

—the Tyre that reduces the Petrol Bill.

The Palmer patent Cord Foundation yields ten per cent. more mileage per gallon of petrol—the famous foundation built up of rubber-insulated fine cotton strands, multiplied and interwoven with the structure of the tyre itself.

Palmer's minimise the tyre heat that invites destruction, and transmit the maximum of engine power—and surmounting all, Palmer's have the toughest, most enduring tread ever moulded on to a tyre.

Palmer Cord Tyres, for Light and Heavy Motor Cars, Cycle Cars, Motor Cycles, and Aeroplanes.

Palmer Fabric Tyres, for Motor Cycles, Cycles and Autowheels.

**THE PALMER TYRE Ltd.**

Chief Offices and Showrooms  
119/123, Shaftesbury Avenue, London, W.C. 2, England.

**THE INDIA RUBBER, GUTTAPERCHA, AND TELEGRAPH WORKS CO., LTD.,**  
165, MANCHESTER STREET,  
CHRISTCHURCH.



D/4 7

No need to buy other than British Tyres after the war.

**NEW ZEALAND'S ROLL OF HONOUR.**

IN MEMORIAM CARDS.

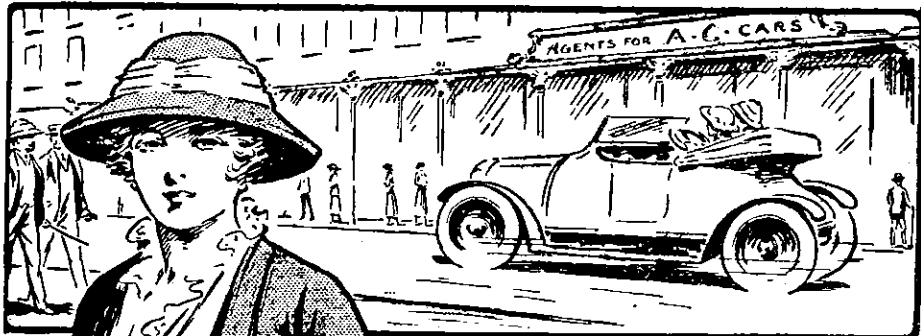
With Soldier's Portrait Similar to that appearing in "Sporting Review."

**ARTHUR CLEAVE AND CO., LTD.,**  
HIGH STREET, AUCKLAND.

**N.Z. MOTOR AND CYCLE JOURNAL.**

Monthly.

Of all Newsagents and Booksellers.  
Price, 6d.



**SHOPPING by CAR**

a pleasure instead of a purgatory. In tropical climes the possession of a car makes a day's shopping. You just bowl along without exertion, your own speed creating a refreshing breeze, which to the pedestrian is unattainable.

The A.C. is the best little car imaginable for such expeditions—light, speedy, comfortable, economical and trustworthy. Its remarkable simplicity makes the A.C. ideal for the lady-driver.

Government work precludes us from supplying cars at present. May we book your order for post-war delivery?



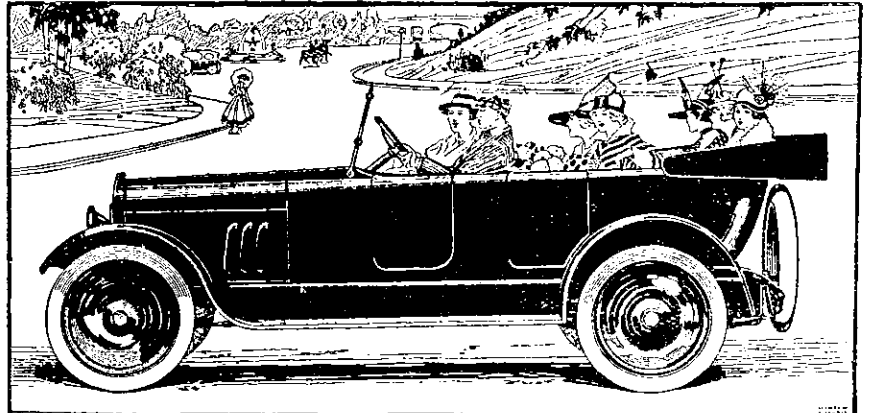
**Auto-Carriers (1911), Limited**  
181-182 Hercules Rd., Westminster Bridge Road,  
LONDON, S.E., ENGLAND.

Telephone:  
729  
WELLINGTON.



Telegrams:  
"CITIMOTOR,  
WELLINGTON."

THE MARK OF SUPERIOR QUALITY.



The Seven-Passenger Touring Car—**DAVIS.**

**City Carriage & Motor Works**

Motor Body, Carriage and Wagon Builders,

77 KENT TERRACE - - WELLINGTON, N.Z.

CHIEF AGENTS FOR WELLINGTON, TARANAKI AND HAWKE'S BAY.

SPLENDID FOR ROUGH COUNTRY AND STEEP HILLS.

ITS CHIEF FEATURES: Splendid Running Qualities—Low Petrol Consumption—Economical Running—Designed for Comfort and Convenience—Electric Self-starter and Lighting.

THE IDEAL CAR FOR NEW ZEALAND.

All Correspondence to be addressed,  
"The Manager."

C. B. RUSH,  
Manager.

You no longer **RIDE** in a

**"PAIGE"**

: : MOTOR CAR : :

**YOU=FLOAT!!**

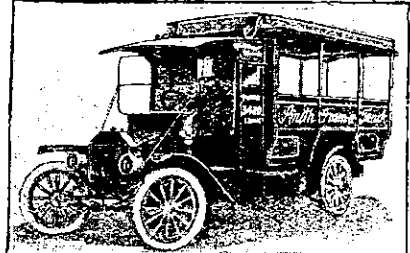
**HOLMES MOTOR CO.,**

137 Lambton Quay, WELLINGTON.

**Empire Motor and Coach Factory : PETONE.**

Cost of Attachment and Fittings - **£145**

Does the work of two good horse teams at half cost.



**SMITH FORM-A-TRUCK**

The Commercial Vehicle for the Farmer or Storekeeper.  
Converts a Ford into a Strong Haulage Truck.

No more Horses! No more dirty Stables! No more lumbering Drays!  
Attached to a Ford without any mechanical work whatever!

**NEIL DONEGHUE & COY.,** Address: HUTT ROAD,  
Motor Body and Coach Builders, Farriers, and General Smiths. **PETONE.**

**RENNIE & CO.,**  
(T. W. P. ROUND.)  
49, CLARENDON TERRACE, WOOLSTON, CHRISTCHURCH.  
BUILDERS AND CONTRACTORS.

Estimates prepared for buildings in any part of New Zealand. Estimates free. Correspondence invited. Enquiries promptly attended to.

The Leading Shop and Bar Fitters of New Zealand.

**DRILLER & CO**  
(P. Reid, A. Reid, F. Reid, Proprietors.)  
Hotels, Banks and Shop Fittings executed in all parts of the Dominion. Specialists in manufacture of Metal Mouldings for shop fronts and airtight show cases. British plateglass stocked. Phone 703A. Address: 1, HOLLAND STREET, WELLINGTON.