

MILLIONS OF DOLLARS HAVE BEEN PAID IN DIVIDENDS TO PEOPLE OWNING STOCK IN TIRE COMPANIES

THE COMPANY

The Sprague Tire & Rubber Company is incorporated under the laws of the state of Nebraska for \$1,500,000, of which \$1,000,000 is cumulative, participating, voting, 7% preferred stock, and \$500,000 is common stock.

It is a part of the Articles of Incorporation that the preferred stock shall always remain 7% cumulative, participating, and that no vote of the Directors can ever change this.

The preferred stock of the Sprague Tire & Rubber Company is now offered to the public for the first time.

This first allotment is offered at its par value, \$50 per share. They will accept subscriptions at that price until the first \$125,000 of preferred stock is subscribed.

Remember, that with every two shares of preferred stock you buy at \$50 per share, the company gives you one share of common stock free.

The common stock has a par value of \$50 per share.

For example—If you buy twenty shares of preferred stock the company makes you a gift of ten shares of common stock.

The company believes that this first \$125,000 of preferred stock will be over-subscribed at \$50 per share.

They reserve the right to return any subscription when the \$125,000 is subscribed.

This stock is fully paid and non-assessable.

Be wise. Act at once. Here is a chance to get in on the ground floor and make money.

E. H. SPRAGUE



Mr. Sprague is the President of the Sprague Tire & Rubber Company.

For thirty-two years Mr. Sprague was connected with the United States Rubber Company.

For fifteen years he was President and Manager of the Omaha Rubber Company—a branch of the United States Rubber Company.

For twenty-one years Mr. Sprague had charge of the business for the United States Rubber Company in Omaha and his agents sold more goods for that company than any other agency with the single exception of the Chicago branch.

Mr. Sprague knows as much about the tire and rubber business and is as well and favorably and generally known as any rubber dealer in the United States.

Mr. Sprague had 12,000 people who bought rubber goods from him and sold for him.

For twenty-one years Mr. Sprague had the rubber and tire business of Omaha bottled up and he will soon have the tire business bottled up for the Sprague Tire & Rubber Company.

Selling goods is the biggest factor in business and he knows how to sell tires better than anybody.

THE FACTORY

The Sprague Tire & Rubber Company intends to build a tire factory on the principal street in the business part of Omaha.

They expect to start this factory the first day they open for business, turning out two hundred tires per day and one hundred and fifty tubes per day.

They will also maintain at this factory the best All Day and All Night Service Station to be found anywhere.

They will have room in the Service Station to take care of sixteen automobiles at one time.

The factory, when completed, will have five stories and a basement.

It will be 66 feet wide and 264 feet in length.

It will have a floor space of from 75,000 to 100,000 square feet.

The picture of the proposed factory found on this page is the picture of the factory they intend to build and at the outstart it will have but three stories and basement.

ESTIMATED PROFITS

The Sprague Tire & Rubber Company can build as good a tire as is built anywhere today and sell all their tires to net the company an average profit of better than \$6.00 per tire. They can build as good an inner tube as is built today and sell all their tubes to net the company an average profit of \$1.50 per tube.

They expect to begin building 200 tires per day and 150 tubes per day. Taking three hundred working days per year will give them the first year 60,000 tires and 45,000 tubes.

60,000 tires at \$6.00 net profit per tire gives the company \$360,000 net profit. 45,000 tubes at \$1.50 net profit per tube gives the company \$67,500 net profit. \$360,000 plus \$67,500 gives the company a net profit of \$427,500.

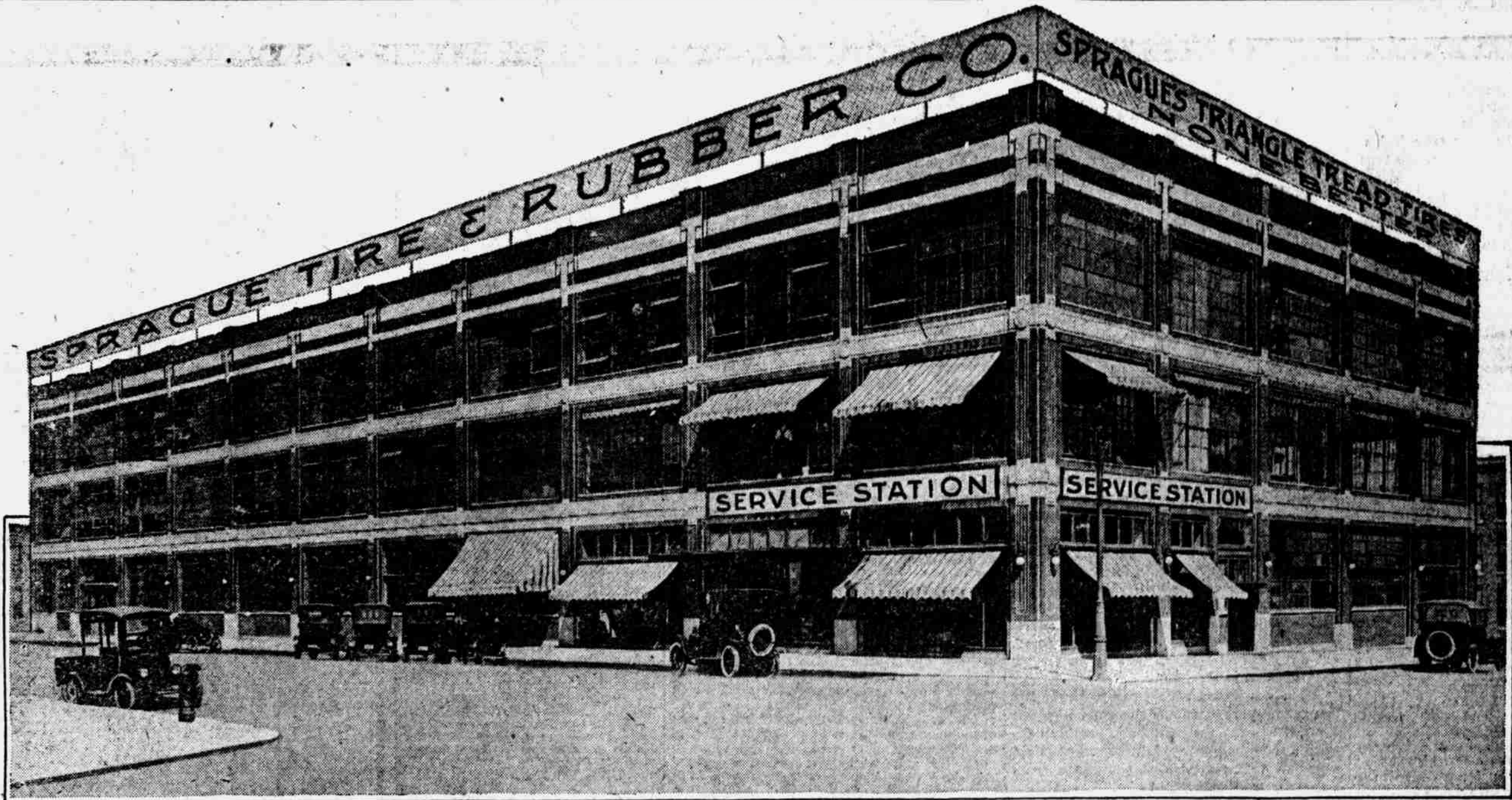
Out of this amount they can pay 7% on \$1,000,000 of preferred stock, which will require \$70,000. That will leave \$357,500 in profits to be divided between the \$1,000,000 preferred stock and the \$500,000 of common stock.

This will mean 30% dividends on the \$1,000,000 of preferred stock and 23% dividends on the \$500,000 of common stock and, remember, the common stock is a gift.

The Sprague Tire & Rubber Company believes that no man will have his money in this company to exceed twenty months before he will receive dividends equal, or nearly equal, to these estimated profits.

READ HOW DOLLARS HAVE GROWN WHEN INVESTED IN THE STOCK OF TIRE COMPANIES

\$1,000	Republic Rubber Co., Amount Invested \$1,000, became worth..	\$ 80,000
\$1,000	Fisk Tire & Rubber Co., Amount Invested \$1,000, became worth	120,000
\$1,000	Diamond Rubber Co., Amount Invested \$1,000, became worth..	150,000
\$1,000	B. F. Goodrich Company, Amount Invested \$1,000, became worth	696,000
	Authority—Chicago Herald, March 18, 1917	
\$1,000	The Mohawk Rubber Company began business in 1913 at Akron, Ohio. Up to December, 1916, an original \$1,000 investment in this company had become worth	12,000
\$1,000	Up to December, 1916, an original \$1,000 investment in the Firestone Tire & Rubber Company had become worth	120,000
\$1,000	Up to December, 1916, an original \$1,000 investment in the Goodyear Tire & Rubber Company had become worth	250,000
	Authority—Andrews & Company, Investment Bankers, Chicago, New York, Philadelphia, Pittsburgh, Cleveland, Detroit. Statement Issued December, 1916.	



TIRE USERS

It is a part of the Articles of Incorporation that every stockholder in this company shall be able to buy his tires at a discount of 20% from this company's list price and this cannot be changed by a vote of the directors.

Hence—every stockholder in the Sprague Tire & Rubber Company, whether he owns one share of preferred stock or one hundred shares of preferred stock, is allowed to buy tires of this company at 20% from their list price.

TWO GOOD BUYS

First—A Liberty Bond.
Second—Stock in the Sprague Tire & Rubber Company.
We will accept your Liberty Bond as cash.

REFERENCE

On E. H. Sprague—Any bank or business house in Omaha

Fill out and mail today before it is too late one of these three coupons

Cash Coupon No. 1

Sprague Tire & Rubber Company
1106-7 W. O. W. Bldg.,
Omaha, Neb.

I hereby authorize the Sprague Tire & Rubber Company to issue and deliver to me one share of its 7% preferred, cumulative, participating, voting stock at its par value, \$50 per share, which stock is fully paid and non-assessable, according to the company's subscription plan.

It is understood that there shall be issued and delivered to me one share of its common stock free with each two shares of preferred stock which I purchase.

I herewith enclose Dollars, payment in full.

Mail stock certificates to the following name and address:

Name

Street

City or Town

State

Cash Coupon No. 2

Sprague Tire & Rubber Company
1106-7 W. O. W. Bldg.,
Omaha, Neb.

I hereby authorize the Sprague Tire & Rubber Company to issue and deliver to me one share of its 7% preferred, cumulative, participating, voting stock at its par value, \$50 per share, which stock is fully paid and non-assessable, according to the company's subscription plan.

As I am purchasing only one share of stock it is understood that I receive no common stock, but by owning one share of stock I receive the privilege to buy my tires at 20% discount from this list price, the same as any other stockholder.

I enclose herewith \$50, payment in full.

Mail my stock certificate to

Name

Street

City or Town

State

Information Coupon

Sprague Tire & Rubber Company
1106-7 W. O. W. Bldg.,
Omaha, Neb.

Please send me full particulars regarding the Sprague Tire & Rubber Company.

If satisfied that the investment is good I might invest Dollars

This coupon obligates me in no way whatsoever to buy stock.

Name

Street

City or Town

State

SPRAGUE TIRE & RUBBER COMPANY, OMAHA, NEBRASKA 1106-1107 WOODMEN OF THE WORLD BLDG.