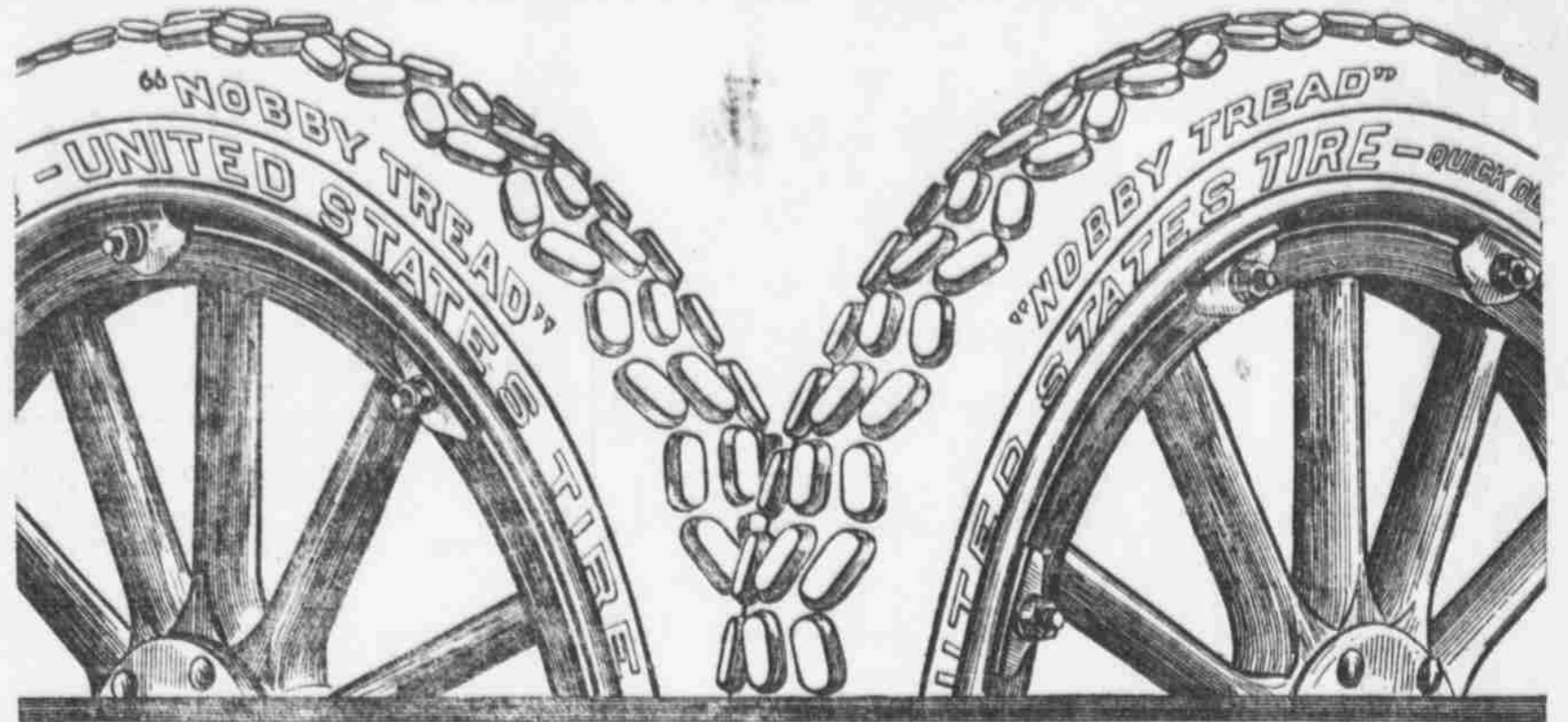


Daily Deliveries of United States Tires to Ford Factory in Detroit



One of the United States Tire company's four famous factories is situated in Detroit, Mich., ten miles away from the plant of the Ford Manufacturing company in that city. Every morning a procession of motor trucks loaded with United States tires leaves the United States Tire company's factory and runs to the Ford plant. Pictured above are the trucks about to unload. This particular procession carried a total of 2,600 complete tires. One-half of these tires are 32"x37", and the other 29"x34"—the sizes which are standard front and rear wheel equipment for the wonderful Ford car.



Punctures 90% Less

Investigations prove that with "Nobby Tread" Tires punctures are 90% less than with the average tire.

The big, thick "nobs" on "Nobby Tread" Tires stand out so far from the shoe that nails, glass, sharp stones, etc., hardly ever reach the shoe.

Study the "nobs," their size, their thickness, and the way they are placed, and you will understand why.

And remember this—you have got to wear out these big, thick, tough "nobs" before you even start to wear out the extra strong tire underneath—that is one reason why experts call "Nobby Treads"

Two Tires in One

The original wear-resisting quality, the quantity of rubber, the methods of construction—all have been rigidly maintained in "Nobby Tread" Tires, and maintained regardless of cost and regardless of price competition.

"Nobby Tread" Tires are the largest selling high-grade anti-skid tires in the world, and they are REAL anti-skid tires.

Based upon their remarkable mileage records

"Nobby Tread" Tires

are now sold under our regular warranty—perfect workmanship and material—BUT any adjustments are on a basis of

5,000 Miles

Thousands upon thousands of veteran motorists now use "Nobby Tread" Tires on their front and rear wheels through all seasons, because they are such phenomenal mileage tires and real anti-skid tires.



United States Tire Company

NOTE THIS:—Dealers who sell UNITED STATES TIRES sell the best of everything.

Omaha Rubber Company

E. H. SPRAGUE, Pres.

DISTRIBUTORS

1608 Harney Street, Omaha, Neb.

Phone Douglas 1815

CARTERCAR WINS IN CONTEST

Pulls Enormous Load Up a Hill in Unique Competition.

OTHERS FAIL ON HILL PULL

Idaho Falls Man Thoroughly Demonstrates What the Cartercar Can Do When Put to the Test at Pulling.

In a spectacular pulling contest at Idaho Falls March 7, a four-cylinder, forty-horsepower Cartercar costing \$1,300 was driven by Joseph F. Sisko for over 100 feet up a hill, with six loaded wagons and seventy-five men attached to it, representing a total load of about twenty-two tons. In the same contest a six-cylinder, forty-eight horsepower Winton car costing \$2,200, was driven around a block by Dr. Snodgrass with three loaded wagons and thirty men attached to it, the total load being about eleven tons. The big crowd which witnessed the tests awarded the decision to the Cartercar friction drive machine, whose load was not attempted by any other make of car.

The pulling contest started with Mr. Sisko's demonstration of his car hauling a 4,000-pound load of coal around the city. He said that the machine could easily pull several more loads, and that a young woman could readily operate the car, even under the handicap of the big load attached. To prove his assertion, he then attached two loads of potatoes, weighing 7,000 and 5,000 pounds, respectively, and hauled them along the street with a bunch of men riding on the wagons. Then a wheel of one of the wagons was blocked with an inch and a quarter stone and the Cartercar again dragged the big load.

At this juncture in the demonstration Dr. Snodgrass, representing the Winton car, offered to produce a machine which the Cartercar could not outpull. He used Mr. Porter's big Winton and pulled the load around the block.

Then to further demonstrate the Cartercar, Sisko attached three more wagons to the string, two loaded with lumber of 7,000 and 4,500 pounds, respectively, and the third with a load of about 2,000 pounds. Telling the crowd to get onto the wagons, he dragged the entire load, weighing about twenty-two tons, uphill for over 100 feet. No other auto man attempted to haul the final load with any other car, so with the consent of the crowd, Sisko claimed his Cartercar to be the winner of the contest, and issued a challenge to all autoists and dealers to try to match the Cartercar performance. According to the Idaho Falls Sunday Post, which reports the contest, the feat has not been duplicated and the Cartercar was the victor.

Lozier Car Taken Out of Production For Long Test Trip

The latest news from the Lozier factory, where the new \$2,100 Four is the center of attraction, is the decision of President Gilbert to send a new car right out of production on a test tour at the end of every week. What infinite pains is taken to have this new product of the Lozier company perfect to the last detail is shown in the description of the first one of these test trips planned by Gilbert.

He walked into the plant in the midst of production and took the first car he came to, then notified seven men—heavy men—that they had been chosen to take the car to Monroe, Mich., forty-five miles, and back. So without any kind of tuning or attention of any kind, other than to provide the car with oil and to fill the tank with gasoline, the party started. "No owner would think of putting his car through the test we put that Four through," said Chief Engineer John G. Peritt, one of the party, on his return. "When only a few miles out of Detroit we saw it was going to be a gruelling trip because the frozen crust of the road had melted and left an almost bottomless wallow of clay. We kept a record of the performance of the car and found it had done twenty-one miles in first and second gear on the trip."

Must Prove Points in Selling Motors

"Because a large share of the present-day buyers have owned cars and are buying again they have convictions that cause salesmen to believe they must reside in Missouri."

"The informed buyers of today must be shown. They take nothing for granted. They want to see it themselves and they know what they are talking about. They figure they paid for enough experimenting when they footed the repair bills of their first car, and naturally they don't propose to do the same thing over and over again."

"Now the successful manufacturer must not only demonstrate to knowing buyers the worth of his car, but he must also see that the owner gets continued service after the sale," commented W. L. Huffman of the Huffman Auto company.

"It is only right that he should do so. The man who knows his product is what he represents it to be is glad of the chance to back it up any way the public sees fit."

Gossip Along the Automobile Row

The Motor Car Sales company sold an Abbott-Detroit model "20," seven-passenger touring car to Julius Rohner of Ida Grove, Ia., and an Abbott-Detroit, six-cylinder, sixty-horsepower, seven-passenger touring car to Peter Neickel of the Miller & Paine company, Lincoln.

More than forty years ago, according to John H. Shirkey of Ironton, O., he advised a neighbor about to acquire a new wagon to "Buy it because it's a Studebaker."

The Motor Sales company has had a busy week with the Car-Nation car, having made large shipments to Sioux Falls, S. D.; Mitchell, S. D.; Sioux City, Ia.; Lincoln, and have orders for delivery on nearly all of the shipments to these points.

In its division of the big winter cross-country race which is annually the big motoring event in Sweden, a Studebaker "Four" touring car finished more than eight hours ahead of its competitors, making an amazing record for speed and endurance.

The service managers of several of the Detroit automobile factories have banded into an organization for exchange of views and to secure uniformity of methods. George Baldwin of the Studebaker staff is secretary.

H. E. Siddles of the Nebraska Buick Auto company spent all of last week at the Buick factory, Flint, Mich., getting out carload shipments into this territory and to the three houses, Omaha, Lincoln and Sioux City.

The Nebraska Buick Auto company delivered a six-cylinder Buick touring car to J. J. Koch, manager for the National Cash Register company, Council Bluffs. Also J. G. Bone of Council Bluffs is driving a new Buick roadster.

Mr. Huff reports the following deliveries of 1914 Buick cars for the week: George Menking, Kennard; O. Swanson, Lyons; D. W. Ruter, Kearney, Neb.; Coburn & Sullivan, Laurel, Neb.; Steinbaugh & Andrews, Council Bluffs; and J. A. Kirk, Broken Bow, Neb.

WARNER NOW AFFILIATED WITH OVERLAND COMPANY

Announcement is made of the appointment of Fred W. Warner as general sales manager of the Oakland Motor Car company to succeed J. B. Eccleston, who has resigned.

Warner's success in the automobile industry has been meteoric. He was originally in the wholesale implement business and three years ago became connected with the Buick Motor company as manager of their Chicago branch, achieving phenomenal success and building up this business to a point where it is now considered one of the best organizations of the Buick's chain of branches.

Cheerful Smile is Great Help in the Sale of Automobiles

"Courtesy is no respecter of persons," said C. W. McDonald's representative of the Marmon cars. "It is appreciated by the junk dealer as well as the banker—it is due to the little fellow as well as the big fellow. Courtesy never allows you to criticize a competitor's goods—it reflects on the buyer's judgment and the world hands back to you exactly what you take out of it. Unless it pleases you to please a prospective customer, you might as well get out of his office. He, himself, will probably more or less literally throw you out in the end and you will find yourself in the street with an unsigned order blank in your hand, wondering why you didn't finish your selling talk."

"There is only one sure way of reaching a point of contact with your customer, that is by courtesy and cheerfulness. A tactful, well-mannered approach will break down a prospect's guard and hold his attention during the first three minutes of an interview as easily as the varsity halfback will break through the freshman line."

"Cheerfulness and courtesy are legal tender in any office or salesroom. They are the best tools that a salesman has to work with. Armed with these and with persistence, a salesman can secure an interview with any citizen of the United States of America. With these he can ward off rebuff, dispel impatience, and, in fact make headway where no other human agency could penetrate, and I wonder if you have ever noticed that a cheerful smile will make a car seem better to the customer who buys it."

Base Ball Logic. Manager Stovall of Kansas City asserts that Sam Crawford was offered \$42,000 for three years' work with the Federal League, the amount to be deposited in the bank, yet Sam signed with Detroit for \$7,000 a season. He adds: "Baseball was getting only \$1,500 last season. We gave him \$1,000, and then he jumped back to the Browns for \$3,000. We ball players never did have any sense, anyway."