

GENESIS OF AUTO TIRE IN TROPICAL GUM TREE

Rubber Plus Cotton Plus Chemistry Equals the Essential Cushion of Motorcar

The sap of a rubber tree, the boll of a cotton plant and the cleverness of the chemist—these three things are the ingredients of every description of the motor car tire.

with the tapping of the tree for the milky juice that contains the latex or rubber globules. Two methods are used: the one in the wild rubber forests of South and Central America, the other on the rubber plantations in the Orient.

put through the breaking-down mill, where huge steel rollers tear them apart. The softened mass next is sent through a cleaning process, steel rollers and steady streams of clear water cleansing it of all dirt, grit, sticks and other foreign matter.

justed by delicate mechanism. The fabrication process provides a strong skeleton framework for the gum. The roll of rubber fabric leaving the calender is then cut and rolled and taken to the automobile tire department, where the unfabricated rubber already has been sent.

in the meeting a demand arose for pneumatic tires. The light bicycle tires were found to be too weak, so inventive minds turned toward a heavier and bigger product.

THE AUTO IN WAR Every Nation in Every Climate Uses Motocars

NEW INTEREST SHOWN IN AUTO ACCESSORIES \$1,000,000,000 Invested in Motor Parts Manufacture in U. S.

A DOUBLE incentive to buyers of auto accessories is presented those purchasing from firms advertising in this page.

LEDGER QUALITY AUTO ACCESSORIES On Display in Ledger Central Window

ABSOLUTE satisfaction is guaranteed. If any of the goods fall below standard, an adjustment will be cheerfully made.

Break Any Sedgley Wrench And We Repair It Without Charge Sedgley Quality Is Your Guarantee of Durability

HOOD TIRES DEFY ALL ROADS Not Much of a Car But SOME Tire

Break the pencil sideways with ease and you illustrate for yourself the application of lateral strain to the wooden spoke.

LOCUST AUTO SUPPLY CO. 1411 LOCUST STREET

Gorham Tire & Rubber Co. 2220 Chestnut Street

HOUK QUICK CHANGE WIRE WHEELS

MANUFACTURERS OF Simflex Shock Absorbers and Teeco Automobile Bumpers Taylor Equipment Co.

CLEVELAND STANDARD Tires 5000-Mile Guaranteed

Chas. E. Miller Will Exhibit at the Auto Show 1917 Miller GUARANTEED Porcelain Spark Plug 35c Each

HOUK MANUFACTURING COMPANY BUFFALO NEW YORK PHILADELPHIA BRANCH—328 N. Broad Street