

PRESSURE TIRE'S LIFE

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MOOSE KEETON.

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May 29 just before
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Maybe you don't think a race driver and his mechanic work. Maybe you think all they have to do is to get out on the course in their car and enjoy the sweet evening breezes. Maybe you think so but they don't. See above illustration showing Bob Burman and Tony Jeannette working on their Keeton racer, and then change your minds.

The day the photograph was snapped Bob and Tony had the big racer in small pieces. They worked hard tearing the car down, they worked hard cleaning it up and adjusting it, and they even worked harder getting it back together again.

Both men are smiling, just a little. That smile comes from the love of their work. Both are born mechanics, and Burman ranks among the best as a builder of speed creations. He designed the light truck racers, while Louis Cav-
rolat made the big ones. It is a well-known fact that the light trucks ran things around everything in their class. Burman built his car this year, and he is satisfied. He says so himself. So that is the end of the matter.

Still Carries Same Smile
Used in Dozens of Races



RALPH MULFORD.
(Mercedes)

morning of May 31 and will reach Detroit the afternoon of June 1. The route going and coming will be the shortest possible. Many very prominent members of the manufacturing industry of Detroit will be participants in the event, having made early entries.

HENDERSON 1914 CARS ON VIEW AT CLAYPOOL

New Models Always Shown to
Crowds Attending 500-Mile
Race at Speedway.

In keeping with their policy of former years, "The Hendersons of Indianapolis" are making their announcement of the 1914 Henderson cars at the time of the 500-mile race in Indianapolis. Preceding the gathering of the crowds in the Hoosier capital, the announcement is made through the columns of the daily press, and during the race the new cars will be on exhibit in Indianapolis at the Claypool Hotel.

These new cars while retaining the many features that made the Henderson prominent at all the automobile shows last winter are further refined, and wire wheels will be offered as optional equipment. The new series also incorporates a six-cylinder in addition to the four, and both the six and four will be offered in the following body styles: Poly-passenger, touring, roadster, and coupe.

The Henderson Motor Car Company was the first in America to offer wire wheels as regular equipment on stock models, and the success of the wire wheel in the last six months has led these progressive manufacturers of Indianapolis to offer in this new series the choice of wire wheels or the conventional wood wheel on any model.

CENTER CONTROL LEVER.

The unique center control lever which is placed between the front seats, and has made the Henderson one of the most advanced cars in design of 1913, is retained. The control lever is operated by lifting the knob of the control lever and moving back and forth.

Left-hand drive and gasoline tank in the dash cowl are also features of the new series, which were incorporated in the 1913 cars. The gasoline tank in the dash cowl is a distinctive advantage, as it gives a perfect gravity feed of fuel to the carburetor at all times, and the car will climb any grade owing to the level of the tank always being higher than the carburetor.

Another distinct feature of the new series will be the offering to the American public of the first practical kerosene carburetor in this country. This instrument is the invention of Ray Harroun, the famous racing driver. The carburetor will use kerosene, gasoline or motor spirit with like good results from all, and it can be changed for any fuel by an adjustment on the dash. This carburetor may be had on any model of the new series.

FREE RUNNING BOARDS.

The Henderson models will also be characterized by the free running boards as in the previous models, all battery boxes and tool compartments being concealed under the front seats, and the spare tire or wheel is carried at the rear. The fifty-inch three-quarter elliptical spring, which does away with the installation of shock absorbers, is also retained. Another feature is the combination tail light and license bracket, which is so constructed that the license tag of any state can be attached in a moment.

The Ward Leonard electric lighting and starting systems are also a part of the regular equipment, and the ignition system will be a separate high tension magneto.

"It is our opinion that every successful motor car of 1914 must be extensively advertised in the newspapers," says L. S. French, secretary and advertising manager of the Henderson Motor Car Company. "We have found that there is no other medium that is so intimately acquainted with Mr. Business Man as his daily paper. While I have no desire to endorse one medium over another, I am frank in my belief that the most convincing appeal can be made through the newspapers."

GOES DAY AND NIGHT.

Two messenger boys of Cincinnati O., Harry W. Ketch and Francis Knight, got double service out of their motor car. One of the boys is on duty in the day time and the other at night, so that

The Log

DEVELOPED by eight years
American Underslung Six
proven value. The forty
stroke motor, combined with
transmission and perfected full
that guarantees continuous servi
with every recognized convenie
lights, shock absorbers, built-in
signed and built to be logically
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A. & M. Sales

408-410 North

Affiliated with and Distributors for A

Why Car Rides Better With the Top Laid Back

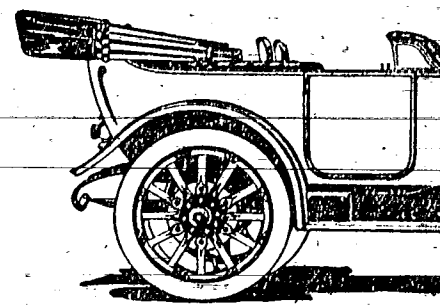
"Most motorists who do much country driving notice the car rides better over a rough road, with the extension top folded back," says the local Jackson

agency. "But I believe that this is largely to the lesson." The top of an considerable weight, who has raised on second party. Wh weight is carried f gravity. This ten tensity the rock d over rough stretch

The F Chalmers

\$2

(Fully equip)



6 cyl., 64 h.

Money Can't Buy and Sa

If you want proof of it let us

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