

## SOUTH SHORE AUTO SALES GROWING

Since the South Shore Auto Sales Co. was organized last spring the company has been growing steadily and branching out until now the plans to have service stations in all parts along the southern tip of Lake Michigan seem about to be realized.

The company started off with a list of cars of established reputation. They now handle the Franklin, Hudson, Essex, Velle and Dort. In that assortment an automobile prospect can find a car to his taste and purse. Each has won a high place upon its own special merits.

E. L. Shaver is head of this company which has its main office at Hammond with a branch at Gary. Later it is planned to establish branch service stations at East Chicago, Indiana Harbor, Whiting and other points so that their customers may always have the advantage of expert attention in their own cities.

## U. S. OFFICIALS TO GET Dope ON HOW ROADS ARE RUINED

Interesting tests designed to show the impact pressure exerted on pavements by motor trucks are being carried out by the bureau of public roads, and by these experiments the government officials hope to obtain definite information which will permit them to design high types of the pavement which will resist definite traffic conditions.

Preliminary road impact tests made by the bureau indicate that the impact pressure exerted by motor truck on motion is about six times that of a truck at rest. These tests were made with a class B government truck loaded up to five tons running up to fifteen miles an hour, and permitted to fall from varying heights onto the impact measuring apparatus. These tests will be continued with truck ranging from the lightest to the heaviest weights, until complete data are obtained.

The question of the relative impact exerted by trucks with solid versus giant pneumatic tires will also be investigated. Definite arrangements have been made to secure a three ton truck with requisite tire equipment for these tests, and a loan of other units would be welcomed by the government officials.

Tests to show the resistance of various types of road surface such as concrete, asphalt, etc., are soon to be undertaken. About fifty road slabs built of these materials will be broken under the impact of a machine which approximates the impact effect delivered by motor trucks.

## CREVISTON SCOUTING OVER MARION COURSE

Ray Creviston, the diminutive Marion racer, famous for his straightaway record of five miles in 3:15 2-8, an average of 92 miles per hour, has forsaken the Fort Worth motorodrome long enough to look over the course near his home town. "Crevvy" got his start on the half mile tracks near Marion and has made an enviable record in the biggest events in the country with the same beat riders. In addition to being a heady rider, his jockey weight enables him to negotiate the turns to better advantage and will be a distinct asset where speed on the straightaways is essential. He is reticent about his plans for the coming road race but admits that he will accept one of the propositions that has been offered him to ride the double century.

The large motorcycle factories are spending thousands of dollars in preparing their special racing machines for the event which will represent the best mechanical genius as well as the best riding ability in the country. Three of the factories have nominated from five to eight of their picked riders, every one of whom is a veteran of many events and most of whom have one or more championships to their credit. The 200 mile road race is one that calls for all the riding skill a man can muster. It also tests his powers of endurance as the constant mental and physical strain is enormous. Months are spent in the special preparation of the two hundred mile race and two wheeled speed crossings so that when the twenty motorcycles face the starter on Labor Day, it will represent an investment in the factories of approximately fifty thousand dollars.

## AUTO ENDURANCE MEANS MORE IN THE WEST THAN IN EAST.

It has been remarked by a great many people that the residents of the far west are much more enthusiastic and interested over an endurance run of an automobile than their fellow countrymen of the eastern section of the country.

"That is not due to the fact that the westerners, as fiction writers would have us believe, has more sporting blood in his veins, says Louis Geyler of the Louis Geyler company local distributor for Dort motor cars. "It is based upon the fact that the ability of a motor car to travel long distances and endure grueling hardships of the roads and elements means more in the west than in the east."

"The very nature of the country makes for this. Distances in the west are greater between towns and cities, between service stations, and even between places where water for the radiator can be obtained. The westerner must look for stability and endurance in an automobile above all the other things."

"To the easterner, whose longest journey does not get him more than five miles away from help in case of accident or mishap, it is hard to conceive of the perils of being stranded ninety or 100 miles from any assistance. He simply takes it for granted that his car will perform. If it

doesn't it is convenient but not necessarily vital."

"But in reality, the endorsement of the west on the value of an automobile should be given consideration all over the country. The westerner realizes that the car he adopts must perform faithfully or his very life may be endangered. His endorsement, therefore, comes from actual experience and from mutual belief in the car's readability. The search for the car that will do work faithfully and without faltering makes him an enthusiastic spectator of every endurance run. It makes him take full note of the car's results accomplished by motor cars in service. He looks for results."

"His opinion of an automobile, because of what he expects and demands is a mighty good guide to anyone in deciding the merits of a car."

## SEE TRANSPORTATION BY TRUCK AS AID TO HARD ROAD PROGRESS

The automobile, which history presents as the father of the railway locomotive, was legislated off the roads of England in 1839. Its wheels were breaking up the highways.

The situation is quite different today. Its wheels are building up the highways—making hard roads of the type that will endure for many generations.

The passenger car came and the farmer desired good roads as an aid in breaking down his social isolation. Finally, now that the freight truck and the express truck are coming into their own, the farmer, the business man and the ultimate consumer are demanding good roads in many sections of the country as a means of breaking down the last economic transportation barrier between producer and consumer.

### RUBBER SAVES HIGHWAY.

Incidentally, it may be interesting to know that the reason the automobile with its steam engine outlawed in 1839, was able to come back upon the highways with a gasoline engine three-quarters of a century later was that a process had been discovered by which rubber could be vulcanized. This meant a layer of protection for both between wheel rim and built-up highway.

The development of the giant pneumatic cord tire and its use by motor express and freight operators, who want it because it means a quicker trip and more protection to the goods handled, has taken away the last possibility that the motor vehicle will injure the road more than does any other means of road transportation.

It was the army's experience in France that caused the American people to awaken to the possibilities of motor transportation combined with good roads. It was only because of the splendid webwork of hard roads in France that the fighting army of America was fed by a wonderfully efficient system. These improved roads gave the big army trucks a haven of approach.

Meanwhile, in America the railroads found themselves very much overworked. The trucks came to the rescue here as they had on the battlefield. They relieved the railroads by carrying freight long distances in those sections of the country where there was need and stretches of good highway could be connected up. Because speed was highly essential and demand required even the gleanings of production they also acted as feeders of the railroads.

Patriotic civic agencies aided the efficient functioning of the motor truck during this period by keeping shippers in touch with truck operators.

After the war it became apparent that if motor truck transport was to attain its real development and perform its real service in the national scheme of transportation, in a permanent way, it must be guided along sound business lines and placed on a sound business footing. To assist in this work the Firestone Ship by Truck bureau was established. Today the central bureau at Akron has branches in the sixty-six largest cities of the United States.

The branches bring shippers and operator together on a basis of mutual profit.

### SEARCH FOR ROUTES.

The central bureau is searching throughout the country for those routes which will support the motor express. It is finding many of these routes already have good roads. But also it is finding many routes with good possibilities of profit both to shippers and truck operator, but without road improvements sufficient to afford fast and economic operation. In such cases, when the fact is pointed out, producers and consumers who would benefit most are not slow to demand highway improvement.

### SLIGER BROS. SELL "INDIAN"

Another live wire bunch is Sliger Bros. Indian Motorcycle dealers, located at 314-18 Holman street, Hammond.

The Indian Motorcycle has a large number of admirers in this territory and the machines are making good. The new attachments make the Indian all the more desirable and altogether a mighty fine speedster.

Sliger Bros. also handle bicycles, automobile supplies and accessories for motorcycles.

### The Expert Says—

Owners of cars fitted with wire wheels should give these parts a weekly inspection for loose spokes. While the wire wheel is strong enough to resist astonishing shocks, nevertheless such a blow may loosen one or two of the spokes and such damage should be immediately repaired. Where the enamel has cracked off paint should be applied to keep moisture from working its way in and inducing rust.

When the leather fan belt develops considerable slippage, though it is reasonably tight, it is very probably because the rough side of the leather is against the pulley surface. The smooth side of the leather has a much greater traction adherence.

If your car is equipped with aluminum pistons be very cautious about removing carbon deposits with oxygen, as the extreme heat generated by this operation is more than likely to melt the aluminum of the piston.

For the man who wants to get maximum mileage from his tires, the habit of using a spare tire to afford regular changes, beginning at the right front and progressing around the car, is a valuable one to form. In this way each tire gets a week's rest in four, during which time it should be gone over carefully and have any cuts and abrasions vulcanized.

AIR COOLED.

25 Miles Per  
Gallon Gas

FRANKLIN

WOOD FRAME

12,000 Miles  
Per Set Tires

DORT

"Quality Runs Clear Through"

Beautiful  
Body

SILENT  
Motor

VELIE

## In The Hudson and Essex Cars You Get—



Economy



Quality

Comfort

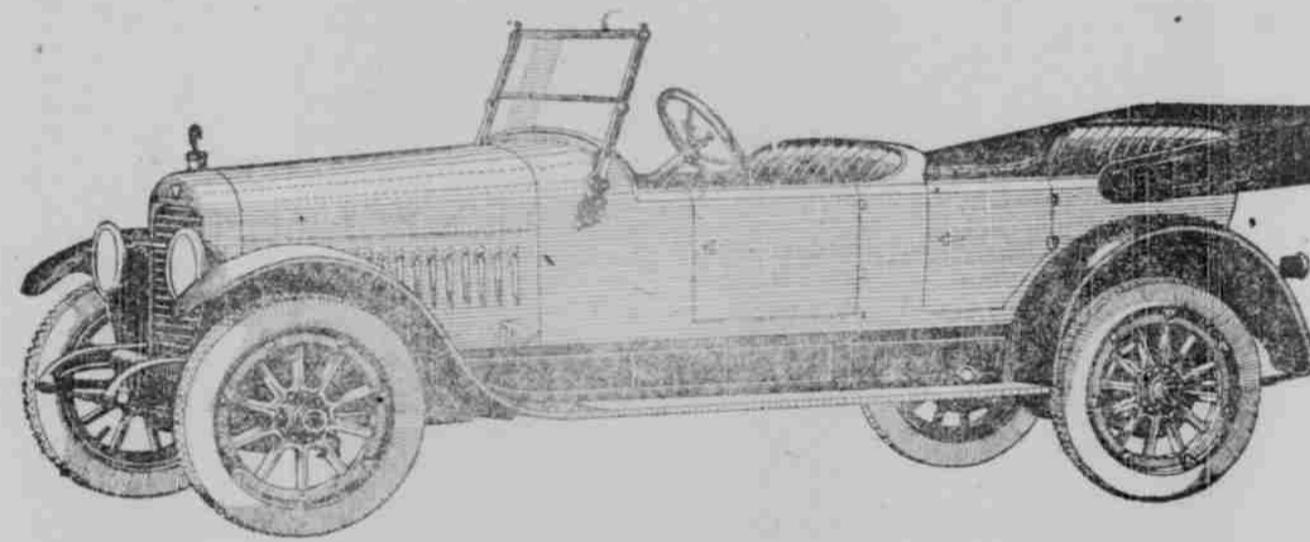
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Efficiency

Speed

Snap

Endurance

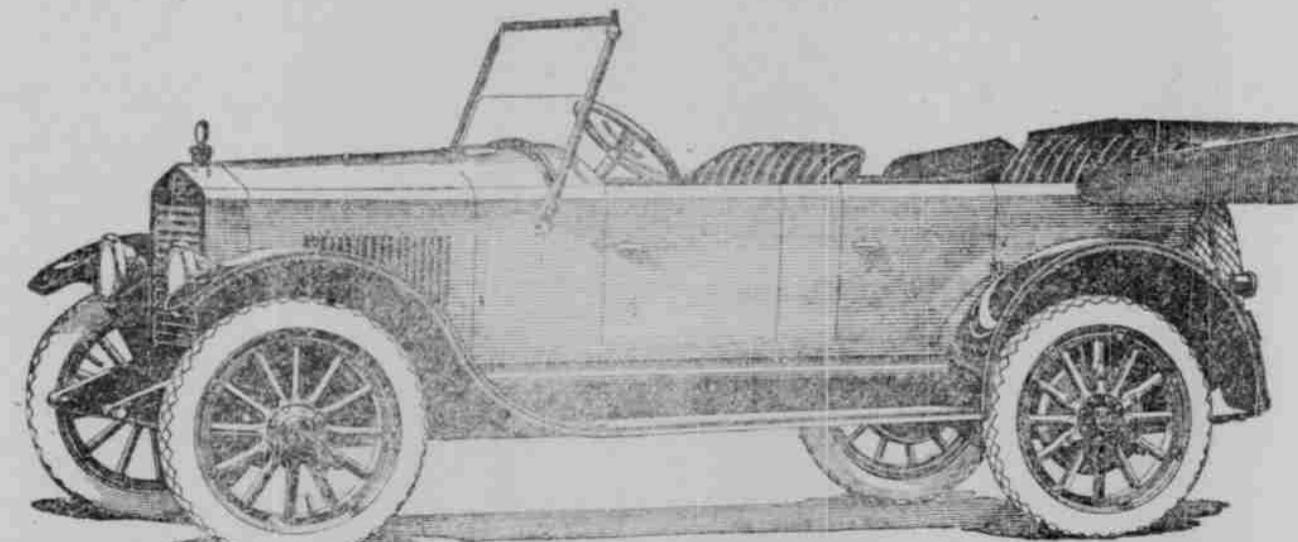


"SUPER-SIX"



## South Shore Auto Co.

Phone—Hammond 80



"FOUR"

