure. We have established a reputation and buyers have confidence in us for **WE GIVE COMPLETE SATISFACTION. WE GIVE 90 DAYS FREE SERVICE ON ALL OUR NEARLY NEW USED FORDS.**

IF YOU ARE IN THE MARKET For a Ford

SEDAN — COUPE — ROADSTER — TOURING CAR COME AND SEE US

USED CAR CORNER

Cash—Trades—Terms Ferry and Com'l St.

Bovey Heaters
They are adaptable to any car; the "flexiform" valve fits any exhaust pipe—there is no odor. Very easily installed, and not only radiates heat, but circulates and heats all the air in the car **\$17.50**

Kingston "Warm-A-Ford"
The Kingston Warm-A-Ford is equally adapted for touring car, roadster, sedan or coupe. It immediately warms the entire car with pure, fresh air, the volume of which can easily be regulated to the driver's needs. **\$3.75.**

"Moore" Car Warmer
—you can more thoroughly enjoy winter driving—no gas—no fumes—no danger, easily installed—has regulating valve **95c**

Anco "Hot Spot" Manifold
—for Ford cars. Guaranteed to cut fuel cost, increase mileage, decrease carbon, give more flexibility, increase power and fully satisfy the user. There are no moving parts, nothing requiring constant adjustment. Installed in a few minutes. Our price—**\$4.85.**

Western Giant CORDS
Reduce your accident chances to a minimum—in rainy weather. The row of deep suction cups and the high square tread with sharp edges make "Western Giant" Cords practically skid-proof.

SIZE	WESTERN GIANT (Extra Heavy) 12,000-Mile Gear.
30x3 1/2	\$12.65
32x3 1/2	15.80
31x4	18.85
32x4	20.65
33x4	21.30
34x4	21.90
32x4 1/2	26.55
34x4 1/2	28.15
35x4 1/2	29.20
35x5	34.30

(Ask for Prices on Other Sizes)

Western Special CORD
Guaranteed 10,000 Miles
30x3 1/2 **\$8.80**

WESTERN STANDARD
(10,000-Mile Guarantee)
30x3 1/2 **\$10.75**

Radiator and Hood Covers
These covers are made of heavy, waterproof imitation leather, with a padded and quilted lining of fine felt. We carry in stock covers for cars listed below:
Radiator Cover only, Ford **\$3.45**
Radiator Cover only, Chevrolet **\$3.25 and \$4.05**
Radiator Cover only, Dodge **\$3.25 and \$4.05**
Radiator and Hood Cover, Ford **\$6.95**
Radiator and Hood Cover, Chevrolet **\$7.65 and \$8.10**
Radiator and Hood Cover, Dodge and Maxwell **\$7.65 and \$8.10**
Ask for prices on other models.

McKay's U. S. Tire Chains
Tire chains are a necessity in inclement weather. These are best quality and scientifically treated to prevent rust and give long service. Be prepared. The price is \$3.95 to \$10.60 per pair, according to size. Also a complete line of Cross Chains and Repair Links.

Automatic Windshield Wiper
Working from the intake vacuum, the automatic windshield wiper eliminates the bother of continually wiping your windshield in rainy or foggy weather. This cleaner does it automatically. **\$4.85**
Hand Wipers, 55c to \$2.35.

A Recovering Outfit for Your Car

Ford Roadster Rubber Cloth Outfit
1923-1924 Models Equipped With Gypsy Wings
\$6.55
Earlier Models **\$6.45**
If your top has become worn, shabby in appearance, or leaky, you can quickly restore both its efficiency and appearance at a very small expense.
De Luxe Top Recoveries—Long grain, weather-proof materials for Dodge, Chevrolet, Maxwell
\$10.25 to \$15.25, according to car.

Ford Touring Rubber Cloth Outfit
1923-1924 Models Equipped With Gypsy Wings
\$6.95
Earlier Models **\$7.65**
The outfit consists of an extra heavy black rubber cloth roof, all stitched, back curtains and sufficient binding and upholstery-tacking and fasteners—all ready to slip right over the old top frame.

90 Stores in the West
Western Auto Supply Co.
Court and High Phone 796

Order by Mail
Our Guarantee Protects You

For Your Convenience
Open Till 9 p. m. Saturdays

such that it cannot be compressed, but simple depressed when room is given for the rubber to spread in other directions. For instance, by placing a load on a block of rubber it will be depressed but the mass of the rubber is changed from its former shape into a new shape. Whenever any mass, a solid, (as distinguished from a gas), is changed from one shape into another, it consumes time. Hence, we find that the rubber block is slow in action, that is to say, it takes time for the rubber to be depressed and it takes time for it to resume its former position for rubber has a low elastic efficiency. As long as the speed of the truck is not excessive, the rubber has time to respond to the duty imposed on it without great loss. If, however, the speed is excessive, the solid rubber tire, when in motion, will be depressed in the front under the load, and will resume its former position until the wheel has turned a certain distance. The faster the speed of travel, the smaller is the "give" in solid rubber, as there is not enough time allowed for it to be depressed; hence, rubber loses a great deal of its cushioning power rides harder with an increase in speed. The speed at which the difference in the give of the rubber is materially noticeable, is at about 17 miles per hour for light loads and a lower speed for heavy loads. (A narrow tire can spread easier than a wide tire.)

Impact
Mr. Goldbeck of the Bureau of Standards in Washington has found from carefully made experiments, that when a truck equipped with solid rubber tires is traveling at 16 miles per hour and one wheel strikes a 1 inch obstruction, the effect of the blow may be as high as 7 times the normal load on the wheel, the average being 4 times the load. For example: if the load on the wheel is 4000 pounds, the blow might be as high as 28,000 pounds, (under the conditions named.)
Pneumatic tires, going at the same speed and hitting the same obstruction, will cause a maximum blow of only 1 1/4 times the normal load, the average being about 1 1/2. The magnitude of such a blow as arises from the solid rubber tire is staggering when we analyze its effect upon the chassis.
When considering an overloaded truck going over the hills and hollows of the road surface at an excessive speed, it is really remarkable that more damage is not done and more accidents do not occur.
It should be remembered that a blow imparted to the tire is imparted to the road in exactly the same degree, and vice versa, and the heavy repair bills incurred by some truck operators can invariably be traced to over loading and over speeding (unless the truck used is of inferior quality) even though the failure of the part or parts may not take place for some time thereafter.

Antelope Herd Surprises Federal Trapper in Nevada
(By Mail)
RENO, Nev., Jan. 4.—O. C. Woods, a federal trapper, reports that recently he was intent on skinning a coyote when he looked up to find himself surrounded by a herd of antelopes. As they milled around him, eyeing him curiously, he counted 318 of the creatures.
A recent animal census taken by federal trappers estimated the number of antelopes in this vicinity at 1,500. This animal, however, is said to be vanishing rapidly, and the herd in northern Washoe county, Nevada, is believed to be the largest in the United States.

Rules for Prize Money In Boat Race Changed
(By Mail)
DETROIT, Jan. 4.—Revision of the rules governing the International Sweepstakes Power Boat race, designed to obviate the controversy that characterized the first race run here last Labor day, has been adopted by the executive committee of the Yachtmen's Association of America.
The most important changes made in the rules concern the prize money. The \$25,000 prize

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 Cleveland have entered bids for this year's race.
What this country needs isn't a lower rate of interest on money, but a higher interest in work.

PAINTING TO YOUR DESIRES
NOW is the time to have the car painted for Fall and Winter use—HERE is the place to have it done.
Superb workmanship plus defined, aristocratic, distinctive color schemes and the finest quality paints and varnishes insure genuinely satisfactory work.
RELIANCE AUTO PAINTING CO.
219 State. Corner Front. PHONE 987