

# AUTOMOBILES



MERGED COMPANIES EXPAND

Omaha Taxi and Gray Bonnett Companies Are United.

WILL ENLARGE THE SERVICE

Two Motor Busses Are Ordered for Service Between the Depot and the Various Hotels

Culminating from the intense competition that has existed between Omaha taxi companies the last two years, the Omaha Taxicab and Auto Livery company and the Gray Bonnet Taxi line, have consolidated into one company, the Omaha Taxicals company.

The two companies found that by spending so much of their energy in fighting each other, they destroyed opportunities for adding to the efficiency of their or ganization and providing service to their patrons, And knowing that bettering their service would mean enlargement of their business, they decided to merge.

The new company was incorporated for 230,000, with S. A. Hadser, formerly of the Omaha company, as president, and G. E. Douglas, vice president, and H. H. Hawke of the Gray Bonnett line as nocretary and treasurer. George Hawke in manager of the company and S. H. Hilmes is night superintendent.

The efficiency of the new company is the most important of the commendable facts that are brought about by the consolidation. The total number of cars now in operation is forty, which includes every variety of passenger car. Two motor busses have been ordered and immediately upon their arrival will be put in operation etween the hotels and the depots,

Branch stations to render constant service at the leading hotels and stations are maintained at various parts of the city at all times of the year to facilitate conveyance of patrons living in the outskirts The company has exclusive right at the depot and has cars and uniformed attendants on hand at every hour of the day and night.

The new garage is one of the best, if not the best equipped taxi garages in the the cars in excellent condition is mainare experienced mechanics, in addition no raishape are likely to happen on the

Styles and Types of Tires. When ordering new tires much delay and annoyance could be avoided if the Live Wires at Head of Consolidated Taxi Companies



o use alles or staybolts.

If regular elincher tires are used on quick detachable clincher rims, it is necessary to use flaps with them to pro tect the inner tubes. Quick detachable cases have non; stretchable beads and can only be used on quick detachable clincher rims having removable clinche aide rings. This style should always be

equipped with flaps. The quick detachable cable base tires therwise known as straight side of straight bead, have non-stretchable cables imbedded in the base and are designed only for quick detachable rims. This style should always be equipped with flaps.

#### TWO APPERSONS ON INDIANA-PACIFIC TOUR

United States. Every committance to keep July 1 in the Indiana-Pacific tour, the biggest fouring event of the 1913 season. tained in the garage and all the drivers The descendents of the first American to being experts with the wheel, so that bright red and attracted the attention of thousands that saw the tour leave on car on its merits, and had not allowed driver. "Load him aboard." And aboard its jaunt of 5,000 miles to the western the sum of several hundred dollars to mores of the country.

Figuring Weight Per Wheel. and annoyance could be avoided if the To ascertain the weight per wheel of ficiency of the new auto of the fire chief particular style or type is correctly speciato, run the first half of it on platform as a piece of fire fighting apparatus was



twenty or thirty pounds of the weight of

CHIEF'S AUTOMOBILE IS FIRST TO REACH FIRE

Recently the city council of Alamede al., decided on the purchase of an automobile to make their fire departmen more effective. Bids were received from a number of the well-known motor car agencies in that section of the country. The council decided on the purchase of a Palge "25", regardless of the fact that their bid was full list price, plus freight. Several of the competing agencies endeavored to get out an injunction to restrain the council from the purchase of the Palge, as they had underbib the stating that they had selected the Paige

An effective demonstration of the effied. Regular olincher tires have stretchable heads and are designed for use on regular clincher (one piece) rims; although they are sometimes used on quick detachable clincher rims. When used on regular clincher rims it is relable for combined weights should come within regular clincher rims it is relable for combined weights should come within the fire chief, unattended the fire chief, unattended to the fire chief, unatt



the scene. With the aid of a sack of sait and a "pyrene gun" with which a mass of smothering Raz was created, which choked the fire, the chief quickly

#### **REO TRUCK TOTES** WHOLE MENAGERIE

Curious are the orders received occasionally by the big trucking companies. An example is an order that was executed the other day in Chicago. The manager of a traveling menagerie the other morning called The Newhouse Trucking company of Blue Island, Chicago, and asked for a good, solid truck to haul his cargo from Blue Island to another suburb.

Newhouse sent out a Rec. When the driver reached his destination he found waiting a troupe of pet dogs, several large trunks, the tent canvas, and an elephant. The last named item weighed over a ton, and the menagerie man pro powed to lead the beast the ten or twelve miles of the trip. "Why waste shoe isather?" asked the

he went, and rode the trip to his own interfere with their selection of a good evident pleasure and gies of at least 10,000 youngsters who followed the truck clean

## Underslung Cars at Moderate Prices

If we can positively convince you that the famous Regal Under-slung Cars, selling around \$1000, offer you factors of efficiency, safety, economy and dependability that are not found in cars costing twice as much, what would be your choice?

Logically, you would buy the Regal.

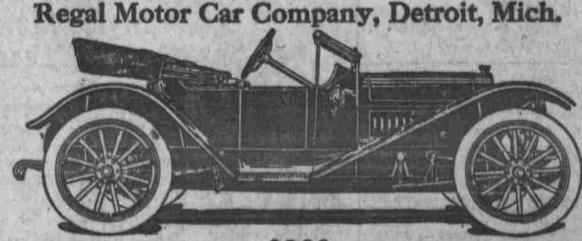
Well, we can prove it. We can show you why the underslung construction guarantees a degree of safety—eliminating skidding and turning turtle—that is not surpassed in any other automobile. Your tires last longer. Your gasoline bills are cut down noticeably. Regals are noted the world over for their easy riding qualities.

Call on our dealer in your locality and he will-take you riding in the Regal and point out its superior values.

You are assured with your Regal, constant service from our dealer. He can always supply you, without delay, with any necessary parts.

T. G. NORTHWALL CO.

Stoux City, Iowa Omaha, Nebr.



\$900

Regal Model "N" Underslung Roadster

Extra equipment, top, windshield and speedometer 378









Announcement of Consolidation

Omaha Taxicab and Livery Co., and Gray Bonnet Taxi Line

ONE BIG COMPANY









One Person For first 1/2 mile ...... \$ .50 Calling for passenger 11/2 miles distant, For each four minutes waiting time . . / .10 20c extra for each additional passenger.

### Hour Charges for Taxicab or Touring Car

One to Four Passengers For first hour or any fraction thereof \$3.00 50e extra for each additional passanger per hour.

Hotel Rates To Depot, per passenger ...... 3 .50 Baggage

Limousine Rates



40 CARS

Exclusive Stands

Rome Hotel **Paxton Hotel** Henshaw Hotel Loyal Hotel

**Exclusive Rights** at All Depots









2102-2104 FARNAM STREET











**DOUGLAS 90** 





