

NEW MANAGER OF GOODRICH BRANCH

Frank S. Thorpe Succeeds
J. B. Olson in Charge of
South Bend office.

Frank S. Thorpe, who has succeeded J. B. Olson as manager of the local branch of the B. F. Goodrich Rubber Co., is an automobile man of wide experience. Leaving the University of Wisconsin where he received his education, Mr. Thorpe joined the staff of Harry Newman, Inc., of Chicago, former distributors of the Chalmers car.

After a year with that concern, Mr. Thorpe went with the L. Markie Co., Chicago distributors of the Studebaker. He was with that company for three years, leaving to join the large selling organization of the Goodrich company in August, 1918. Up to the present time Mr. Thorpe has been traveling for this company with his headquarters in Chicago.



FRANK S. THORPE.

As manager of the South Bend branch of the Goodrich company Mr. Thorpe will have charge of 10 counties of northern Indiana and southern Michigan.

L. F. Worth, who has just rejoined the Goodrich force after 26 months in the service, comes to South Bend with Mr. Thorpe as the branch adjuster and assistant manager. Mr. Worth attended the four-months' course in tire adjustments at the Goodrich school in Akron during the winter of 1914-1917 and was assigned to the Cedar Rapids, Ia., branch as the adjuster. He went into the service in May, 1917, and spent nine months overseas.

After being discharged from the army on July 8, Mr. Worth reported to the Chicago office of the Goodrich company and was given six weeks of training before being assigned to the South Bend branch.

MAKERS CONCENTRATE ON DETAILS TO MAKE MOTOR CARS POPULAR

"This is the age of detail in automobile manufacture," declares Mr. Frank N. Nutt, chief engineer of the Haynes Automobile Co., Kokomo, Ind. "A few years ago automobile engineers and designers were bending all their efforts toward the perfection of the engine and the car's mechanism. The details of finish and the various refinements of the car were secondary. The car-buying public looked under the hood of the automobile, and if the engine was up to their expectations the rest of the car was taken for granted."

"Today the engine and the mechanical features of the car—especially of those produced by large and recognized companies—are looked upon by the public as having attained a presupposed standard of perfection and the attention of the purchaser is turned toward the details of construction, finish, fittings and appearance."

"Beauty of line, the comfort of the seats, the design and elegance of the fittings, riding qualities of the car, width of the doors, ease of operation, and many other details are the primary factors today governing the purchaser's choice of car."

New Cars Are Scarce

Dealers are unable to supply the demand for new cars this year. We have several USED CARS that will give lots of good service and all of the pleasure and enjoyment of a new machine.

These cars have been overhauled by ourselves and we KNOW they are in good condition.

We can do the same thing for your car, too. Try us and see.

Vulcanizing and Battery Service

Miami Garage
Wilkinson and Emmons.
1617-19 S. MIAMI ST.
Lincoln 7373.

Woman's Influence Felt in Buying of Auto Equipment

The influence of the woman of the family must be reckoned with in the motor world today. She usually has a deciding voice in the selection not only of the automobile itself but, as her knowledge of motor matters increases, also has a pronounced influence in the selection of the tires.

Getting home from a motor trip without tire trouble means a good deal of satisfaction to the man who drives, but means fully as much to the lady in the back seat who, though only a passenger and not called on for aid when tire changes are made, likes to finish a run without experiencing the futile exasperation caused by a bad tire.

There is something in the feminine make-up which brings a feeling of keen humiliation to the lady passenger who sits in a car and watches other machines roll smoothly by while her driver toils away at a tire change. The commiserating stares of the motorists who go by don't add anything to her happiness.

Accidents will happen even in the

TRACTION means the art or power of drawing.

FRICTION means the rubbing together of two bodies.

ATTRITION means grinding down, or rubbing out.

Ever since automobile tires were first made there has been a constant struggle between manufacturers for supremacy in the maximum Traction qualities and the minimum of Friction and Attrition.

Firestone

tires rightfully claim title to this enviable supremacy. That is why you get **Most Miles Per Dollar** when you equip your car with FIRESTONE Tires, Tubes and Accessories.

Our Repair Department—the most complete in the city—is at your service.

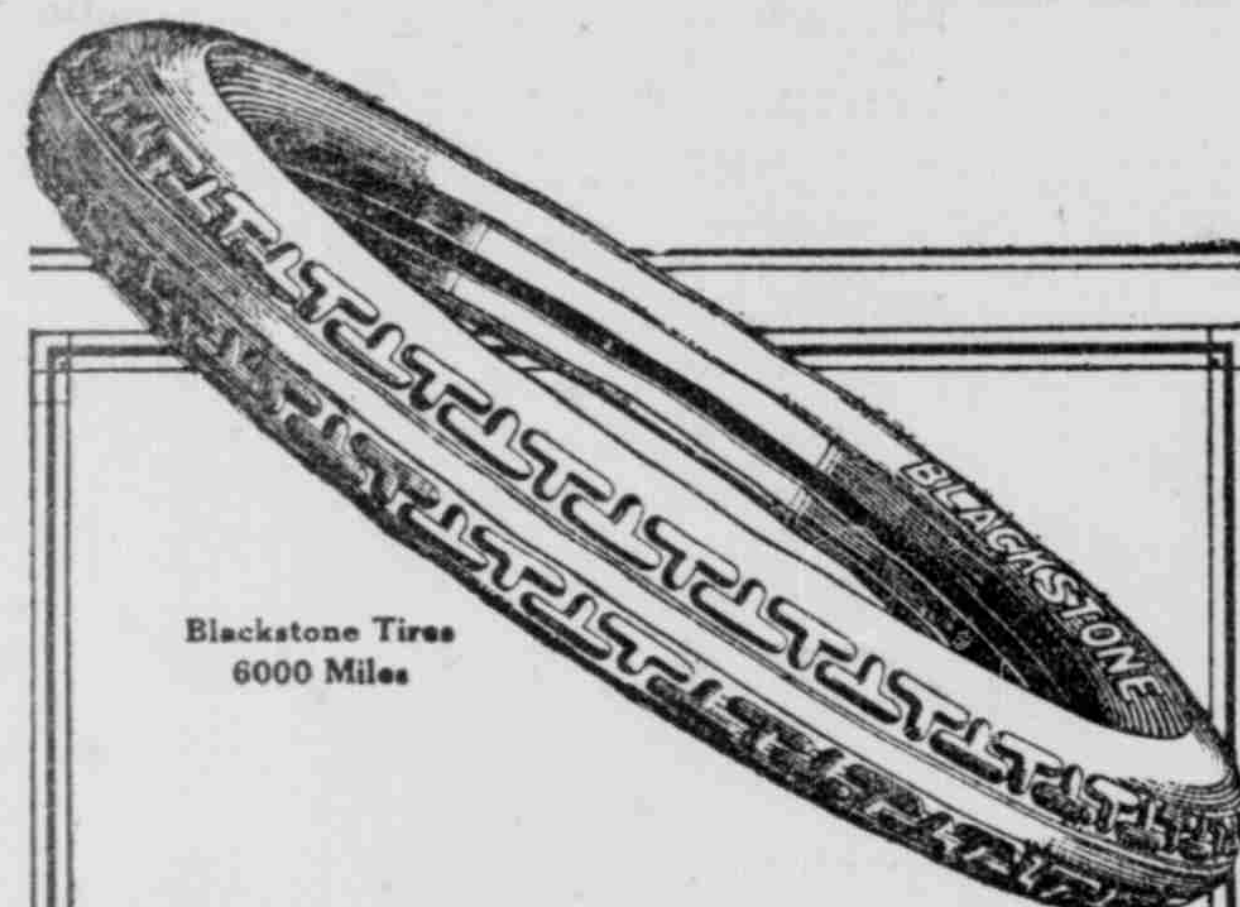
St. Joe Tire and Vulcanizing Co., Inc.

Distributors of

FIRESTONE Tires, Tubes and Accessories.

Main 1558

234 N. Michigan St.



Blackstone Tires
6000 Miles

TO satisfy the customer completely is our constant aim. And if we can't satisfy you we'll cheerfully refund your money.

We sell Blackstone Tires on that basis, because we know they will make good with you.

Schubert's Tire Service

212 E. JEFFERSON BLVD.
Distributors for South Bend and Vicinity
Main 1573

Our Policy

"100% Quality—100% Service—100% Satisfaction"

BLACKSTONE TIRES

JACK FROST WON'T BITE

The Auto Radiator Filled with

NEVER-FREEZE-NATURAL WATER

One filling for the Winter if no leaks. Used with full satisfaction in high priced motor cars and trucks. Will not injure metal or rubber parts any more than does ordinary water.

Sam'l C. Louis & Sons, coal dealers, were among satisfied local users last winter.

Price \$1.00 per gallon. Special discount of 25 per cent in 5-gallon lots or more, where receptacle is furnished, until Sept. 15.

E. A. STOLL

Distributor for Northern Indiana and Southern Michigan.
MAIN 1435, LINCOLN 1868.

best tire families, but the United States Tire Co. believes the explanation for the popularity of its tires with feminine motorists is found in the sturdy dependability which keeps them rolling along mile after mile without trouble. To the woman who drives they are a special boon because the occasions when she must change a tire are few and far between.

Before the recent wave of high prices struck Japan, board and lodging in that country are said to have been obtainable for \$15 a year.

Prompt and Satisfactory Service for all cars.
First-Class Mechanics.
Highest Grade Materials used only.
Acetylene Welding.

RELIABLE AUTO REPAIR SHOP

118 South Lafayette Blvd.

Main 1475

DODGE BROTHERS BUSINESS CAR

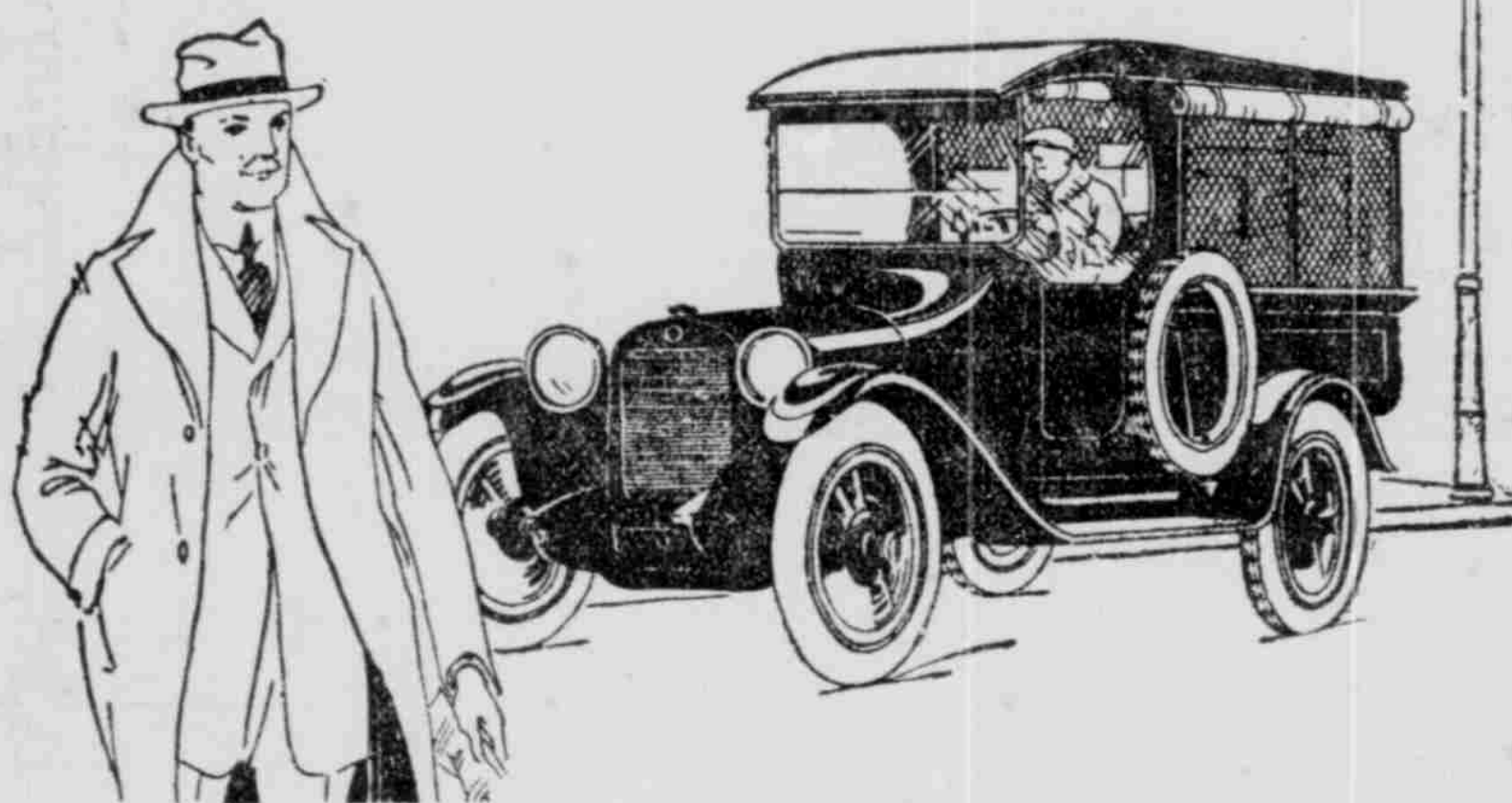
The purchase of one business car is almost inevitably followed by the addition of another, when the business warrants it.

It is gratifying to see month after month go by without the necessity of repairs.

It will pay you to visit us and examine this car.

CADILLAC MOTOR SALES CO.

213-217 S. LAFAYETTE BLVD.
Main 1287



Modern and Fireproof — THE NEW —

Casbon Garage

144-146-148-150 LINCOLN WAY EAST
Will Open for Business

TOMORROW, SEPT. 1st

This new garage—with 12,600 square feet of floor space for the storing of cars—is the largest and most modern in South Bend. Its construction—as nearly fireproof as possible—gives car owners absolute protection against fire.

It is centrally located at the corner of Lincoln Way East and Jefferson Blvd., and is the ideal place for the storing of your car.

The repair department, in charge of the best auto mechanics to be found, is equipped with all of the most modern machinery of the garage business.

A gasoline and air station will be maintained and a complete line of accessories for all makes of cars will be handled at all times.

Casbon Garage

CORNER JEFFERSON BLVD.

L. J. CASBON, Proprietor.

GUARANTEED TIRE SALE

Fisk, Goodrich, Kent and McGraw Tires, all high class tires at real bargain prices.

	Reg. Price	Our Price
30x3½ Non-Skid	\$21.80	\$12.95
31x4 Non-Skid	31.25	19.00
32x3½ Non-skid	25.30	16.50
32x4 Non-Skid	32.25	20.00
34x4 Non-Skid	36.20	21.50
33x4½ Plain	43.85	25.00
35x4½ Non-Skid	47.30	27.50
37x5 Non-Skid	58.85	29.95

Hurwich Auto Parts Co.

216-220 WEST SOUTH STREET

"We Buy 'Em and Wreck 'Em."

USED CARS

Model 53 De Luxe Cadillac Touring Car, 6 cord tires and seat covers. Excellent condition. Driven 9,000 miles.

1917 Studebaker touring car.

1918 Dodge touring car.

1918 Chevrolet touring car.

1916 Oldsmobile 8 touring car.

1 Vim truck.

1 model 85 Overland parcel delivery.

OLDSMOBILE SALES CO.

226-228 South Lafayette Blvd.

Bell Phone 1912.

Conserve Your Waste Materials

—Help lower the Cost of Living—Paper Mills, Steel Mills, Roofing Mills all need your waste. We will call with our trucks and pay cash for the following:

Paper 50c per 100 lbs.

Rags lb. 3c

Old Iron cwt. 50c

Rubber lb. 3c.

Magazines lb. 1c.

Old Tires lb. 3c

Farmers will be paid \$1.00 extra per ton on iron for delivery to our yard.

HURWICH IRON CO.

115 WEST SAMPLE STREET.

Bell Phone 1966.

FIRESTONE TRUCK TIRES

For all trucks—10,000 mile guarantee.

Applied by

South Bend Spring Wagon & Carriage Co.

210-218 South St. Joseph St.

Also see the

TRAILMOBILE

Which Doubles the value of your truck.

ATTENTION AUTO OWNERS!

Enjoy your week-ends away from the crowds or take an extended trip. Our Tourist Tent is just the thing for either.

A poleless tent that is waterproof; mosquito and bug-proof; yet well ventilated. Packs in a small bag for traveling. Let us show you.

BLACK TENT & AWNING CO.

215 WEST JEFFERSON BLVD.

Lincoln 8824.

Main 2232.