



Remountable

Co.

usetts Avenue

### s Fail to ue Air in Tire

Motorists ever have thought the air-holding capacity of various tires? It is not until you get out to a group of trade experts at the Pittsburg auto show that the propounder was a tire expert—W. C. State, manager of the Goodyear Tire Company. In a better reply, some one asked, "What of it?"

At the plentiful and maintained in a tire regular capacity is the best of retaining the tire's air-hold. Goodyear's air-hold lined the Goodyear M. sing and inner tube pay no function except to cushion the air, which cushions of uneven road surface. The flexibility is what is sought for inventors to find

rubber and metal devices that apparently prevent air from approaching air in the tire. The more air you get in the cushion, the less the bumps and the greater the tire.

It is proven that a car under conditions of speed, weight and run from two to three on—32x4 tires than 32x3 1/2, both fitting the car. It is especially true when loaded. It follows, therefore, that the capacity of a tire determines its air-holding capacity, which is its life. A motorist ought to know for size one tire has more capacity than another.

A local engineer of the Goodyear was too modest to do anything, or he might have pointed out the strong points of the tires made by his firm. A 10 per cent over size would have that much additional capacity, with all the advantages thereof.

They have race courses there now, with plenty. The people are enthusiastic, but there seems to be a feeling prevalent among some automobile dealers that the track is not worth the time spent. They do not seem to grasp the fact that manufacturers value that racing perfects a car. It may be selfishness on the part of the dealer, but I have hopes that it will be entirely eliminated before long, which I am sure it will be, if the present automobile racing interest on the part of the Western public continues.

The Cole motor car representatives are a crowd, partial to automobile racing, and in this I believe the Cole fortunate. Our San Francisco representatives keep two Cole cars stripped for racing purpose, and Capt. F. W. Cole, in the Golden Gate city, is always eager to hear of contests. He wants to put the Cole in all events.

When I started West I did so with the idea of completing all of my Western business for the year. When I saw the enthusiasm in the races I decided that at the time of the 500-mile race would be one grand opportunity to get the Cole representatives together from all over the country in Indianapolis.

#### DRAWNS AUTOMOBILE DEALERS.

My suggestion met with instant approval. Capt. Cole and my Los Angeles representative, the Grandy Motor Sales Company, frankly told me that if I had asked for a conference without the races, I would have been sure of a negative reply. But with such an event as a 500-mile automobile race going on, they were more than pleased to take the long trip. This was the spirit that met me at all my stops.

All of our coast representatives have made arrangements to get bulletins about the races. The fact that these bulletins will be displayed is to be advertised in the newspapers. In some cases the police had to be consulted and their permission obtained.

Even the newspaper men in the West are enthused. Some of them told me they were coming here for the races and that their publications would bulletin the race.

Greatest interest than most national events is taken in the race. The people are keen to realize that the contest is to tell of the qualities of the cars, even if they are not stock models. Next to the winning driver and car, the newspaper men, in their efforts to correctly portray the important features of the race, will eagerly note the strain on the masses watching the grueling contest and the terrific test on human nature, as exhibited by the drivers.

The excellent campaign of the Indianapolis Commercial Club and Board of Trade and the grand strides made by our other numerous local organizations, who all have the advancement spirit, has done much to give us a solid place. But the races have helped us in remote places. It is my opinion that there is not a newspaper in the United States or Canada that has not said something about the races. C. S. Stuart of the Speedway has taken care of this in a highly creditable manner. It is to him, I believe, the greatest praise must be given for the manner in which Indianapolis has been advertised. For advertising the races advertised Indianapolis.

I firmly believe every citizen of the city who loves the city likes this advancement spirit, for it spells success, which, in turn, spells happiness.

### GLIDDEN TOUR STARTS JUNE 21

Entries for Cars in Canadian Reciprocity Run Close This Week.

noon, and will send its representation to see the battle," said E. O. Maross, who has been in the South during the spring and winter months. The interest shown in the locality means much to well-versed racing critics, and when an event is able to hold the attention of the Southern territory, it is an extraordinary contest.

"All of the noted speed maniacs and the monarch of motoring have pitted their skill and the Goddess of Fortune will select the winner, while the best products of both American and foreign factories will carry the nerve, brains, and skill of these drivers.

"To see this great event fans will come from as far down in the Florida peninsula as Daytona, and as far west in Texas as San Antonio. When in Daytona with Bob Burman, who lowered the world's speed records there, I had many fans tell me that they were coming for the event and the faces around the Claypool Hotel bear out their statement. They have arrived. Texas will send at least a thousand people to see the contest run. At San Antonio and Galveston they were talking about it in February, when I was there, and this spirit typifies the feeling of the whole Southern group of states.

"I have rarely seen an event receive more publicity than this contest and I believe that this has much to do with the attendance that will be at the Speedway Tuesday. It is a great attraction, and thousands will come to see it run."

#### NORTHWEST SENDS FANS.

"Wisconsin, Minnesota and the great Northwest has long appreciated the magnitude of the great contest between man and motors that will be held at the Speedway Tuesday for the enormous purse of \$25,000. Touring parties, which a few months ago were composed of three and four friends, have grown to lists of twenty and twenty-five from each motoring section, and a conservative estimate of the Northwestern representation is 5,000 visitors," said W. H. Weisman, who has just returned from a trip to the Northwest.

"Milwaukee will send at least 300 machines, which will join various sections of the tour run here by the Chicago Motor Club. This will be the banner single city representation. Yet smaller towns as far up as St. Paul, Minn., have sent away their parties to be present at the great race.

"The trains from this section of the country will carry large numbers of men who did not want to take the time to run down in automobiles and are taking a couple of days off at this busy season of the year to witness the running of the event.

"The fact that a race can assemble people from this section of the country where the most frugal and conservative element predominates means much to the motor-wise, and 5,000 fans means that ten to twenty times that number will await the reports as they are flashed over the wires.

"An event that commands this much attention is worthy of much praise from every class of automobile enthusiasts and the thousands who will see it will come from all parts of the country."

### BALL TOSSERS GO JOY RIDING.

People Make Men Entertained By

and its character combined with a separate moto together in the including abou

The plan of tion, which i tentation of m tour starting and it is expe cyists will pe

The clubs on July 2, b ing and part Rockford on ing, July 5, lag of a 500- try west of "hazardous," a rub is sched end at Dubu miles. The enough in th motorboat ri which will b a banquet at and on the cycle racing the afternoon of motor bou

A run to bank of the morning of run at Maq an exhibitio Dubeque bet riders will then hurry miles away, night.

Eight will the morning the riders v racing progr last race me from Dixon t ing the enth mately 300 n

This event is the biggest motorcycle motorcycling cycle has "time." Five five-day run meets sprink miles. It's a stration of half a dozen

### AUTO ROU

#### Attracts To

The increas automobile t more vividly

a motor trip continental Pacific coast regarded with wondrous of a down year comfortable hotel requires to automobile to mobilists who their own col that in resp satisfactory e vance has be in the far W Largely th with the Tog year ago a marked out t New Mexico e