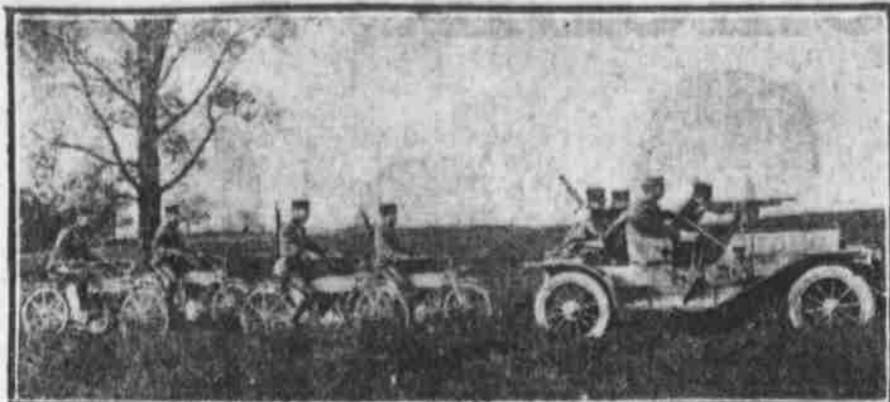


Motors in Military Practice



AUTOMOBILE AND MOTORCYCLE SQUAD OF THE NORTHWESTERN MILITARY ACADEMY WITH ONE OF THE TWO CADILLAC GUN CARRIAGES WHICH WILL ACCOMPANY THE GLIDDEN TOUR FOR MILITARY PRACTICE AND EXPERIMENT.

PRICE OF RUBBER SOARS

Increased Demand for Auto Tires Shoots Cost to Fancy Point.

BRITISH SPECULATORS ARE BUSY

No Danger of Supply Being Exhausted, an Expert Declares—Opens Up Business in the Tropics.

The world is standing agape watching the high flight of crude rubber prices and wondering whether the limit has been reached. Since the day when Charles Goodyear first discovered the art of vulcanization, the rubber milk of the tropical forest has played a part of increasing importance in supplying articles of necessity to the comfort of mankind.

For fifty years the price of crude rubber has averaged considerably less than 12 per pound, two years ago it stood at 15 cents per pound, and today it is above \$3—a level that takes it out of many a field it has heretofore occupied.

Are the causes artificial or natural that have produced the present situation, and is the world to be deprived of the great boon of cheap rubber? These are the questions that the people are asking themselves and that led P. A. Seiberling, president of the Goodyear Tire and Rubber company of Akron, O., on a tour of investigation through South America that took two months' time and more than 2,000 miles of travel in the fever laden district of the Amazon river.

Mr. Seiberling being so far as known—the first American rubber manufacturer to make this perilous trip, his views, which follow, are of great interest.

"The high prices prevailing for crude rubber are fairly attributed to two primary causes: First, the abnormal draft upon the world's supply in providing tires for automobiles; second, the wild speculation in rubber and rubber shares in England, which has taken on the aspect of a 'South Sea bubble' in a mad scramble of people of all classes to get rich quick on rubber. London is the financial center of the world's rubber market, and the craze now running its course there is having a tremendous sentimental influence toward lifting prices. This will correct itself in the collapse which, in due time, is certain to come, and will carry with it its trail of disaster and ruin to the rubber gamblers in the manner always attending the bursting of financial bubbles.

"Stories are being circulated to the effect that the rubber supply is being rapidly exhausted and that the world is facing a famine, but a careful view of the situation justifies an opposite opinion.

"The last year more than 70,000 tons of crude rubber, having a value approximating \$200,000,000, were produced, of which 40,000 tons came out of the Amazon river. This was wholly wild rubber, gathered almost entirely from a belt extending along the Amazon and its tributaries, and running less than three miles into the interior. The vast forest beyond these borders is substantially untouched, but with the building of the railroad around the falls of the Madeira, which will be completed in 1911, and with the building of roads through the forests connecting up rivers, the introduction of the automobile and the gasoline boat, vast districts heretofore inaccessible will be brought within reach of the rubber gatherer, and while the gain in production last year has been approximately 10 per cent over the previous year, there is no reason to believe that this percentage will increase largely from this time forward.

"But a very important factor toward relieving the existing situation is found in the plantation rubber in the East Indies, which is now coming into the market in large quantities, and year's production being substantially double that of the preceding year. Whereas we had less than 4,000 tons in 1909, we shall receive approximately 8,000 tons in 1910, and well up to 16,000 tons in 1911, and within five years a quantity larger than is now furnished by the Amazon, which is a remarkable result, considering the fact that three years ago the production of the entire East Indian district represented but a few hundred tons.

"That product of nature which exists in abundance, and which the world needs, it will find a way to obtain. Wild rubber trees in almost limitless quantities exist in Brazil, awaiting the touch of human energy to yield up their latex, and the world will undoubtedly find means to obtain its required supply.

"The ruling classes in Brazil are an intelligent people, and though they have been slow to realize the advantage of planting rubber, they are now following the lead of the East Indians, and within a few years the Amazon valley will be furnishing plantation rubber far in excess of the wild rubber now coming down the river.

"As an indication of the immensity of its opportunities, one island in the mouth of the Amazon river—the Marajo, which is larger than the state of Maine—is capable of furnishing plantation rubber in quantity more than the entire world is now consuming. The government is enacting legislation to stimulate the planting of trees."

AUTO HELPS THE PHYSICIAN

With It He Can Make Forty Per Cent More Calls Than with Horses.

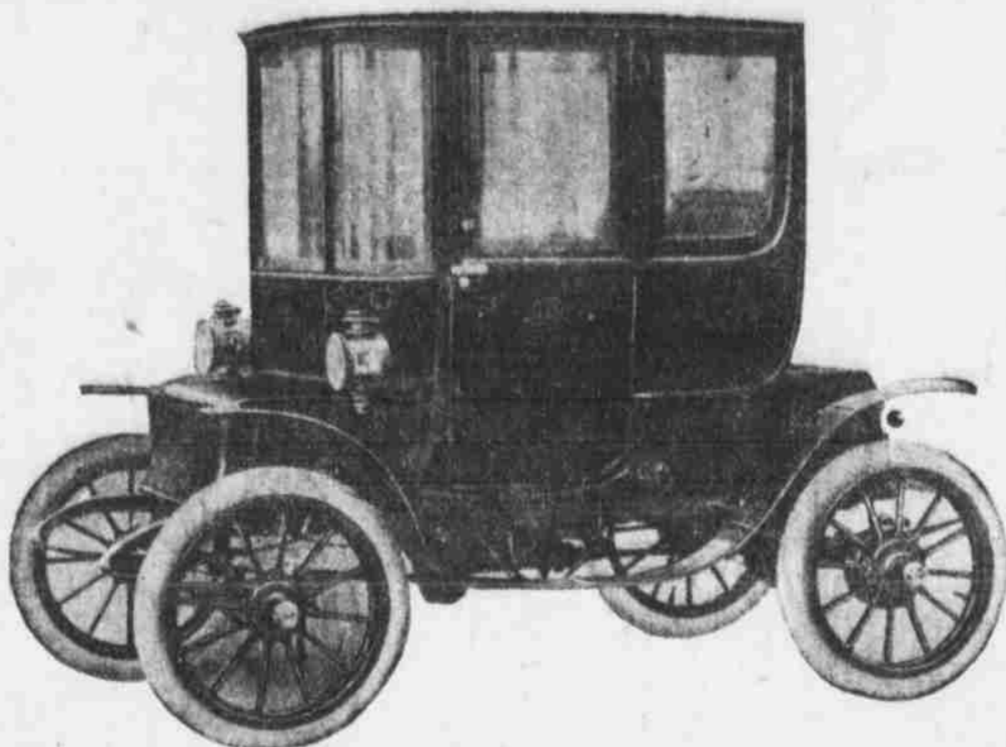
The wonderful "one-horse shay" of Dr. Oliver Wendell Holmes, though the property of a deacon and used by him, was a type of the conveyance most popular among the doctors of that day. Before the chaise came into use the doctor rode on horseback, as he still does in some parts of the remote districts, carrying in his saddle bags his armamentarium medicamentarium. For many the earliest memory of a physician is associated with the mysterious amply saddle bags and the patient horse tied at the gateway awaiting the return to the outer air of that wondrous man, the doctor, smothered with the patient.

From the saddle and chaise the doctor stepped into the comfortable buggy, the phaeton, and, for the city man, the closed car, being a matter of slow growth and

it was new. This represents not the depreciation in actual value, but merely the elimination of the maker's and the seller's profit, the machine selling at about its actual cost of production.

The low-priced car, which is most apt to appeal to the average practitioner, is relatively short-lived. At the end of three years it must either be sold or completely overhauled. Even then it can usually be sold for about 25 per cent of its first cost. This means that 25 per cent of the original cost must be written off annually to represent depreciation.

If the comparison between the cost of the horse and the motor car stops here the machine has decidedly the worst of it. But the most important element of contrast yet remains to be considered, that is, the economy of time and the increased efficiency offered by the motor car.



OUR improved shaft drive not only eliminates all possibility of actual chain troubles, but insures constantly increasing, instead of constantly decreasing, efficiency. No matter how efficient a chain drive is at the start, it sooner or later becomes less efficient through stretching and wear. The Baker Bevel Gear Drive is entirely encased and protected. It runs better the longer it is operated. It cannot become clogged by dirt nor affected by the weather. It has no lost motion, consequently it reduces wear and tear on the running gear. The lubrication being constant and automatic, the shaft drive requires no attention whatever. It makes the entire car cleaner, safer, more economical and more durable.

Many Other Exclusive Baker Electric Features

Important as the bevel gear drive is, its chief value lies in the fact that it has been added to a car which already had more exclusive features of real value than all other electric combined.

The new models have longer wheel base than most other electric. They ride and control easier. The bodies are roomier and more comfortable.

They have a continuous torque controller, with mechanical lock and safety device—the only perfectly reliable controller used in any electric.

They have the most efficient and reliable motor ever. Only the Baker Electric has these features; only the Baker can give you the service and satisfaction that they make possible.

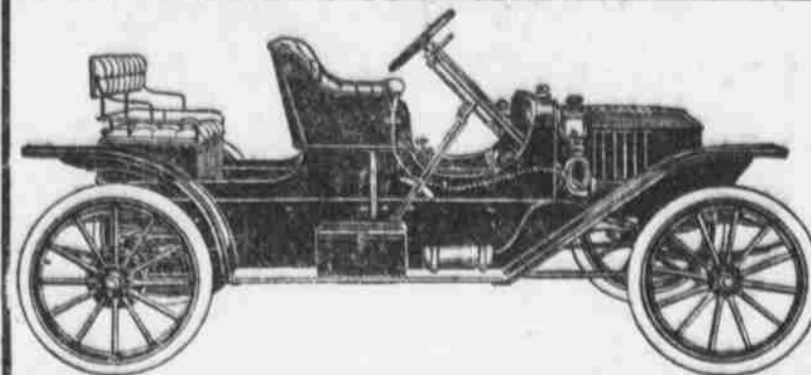
We have just received two Coupes for immediate delivery. Both finished with blue—one finished with blue leather upholstery and the other with gray whipcord. Demonstration by appointment. Handsome 1910 Catalogue sent Free on Request.

Electric Garage Co.

Just Received!

Three Carloads Model 60 Stanley Steamers The Best Runabout on Earth at Any Price

Model 60 Stanley



\$850.00 F. O. B. Factory

More Power and More Speed Than You Can Get Anywhere For Twice the Price.

Call for a Demonstration.

THE STANLEY STEAMER

2513 Leavenworth St. Omaha, Nebraska Telephone Douglas 1514.

The American Tire Repair Co.

2129 1/2 Farnam Street

Announce the Opening

of a first-class repair plant. All the latest facilities for expert tire repairing and the best of material used.

Experienced Men in Charge

Doesn't this look like the Cole 30 makes good?

THE WESTERN UNION TELEGRAPH COMPANY. 23,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.

RECEIVED AT Room 105 Bee Bldg. Omaha. 5 OM GY HO 21 Paid. Indianapolis, Ind. April 13, 1910.

Mid-West Auto Co. Omaha, Neb. Worlds ten mile record again lowered to eight minutes forty three seconds at Los Angeles April seventeenth. Won first against five starters.

Bill Endicott 1008 AM

THE WESTERN UNION TELEGRAPH COMPANY. 23,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.

RECEIVED AT Room 105 Bee Bldg. Omaha. 31 OM GY M 29 Paid

Mid-West Auto Co. Omaha, Neb. Cole thirty won first yesterday in ten mile stock car race Los Angeles against Buick, Ford, Firestone, Warren Detroit. Time nine minutes three seconds, lowering worlds record 46 seconds.

A. M. Lawson.

THE WESTERN UNION TELEGRAPH COMPANY. 23,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.

RECEIVED AT 212 So. 13th St. Omaha, Neb. 109 OH UJ HO 45 Collect, Night Letter Indianapolis, Ind. May, 5, 1910.

Mid-West Auto Co., Omaha, Neb. Cole won first easily in 60 race Atlanta Speedway today. E.M.F. second, Firestone Columbus third. Time one hour 25 seconds. Another walk away for Bill Endicott as usual. Cole thirty leads them all. Always first in its class.

E. B. Hale.

THE WESTERN UNION TELEGRAPH COMPANY. 23,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.

RECEIVED AT 212 So. 13th St. Omaha. 136-Ch 28 EF 42 paid. Night-Letter. Indianapolis, Ind. Apl. 14, 1910.

Mid-West Auto Co. Omaha, Neb. Cole thirty won first prize Savannah Ga. Brunswick and Jacksonville Fla. endurance run against Chalmers-Detroit Maxwell and others. The Committees most searching examination failed to reveal a single defect in our car after the two days running over sandy rough roads.

J. H. Smith.

THE WESTERN UNION TELEGRAPH COMPANY. 23,000 OFFICES IN AMERICA. INCORPORATED CABLE SERVICE TO ALL THE WORLD.

RECEIVED at 212 South 13th Street, Omaha, Neb. 63 CH Yt 49 Paid.

Indianapolis, Ind. April, 10th 1910.

Mid-West Auto Co., Omaha, Neb. Cole thirty won first in fifty mile class race at Los Angeles Saturday, making new worlds record in five miles four minutes and 29 seconds, ten miles in eight minutes 52 seconds, 25 miles in 22 minutes 9 seconds, fifty miles 43 minutes 49 seconds.

B. W. Brown.

We are making deliveries every day of the Cole 30 models

Cole 30 Roadster \$1500 Cole 30 Touring Car \$1500 Cole 30 Pony Tonneau \$1500

The Cole '30' is the car of silent service. Favorite with ladies and all who love a nifty car that embraces great beauty, power, grace and endurance.

MIDWEST AUTO CO. 216 South 19th Street