

SERVICE—FREE—SERVICE

DON'T

Take the joy out of joy riding by neglecting your tires when you can have them inspected and properly inflated FREE. Just drive around to our service station and

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L. S. (Spence) BENTLEY CO. Inc.

Goodyear Service Station

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SERVICE—FREE—SERVICE

MOTOR TRUCK SPREAD

NOTED BY GOODRICH

GOODRICH DIAMOND

The growing importance of the motor truck in the transportation field is shown by figures recently compiled by the B. F. Goodrich Rubber Company.

According to the company's figures the 975,000 trucks now in the haul approximately 1,100,000 tons daily, or 320,000,000 tons in a year of 300 working days.

It is estimated that if the tonnage carried in trucks had been carried in wagons as formerly, the extra cost would have amounted to approximately \$1,000,000,000, the cost of truck hauling being figured at 1 1/2¢ per ton mile and wagon hauling at 24¢ per ton mile. This saving is approximately the total amount available for new road construction throughout the United States during 1924.

It was children's day and each little one in the Sunday school was to recite a bible verse. When little Ralph was called upon he became somewhat nervous.

"I suffer little children, to come unto me," and then after a long, thoughtful pause, he added triumphantly, "and don't you big folks stop 'em!"

SPRING TIRE INVENTORY

TIME IS AGAIN HERE

Spring is with us again. Even more authentic as a harbinger than the ground-hog, the first robin, or the first pussy-willow is the annual turning up of motor and the overhauling of last year's "little of bus."

From now on motorists will be taking the road to ever increasing numbers, but they should make sure before taking the first spring "jaunt" that they have given their tires and tubes a thorough inspection.

To repair the engine, clean the fenders, shine up the body, cleanse the lamps, and put the car in "apple pie" order without inspecting the tires is the mistake made by too many motorists. An all-around tire inspection by each of America's 7,000,000 car owners would result in a saving amounting into millions of dollars to the annual national car mileage.

Records of the Diamond Rubber Co., Inc. disclose that tire-sleeves, blow-out patches, and plastic for plugging holes are being used on a far greater scale than ever before in the history of motoring. Notwithstanding the increased use of tire repair material, altogether too few auto owners are practicing tire conservation. Ignoring tires in want of care and repair is parallel to allowing a leak in the gas tank to go unattended. Extra care means "extra" miles in the long run.

Motorists should remember that even with the best of care tires have a hard road to follow. The strange part of it is that they last as long as they do. Day after day they are subjected to the hardest kind of usage, yet they continue to give good service. It is only when they are abused beyond all reason or shamefully neglected that they go to pieces.

More damage to tires is caused by running them under-inflated than by any other single abuse. It might well be said that under-inflation is the "white plague" of the pneumatic. A few hundred miles with insufficient pressure and more damage is done to the tire than would be done in several thousands miles under proper condition. The side walls of the tire break down, the piles of fabric are pulled apart, and the rubber loses its resiliency. Within a short time, the tire becomes flat, wavy, and out of shape. Another condition commonly resulting is rim-cutting. There are unquestionably more tires ruined from this practice than from any other cause.

Skidding is another cause for serious damage to tires. Great patches of tread are often scraped from the tire by this abuse, much as though it had been held against a grindstone. Sometimes even several piles of fabric are worn through. A little care in applying brakes will effectively prevent skidding and the resulting injuries to the tires.

Improper treatment of minor injuries to tires often cause serious trouble. Motorists often place emergency bands or protection patches over cuts and punctures and then forget all about them. In nine cases out of ten serious injury to the tire results and the motorist wonders why. The answer of course is that the tire should have been permanently repaired when first injured. The emergency bands and protection patches are made for temporary service and cannot be expected to be used permanently.

Running in street car tracks ruins the best of tires quickly. The constant grind on the sidewalls soon wears away the rubber and leaves the fabric exposed, making early destruction of the tires certain. It should be borne in mind by motorists that even though the car runs smoother on the rails than on rough pavements, the cost is many times greater. Street car tracks are made for street cars to run on—not automobiles.

Injuries similar to those caused by running in car tracks may be caused by running in deep ruts or on muddy roads which have a frozen crust insufficient to bear the weight of the car. The rubber sidewalls are worn away and the fabric becomes worn and blistered. No tire will stand the rough treatment. The side will be rubbed and gouged away long before the tread is even slightly worn.

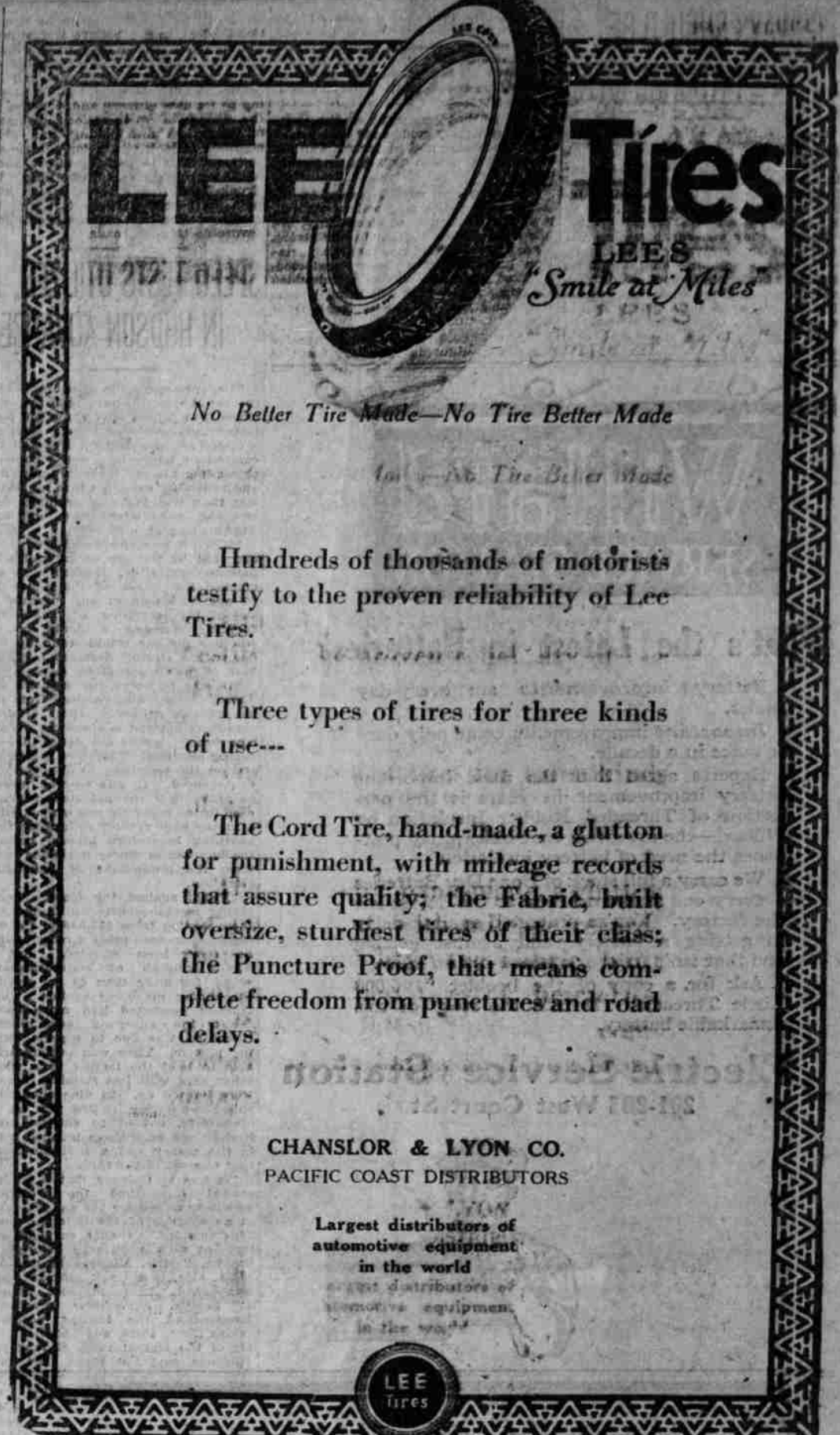
At this season of the year the motorist should take particular care to see that the wheels of his car are in perfect alignment.

Running over rough pavements and in ruts quickly throws the tires out of line, and unless proper adjustments are made the tire will be soon ruined. The tread becomes worn through to the fabric in a remarkably short time. By taking the car to a dealer and having the wheels checked up the motorist may very likely save himself future trouble and expense.

The resale value of a motor car is as worthy of consideration by the purchaser as the initial cost. This is particularly true in these days when the production of motor cars falls far short of the demand.

Re-sale value, of course, depends upon the style of the car, its ability to stand up under service and certain public recognition of its dependability.

The Cole Aero-Eight has a particularly notable position in the resale market. Clyde McKay, of the Western Auto Co., local Cole dealer, "This has been proven by experiences of the last two years.



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TRADE-IN VALUE OF AUTOS IMPORTANT

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The Cole Aero-Eight has a particularly notable position in the resale market. Clyde McKay, of the Western Auto Co., local Cole dealer, "This has been proven by experiences of the last two years.

It is not difficult to account for the Cole Aero-Eight's unusual position in the resale market. In fact, it is ahead of its contemporaries. Its perfectly balanced mechanical construction, its remarkable economy and its ability to travel upwards of 15,000 miles on the original tire equipment, contribute to it.

REDUCTION OF TIRE PRESSURE ADVISABLE

It is commonly thought by the average motorist that in hot weather it is advisable to reduce the pressure in tires. A higher pressure would be less abusive, because the heat from the exterior of the casing is not great enough to damage the tire to the extent of blowing out, which is invariably the result of under-inflation.

The casing holding the natural rubber in place is flexing or bending off the effects of constant impact of car tracks, curbs, rough roads and small stones.

The under-inflated casing is forced to withstand a flexing or bending motion, which causes friction. This friction in turn causes the cushion or union rubber between the several plies of fabric or cords to become overheated, causing a raised pressure

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