The old generation now cry "Eureka!" and the orders placed in the hands of the manufacturers of the Motosacoche amount to many thousands.

In fourteen days at the Milan Show 2800 cash orders for Motosacoche attachments were received by the manufacturers.

New Zealand is not behind the times, and the Cycle & Motor Supplies Ltd., successors to Herbert H. Smith, who are N Z representatives for the Motosacoche, report that the demand for the hill-climbing Motosacoche is nothing short of amazing.

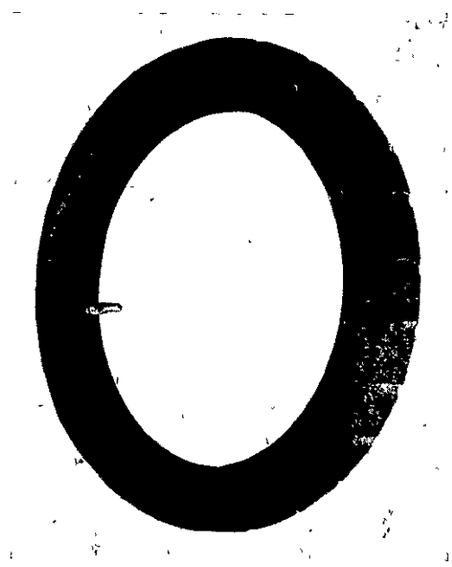
The Dunlop Rubber Co. of Australasia, Ltd.

Amongst the many enterprising and progressive business concerns of this colony the Dunlop Rubber Co. of Australasia Ltd stands in the foremost rank, a fact which no one would feel inclined to dispute after a visit to the company's large and commodious warehouse which is located in the very heart of Christchurch, where can be found evidence of the most substantial nature as to this company's abilities to cope with the thousand and one demands that are being daily made upon its ingenuity and resources.

In the person of a representative of this journal we recently paid a visit to the company's business premises, of which an illustration appears elsewhere in this issue. The appearance, it will be noted, is in keeping with the reputation and prosperity of the company, and the place is furnished with every appointment necessary for the successful management of a thriving business Upon

THE NORTHCOTE MOTOR COAT.

entering we were at once impressed with the "activity" and "go" essentially characteristic of a live concern. Going through the smartly appointed hall we were struck by one of the firm's handsome mats of grey corrugated rubber, with a blue scroll laid down the centre and around the border. To tread upon this was to recall the elasticity and buoyancy of youth, and greatly increase our admiration for the fabric so well displayed by the coloured tiles of the floor. A few palms here and there and several panels showing special features of the company's work set this hall off to great advantage Close by is the sanctuary of the general manager. We interrupt Mr. James in the midst of his work, which he puts aside with his usual courtesy We talk of the history and progress of the company in New Zealand, and we hear him review its reassuring prospects. In the course of his remarks Mr James gives the *raison d'etre* of his company which is to forward the automobile movement by adopting the most modern and improved methods of making tyres suitable for the roads of Australasia This has led to the expenditure of many thousands of pounds. Much of the money has been spent in experimenting with, we learn, eminently satisfactory results, as proved, the manager says, by



NEW DUNLOP NON-SKID TYRE

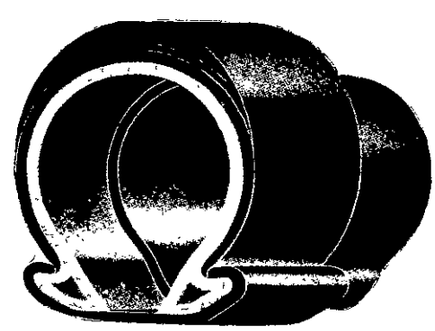
the enormous demand for the firm's tyres. Mr James is naturally proud of the combination of ingenuity, energy and capital that has adapted itself to Australasian conditions

It is some eleven years since this company, then known as "The Dunlop Pneumatic Tyre Co" first appeared in this colony with a catalogue of not more than half a dozen lines and a staff of four persons To-day there is not a line, said the manager, for which rubber can be utilised which they do not manufacture. In the Christchurch establishment upwards of fifty persons are employed, while the number of individuals on the company's pay sheets throughout Australasia is not far short of a thousand with an annual wage aggregate of £100,000

These preliminaries over, we are courteously taken over the premises First, the clicking of many typewriters is suggestive of the volume of correspondence required by this large business, secondly, the department of "Country Orders" and "Guarantees," the substantial ledgers and general activity follow up the suggestion, further ahead is the Delivery Department, completing the same, with the numerous lines of the company's manufactures and its various facilities for expeditious despatch of its many orders This latter was at the time of our visit a veritable hive of industry. The counters were crowded with clients, the assistants bustling to and fro in the hurry and stress of the local trade, which here meets and swells the general volume of the company's business. In the Packing and Forwarding branch at the rear of the store thousands of covers, tubes, mats and other goods are stacked, all of which make substantial evidence of the stability of the rubber industry in these colonies.

Through a convenient entrance we reach the Garage and pass through numbers of cars undergoing treatment, (tyre replacements, etc etc.) reaching in due course the General Factory and the bedrock of the company's business. Here are all the appliances and machinery necessary for the execution of all classes of repair work in connection with car covers, tyres, rims, and the rest of the requirements of a great and growing trade. A special feature is the large modern vulcanising and electric plant All these machines going at full pressure sustain substantially the impression of the company's large trade, as do also the thousands of car and cycle rims stored on the next floor

In due course we reach the Show Rooms, where



SECTION OF DUNLOP MOTOR TYRE.

is a fine exhibition of the whole of the various articles manufactured by the company. Prominent among them of course are all sorts and conditions of motor tyres Among these we notice particularly the Heavy Dunlop Roadsters, some of which are covered with the Samson tread, and are therefore puncture proof, according to the statement of the manager and non-skidding. We notice also the Dunlop latest style of non-skidding bar tyre an illustration of which appears herewith. There are compound motor foot pumps with gauge for the inflation of tyres to their proper pressure, the thing of such material importance to the life of the tyre, motoring rainproof coats, two illustrations of which will be found on this page, rugs, spring bumpers, strengthening pads, putties, tubes, valves, security studs, outfits; together with samples of re-treaded car covers water and dust proof, bags for enclosing spare covers and tubes, tyre levers, solid motor-bus tyres (both single and twin) weighing something like 150 lb and capable of carrying loads up to 5 tons.

Altogether the floor space of the new premises covers considerably over 25,000 sq. ft Roaming over that we saw quite enough to justify the reputation of the Dunlop Company for vigour and enterprise We conclude with grateful acknowledgement of the courtesy of the manager and his assistants throughout a most interesting and instructive visit to the important industry in which they are doing such useful service.

To copper the surface of iron or steel wire, have the wire perfectly clean, then wash with the following solution, when it will present at once a coppered surface rain water, three pounds; sulphate of copper, one pound.

THE BEDFORD MOTOR COAT.

Rules for Calculating Speed.

The diameter of the driver given, to find its number of revolutions

Rule —Multiply the diameter of the driver by its number of revolutions and divide the product by the diameter of the driven. The quotient will be the number of revolutions of the driven.

The diameter and revolutions of the driver being given to find the diameter of the driven, that shall make any number of revolutions

Rule —Multiply the diameter of the driver by its number of revolutions and divide the product by the number of required revolutions of the driven. The quotient will be its diameter

To ascertain the size of pulleys for given speeds.

Rule —Multiply all the diameters of the drivers together and all the diameters of the driven together, divide the drivers by the driven. Multiply the answer by the known revolutions of main shaft.

The best way to get even with your enemy is to surpass him.

The man who gets on is the one who keeps one eye on his work, and one open for the main chance.