

MILLER CITES TIRE AS FACTOR IN ADVANCE OF MOTOR CAR

Manufacturers coming up to scratch in the world herald 1928 light car derby, the race for preference and profits in the field of popular priced automobiles, appear without doubt to have greatly improved and refined their automobiles in all save one respect—the tire.

So believes Leon B. Miller of Miller's Tire & Battery Service, General Tire distributors in Birmingham.

"According to Mr. Miller, the manufacturers of popular priced automobiles whose products this year are receiving more favorable attention and consideration on the part of the public than ever before in the automobile's history, have missed a good bet in neglecting to specify as standard factory equipment, tires matching the increased size, good appearance and general excellence of the new cars themselves.

"To put it bluntly," says Mr. Miller, "thousands of owners of priced cars are going to bump along the highways this year on overworked, understayed tires.

"And here's why," continued Mr. Miller. The new cars are bigger than the old popular priced machines. They are generally speaking, 15 to 25 percent heavier, 25 to 50 percent faster and some of them are a good 50 percent speedier on the take-off. They all have 100 percent more breaking power, four elements tending directly to increase wear and stress on tires.

"Despite this," continued Mr. Miller, "tires of approximately the same size or a small fraction of an inch larger than those used on the older models, are being put on the new cars at some of the factories.

"The owner of the new light car will start and stop, swing around and speed and otherwise try to

make the pace in a newly animated, faster traffic whirl in 1928. He'll drive with confidence in his better automobile but with a prayer on his lips for his overtaxed tires.

"General dealers are recommending a bigger tire for the 1928 popular priced cars," continued Mr. Miller, "something that will absorb the extra punishment which tires are going to receive in this new motor day. In some instances we are suggesting a 25 percent larger tire than the factory equipment tires.

"With this casing the new car owner will sail along the road on close to 800 cubic inches more air. He will ride smoother, faster and with considerable less wear on tires and car. And perhaps as important as anything else, his larger tires will give him a bigger and better automobile.

"We have already substituted correct sized Generals for the smaller tires on many of the newly delivered 1928 small cars," said Mr. Miller. "We are making these changes under our regular tire trade in plan which permits the car owner to turn in either new or old tires at their actual value.

fore I could obtain a change. Since that time I have given the matter more thought and I always pay particular attention to this before starting on a drive."

52 Issues of The Eccentric \$1.50

'SHOES MAKE IT PLEASANT'

When Billy Burton, endurance driver, starts Monday on his four day non stop tour of the village he will wear shoes supplied by the Williams Boot Shop on west Maple avenue.

"While the item of shoes seems to be of little importance this is not really the case," he said, "I believe one of the most trying drives I have ever attempted was in another city when I was first starting the endurance contest and neglected to pay sufficient attention to the kind of shoes I wore.

"It happened that they hurt me and the pain I experienced was something to think about. It started at night and I was forced to continue until the next day be-

Sam: Say, Parson, the doctor tells me that I have a floating kidney, and I would like to have the prayers of the congregation offered up for me.

Parson: I'm afraid that at the mention of a floating kidney the congregation would laugh.

Sam: I don't see why they should. It was only last Sunday you prayed for loose livers.—Stanford Record.

one black and one tan shoe under his birth in the morning.—Porter (bewildered): "Well, if dat don't beat all! Dat's de second time dat's happened dis mawnin'."—Exchange.



SMILING
Billy Burton
Chose, and Rightly So

L. E. Davidson
BIRMINGHAM DEPARTMENT STORE
Birmingham's Foremost Store

Wearing Apparel to keep him comfortable during his grueling 5 days-5 nights non-stop endurance drive through Birmingham.

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