

Helping the Wheels Go 'Round in Omaha!



A view in the millroom.

WE WONDER how many Omahans realize the magnitude and efficiency of the modern up-to-date tire factory. Not a great number we venture to say. And yet, situated right here in our own city of Omaha is one of the important cogs in the great wheel of the tire industry of America—the Nebraska Tire and Rubber Company, makers of the famous Cornhusker and Interocean tires.

Ranking fourth of all the state in the ownership of automobiles per capita Nebraska is a progressive and rapidly growing industrial area—with the center of distributing activity in Omaha. Many and varied industries have taken root here—are thriving and booming, pushing Omaha to the front as one of the recognized commercial districts of the world.

The Nebraska Tire and Rubber Company is a 100 per cent Omaha institution—a part of the life of the community. You can be justly proud of this factory—proud of its successful accomplishments in the marketing of a high quality, strictly Omaha product.

Any industry that is a thriving success is interesting to know about. The Nebraska Tire and Rubber Company is indeed that. The 1921 output of Cornhusker and Interocean tires was over 500 per cent greater than that of 1920. The first 5 months of 1922 show an increase of more than 25 per cent over the entire 12 months of 1921.

With the factory running full-tilt night and day—3 shifts of 8 hours each for every 24 hours—it is still impossible to keep ahead of the steadily increasing demand for Cornhusker tires. It is conservatively estimated that before the remaining 7 months of this year have gone the total 1922 output will exceed 1921 by at least 200 per cent. A truly phenomenal record.

“How do you do it?” was a question asked of Mr. W. W. Wuchter, president of the Nebraska Tire and Rubber Company.

“By knowing our business—applying general business ethics in our daily dealings and by offering a high grade product at a reasonable price,” was the president’s reply.

When questioned as to the future of the tire business, Mr. Wuchter answered, “It is just what you make it. There are wonderful days ahead for the tire business. In Nebraska we have special reasons to be optimistic. This state ranks fourth of all the states in automobiles per capita.

“This factory has reduced its selling cost to a minimum of 5 per cent—by distributing through jobbers. The consumer reaps the benefit of this low sales cost. He can buy Cornhusker tires at a fair and reasonable price.

“We manufacture only fabric tires, using the best square woven fabric and material money can buy. We have received hundreds of letters testifying to the unusual performance of the Cornhusker and the Interocean Tires. One from a western Nebraska man stated that his Cornhuskers have run 35,000 miles without being removed from the wheel.

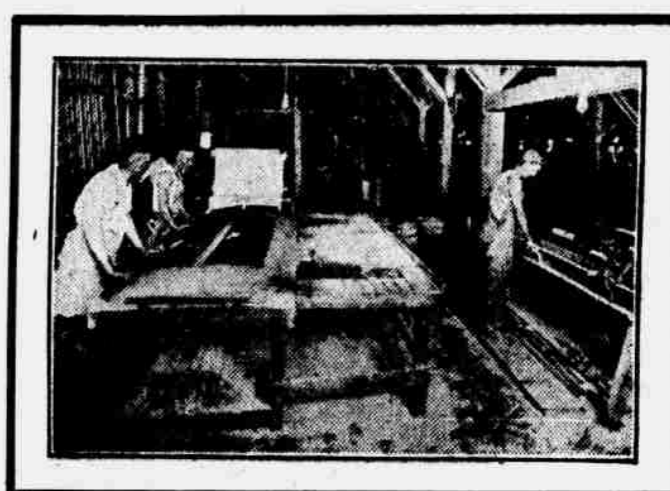
“We will compete with any cord tire on the market,” concluded Mr. Wuchter, “and beat them. Fabric tires, if made properly, are the strongest and best tires you can buy. Cornhusker and Interocean tires are made in all sizes from 30x3 to 37x5.”



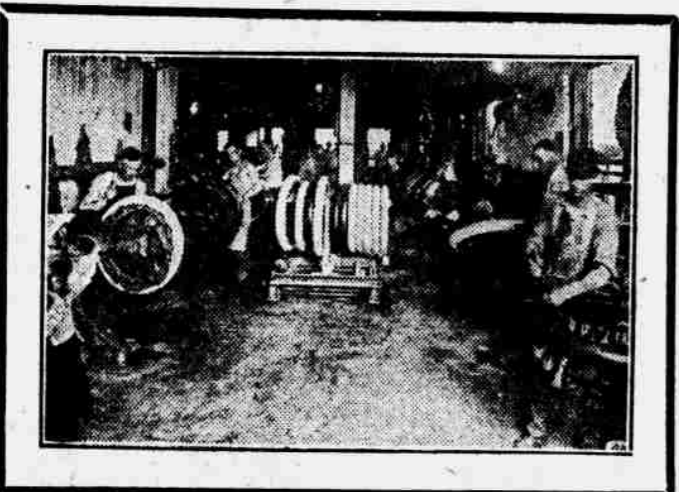
Part of the vulcanizers.



One of the big calenders.



Rolling tubes.



One corner of the tire building department.



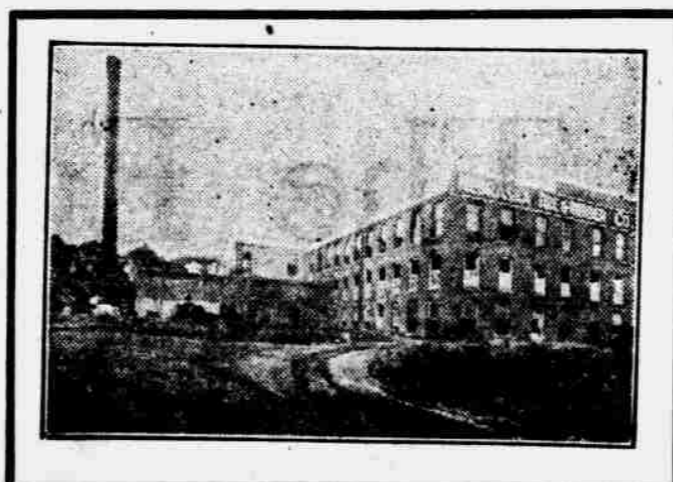
Another section of the tuberoom.

NEBRASKA TIRE *and* RUBBER COMPANY

CORNHUSKER

STANDARD TIRE COMPANY
1410 North 16th St.

Exclusive Distributors for Omaha and Council Bluffs



INTEROCEAN

POLLESSEN MOTOR CO.
Grand Island and Kearney, Neb.

Distributors for Central and Western Nebraska