'Make 'Em Last'—That's Number One Rule For Nation's 32 Million Automobile Drivers

Cheated out of thousands of miles of service, these tires failed and were rejected at inspection station because of:

1. Bad wheel bearings, loose king pin bolts and badly worn tie-rod ends.
2. Loose front end.
3. Bad camber condition.
4. Boot substituting for tread and fabric.
5. Toe-in and low pressure.
6. Misalignment.
7. Loose and badly worn tie-rod ends, king pin bolts, drag links and bushings.
8. Camber error and loose front end.
9. Excessive side drag.

Periodic inspection, proper care and adjustment would have increased the service of any of these tires by thousands and thousands of miles. The driver who neglects his tires today will soon become a pedestrian.

"Never mind us. Take care of the tires first!"

That was the command gasped out to two stretcher bearers when (in a cartoonist's imagination) they attempted to give first aid to the injured occupants of a badly wrecked automobile.

The cartoon, published in a nationally-read magazine, may exaggerate the situation, but it demonstrates beyond all doubt that 1942 will go down in history as the year when rubber became more precious than rubies.

Talk of "rubber stockpiles," "crude rubber" and "carry-over tonnage" leaves the average motorist cold. He doesn't understand all the technicalities behind the current rubber shortage. But he does know that when his present tires wear out, he will be forced to leave his six-cylinder, 1937 Blue Streak standing idle in his garage.

The National Safety Council, Chicago, lists many DON'Ts the motorist must continually keep in mind, besides a few important DO's. If he keeps on forgetting about them he is soon without rubber on his tires.

Checkup by Experienced Operators.

It is possible that more motorists are going to maintenance stations to have their tires checked than ever before. (This incidentally, is one of the essential DO's.)

Motorists there will learn that their tires are unsafe (alas!) if the fabric, breaker strip, or outer body ply is exposed. Also that if the tire has cuts or snags greater than an inch in any direction and deep enough to expose body fabric, it is then in the unsafe condition. Furthermore, if the tire has a bulge it is dangerous to use, for patches or boots are not sufficient protection. Then, too, another way to learn if the tires are unsafe is either to look over the wheel and tire yourself, or have the garage attendant see if bolts, nut or lug are bent, cracked, or if the rim or wheel flange is defective.

Then after you have made sure that your tires and wheels are OK, your next best procedure is to get yourself in the habit of using war time driving rules to conserve your tires as long as possible.

Here is a list of rules, compiled by the safety council. You, of course, can add to them.

Drive only when absolutely necessary, and then drive at a moderate speed.

Start and stop slowly, slow down on turns, and park carefully to keep from grinding off the tread and nicking the rubber off your tires.

Use brakes carefully (shift into second going downhill), and make sure that your brakes are adjusted so that your tires will not be worn unevenly.

Every 5,000 miles or so cross-switch your tires to increase total mileage. If your wheels are correctly aligned and balanced, the cross-switching will add miles and miles to each tire's life.

Check the air pressure of all your tires each week. Have the tires and tubes inspected regularly against future trouble and wasted rubber.

Such suggestions will go far in helping you keep your tires as long as possible. But the time will soon come when you will be thinking about having your tires recapped or retreaded.

If you are one of those fortunate persons whose application was approved by your local tire rationing board, then a few suggestions may prove valuable. Recapping, which is vulcanizing a tread surface onto a partially remaining tread, and retreading, which means stripping old tread off the tire and replacing it with a new tread and vulcanizing onto the casing, is done with the greatest of economy and safety when the following rules are remembered:

Use only tire cases which have no cracks, punctures or flaws.

Recap tires that are not worn through to the cords of the casing.

Don't allow anyone to recap or retread your tires unless he can meet a high standard of workmanship.

When you decide on a certain shop to retread or recap your tires be sure that their services are reliable, their material the best available, and the workmanship as good as, or better than, any other shop.

Checking on Gas and Oil.

Once you have begun to follow these rules and suggestions for your tire protection and safety you should center your attention on the gasoline and oil consumption of your car.

During the past years a nervous condition hit the majority of the drivers in the U.S.A. This was noticeable in their attempt to get between two points in the shortest time possible. They sped from one place to another without fully realizing that a moderate speed will get them to their destination, most of the time, in as short a time as if they roared on down the road.

Today, when gasoline and oil are necessary to help win this war, moderate speeding not only saves you money because of a smaller consumption of gas and oil, but also helps your nation.

The accompanying charts, dealing with tire, gas and oil conservation, give you more definite proof of the value of moderate driving than would thousands of words.

At a 65-mile per hour top cruising speed, as compared with 40 m.p.h., gas consumption was more than 30 per cent higher. Yet the average gain in speed was only 15 miles an hour, as the faster driver had to slow down more frequently, and with greater abruptness.

Oil consumption increases at an even greater rate than gasoline consumption when the speed was stepped up to more than 35 miles per hour. Almost four times as much oil is used at 65 m.p.h. than at a 40-mile top cruising speed. The difference is even greater when a car is equipped with an oil filter.

If you want to be a safe driver and also conserve gas, oil, tires, besides lives of other motorists and pedestrians, remember these few rules for driving today:

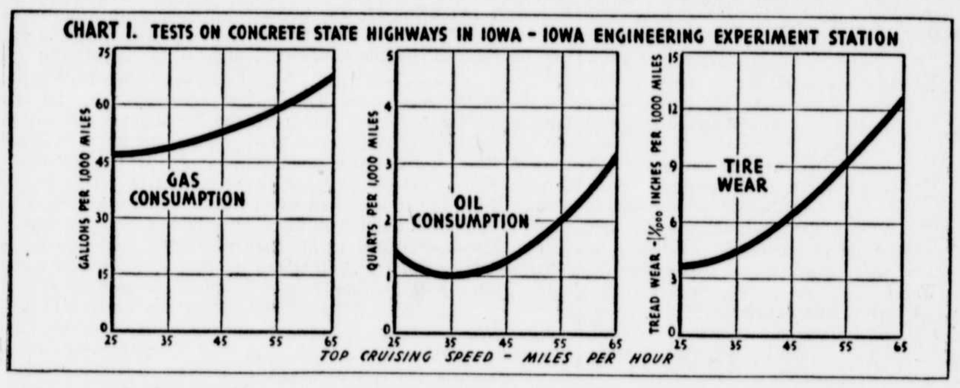
Start early on each trip so you can get to your destination without using excessive speed.

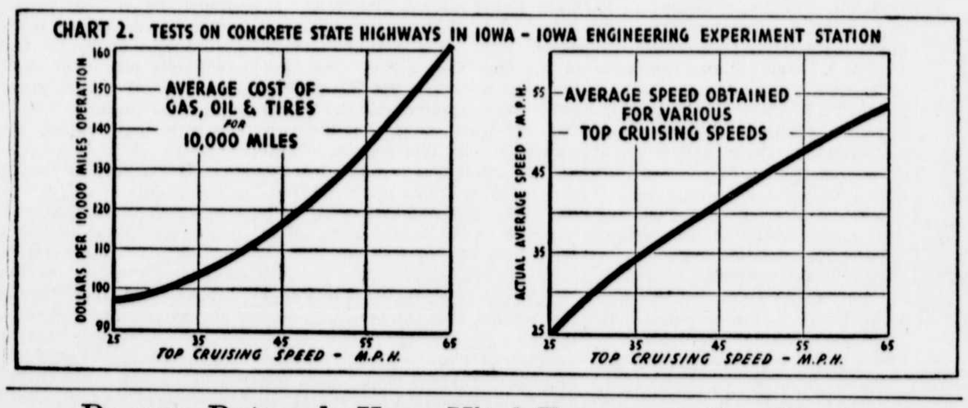
Drive at a moderate speed suited to the conditions of the highway on which you are traveling. Don't pass any more cars than the number you observe passing you.

Speed up gradually, but shift from one gear to another as quickly as possible. Slow down gradually.

Warm up the motor before driving . . . reduce speeds on grades . . . against headwinds . . . and keep your car tuned up for greatest economy.

Be smart by being thrifty with gas, oil, and automotive material.





Recaps, Retreads Keep Vital Transportation Moving

When your present tires begin to show the dreaded wear, you'll be giving more thought than now to the possibilities of having them retreaded or recapped:

If you come under the following "List B" classification you can get the work done. This list includes:

1. Applicants to whom other transportation service is not available: Licensed taxi, for transport to places where construction or mechanical structural, or highway maintenance services are needed.

2. Transportation of executives, engineers, technicians and workers to and from work essential to the war effort.

3. Transportation of produce and supplies to and from the farm if applicant does not have a truck or other means of transportation. In other words, applicant owning automobile may get retreads.

4. Transportation of federal, state and local government employees on functions essential to public health, safety or war effort.

5. Transportation of mail by private person under government contract—rural letter carriers.

6. Wholesale delivery of newspapers, provided automobile is used for NO OTHER PURPOSE.

7. Hearses, milk trucks are also included in the listing.

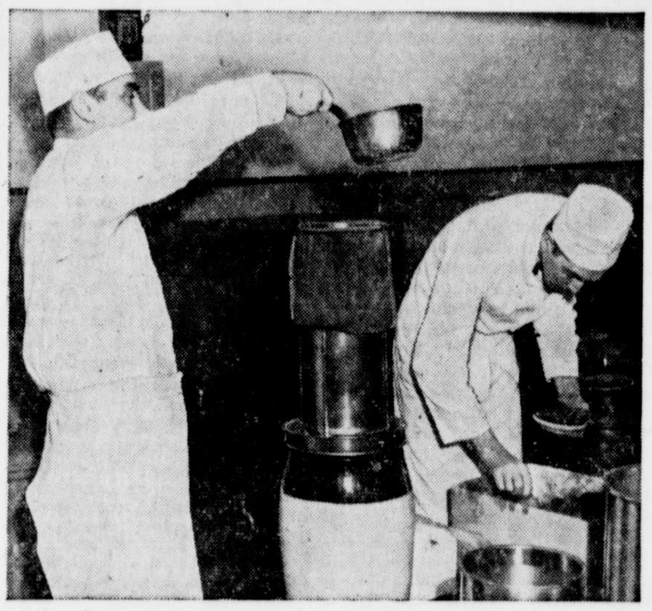
Filling the Coffee Cups of America

A half a billion pounds of the golden bean—coffee—come up from Latin America each year to the port of New Orleans, there to be ground, roasted and blended to make America's favorite "brew." Recognized as a morale builder, coffee is in great favor with military men, and our boys on land, sea and in the air look forward to that steaming cup. These photos take you to Coffee Town.

Heavy bags of green coffee hang poised over the heads of the carriers in the great dockside coffee sheds in New Orleans, and then are dropped upon the head by four huskies.

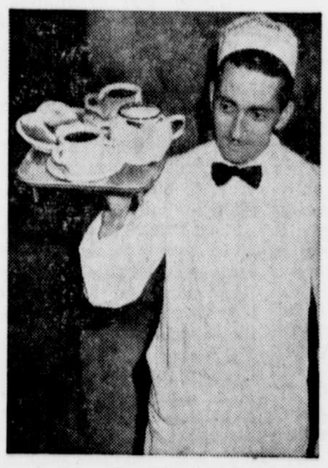
Preparations are here being made for "cupping," in a New Orleans coffee firm, one of the steps in the grading and testing of coffee.

These coffee tasters sit at a circular table which revolves to bring them cup after cup of different varieties.



A coffee maker prepares a big pot of the age-old brew that has cheered savant and common man alike from time immemorial.

In an old French quarter coffee kitchen, coffee is poured with one hand while milk is poured with the other.



A young "car hop" gaily swings out to the rows of parked cars with coffee for two brewed in the inimitable Coffee Town way.

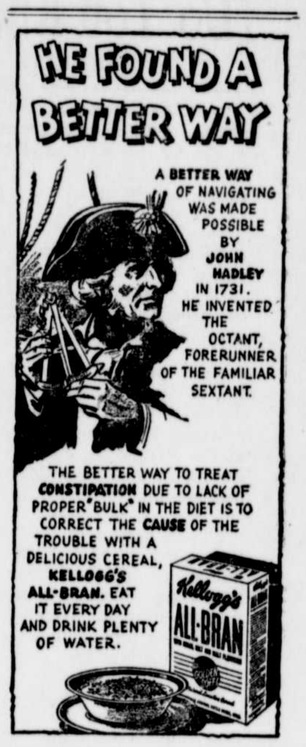
CLASSIFIED DEPARTMENT

SHOE PRESERVER

PARENTS:—Cut your family shoe bills in half. Simple liquid sole preserver does it. Formula, directions fifty cents coin. **ARVOL, 6166 Merton, Cleveland, Ohio.**

Glorious Inheritance

If we do our best; if we do not magnify trifling troubles; if we look resolutely, I will not say at the bright side of things, but at things as they really are; if we avail ourselves of the manifold blessings which surround us, we can not but feel that life is indeed a glorious inheritance.—John Lubbock.



Weakness or Strength

Your weakness or strength as a person comes out in action; your weakness or strength as an intellectual force comes out in reflection.—John Burroughs.

OVER 50?

Constipated?

Most of us find that age and living habits bring on occasional bowel-laziness. These spells of constipation, with aggravating gas, may cause restless nights. ADLERIKA can help you face the future more cheerfully. Its ingredients attract to the bowels extra moisture which softens packed wastes and assists in comfortable bowel action. ADLERIKA helps to leave your bowels refreshed and clean. Next time constipation and gas threaten your comfort, try ADLERIKA. Druggists have it.

Kidneys Must Work Well-

For You To Feel Well

24 hours every day, 7 days every week, never stopping, the kidneys filter waste matter from the blood.

If more people were aware of how the kidneys must constantly remove surplus fluid, excess acids and other waste matter that cannot stay in the blood without injury to health, there would be better understanding of *why* the whole system is upset when kidneys fail to function properly.

Burning, scanty or too frequent urination sometimes warns that something is wrong. You may suffer nagging backache, headaches, dizziness, rheumatic pains, getting up at nights, swelling.

Why not try *Doan's Pills*? You will be using a medicine recommended the country over. *Doan's* stimulate the function of the kidneys and help them to flush out poisonous waste from the blood. They contain nothing harmful. Get *Doan's* today. Use with confidence. At all drug stores.

DOAN'S PILLS

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YOUR GOOD WILL

The manufacturer or merchant who advertises, makes public the fact that he wants your good will. And he realizes that the only way that he can keep it is by giving good values and services.