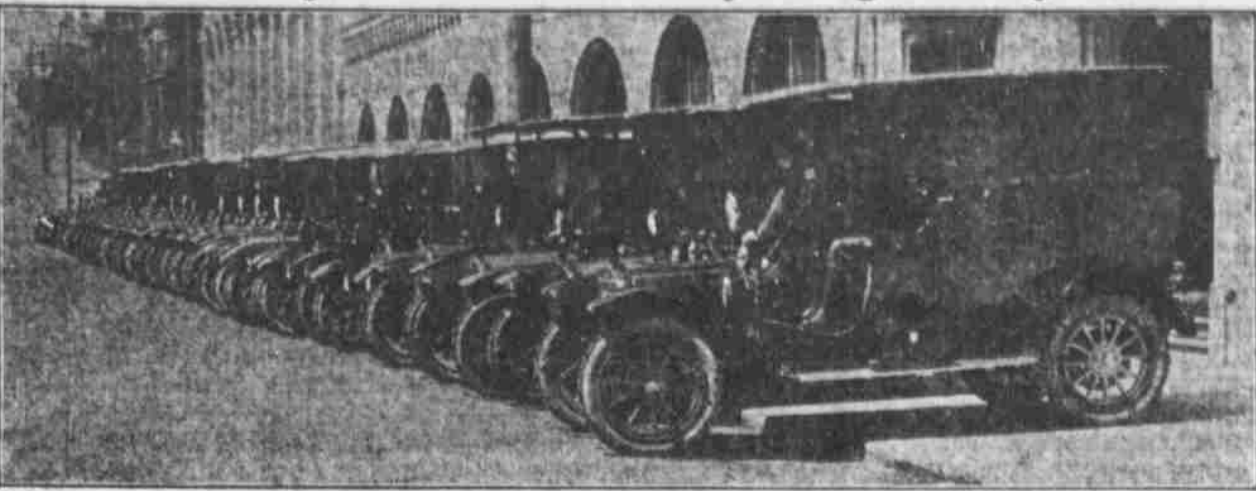
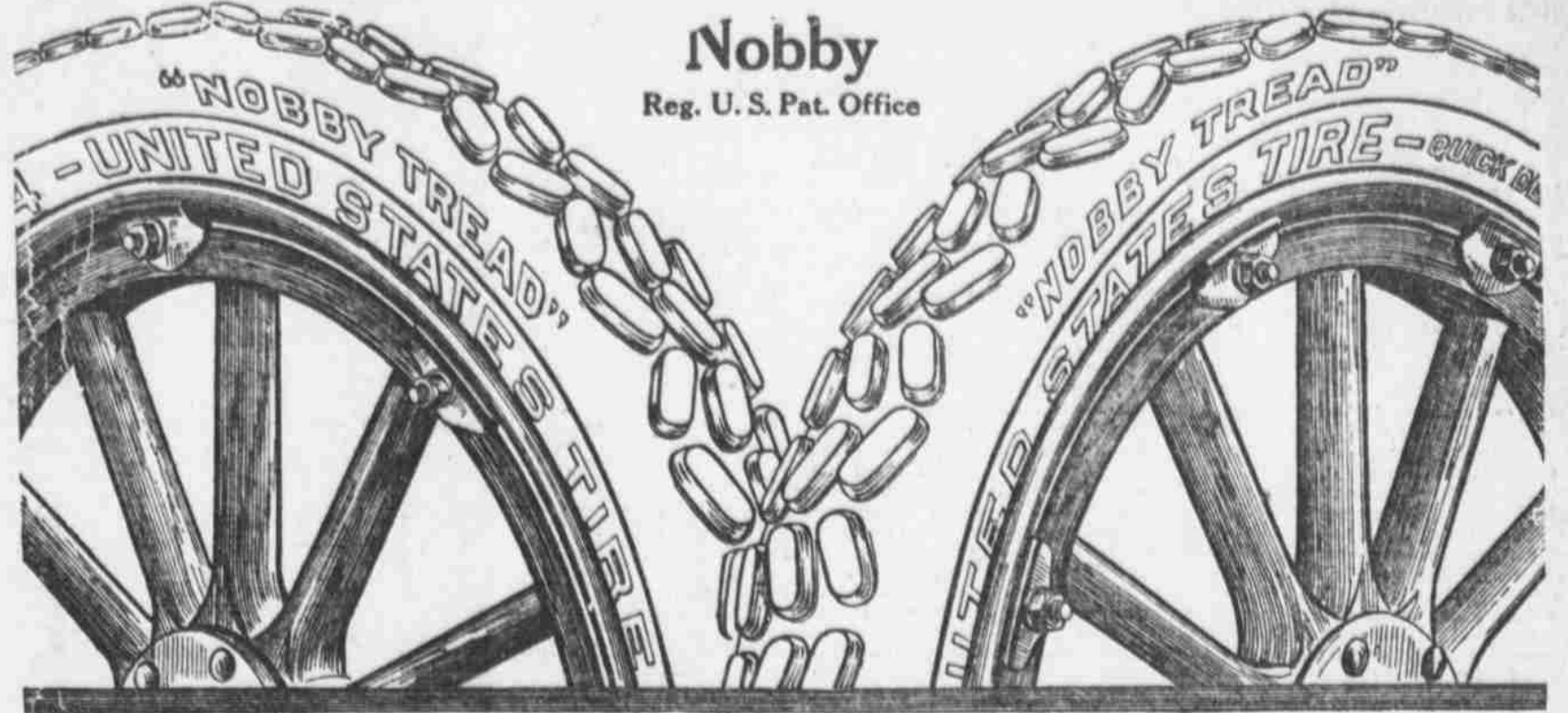


Taxicab Companies Economize by Using "Nobby Treads"



Part of the fleet of taxicabs operated by the California Taxicab Company in San Francisco. All of this company's cars are now equipped front and rear with United States "Nobby Tread" Tires. In Europe and the United States thousands of taxicabs are now using "Nobby Treads."



Put Any Other Tire on the Other Wheel

Here is a simple, practical tire cost test.

It was suggested by one of the world's largest automobile manufacturers.

Buy two new tires—one a "Nobby Tread"—the other any make of tire you choose.

Put both on your rear wheels and check the tire cost of each wheel.

"Nobby Tread" Tires will solve any automobile owner's tire problems the day he decides to buy tires the way experts do, viz:—

On a Business Basis

Automobile owners everywhere are rapidly learning to buy tires on a real business basis, viz:—the basis of ultimate economy.

And remember this—investigations prove that with "Nobby Tread" Tires punctures are 90% less than with the average tire.

These are the reasons why "Nobby Tread" Tires are today the largest selling high-grade anti-skid tires in the world.

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 give real anti-skid protection and the lowest cost per mile.



United States Tire Company

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

Omaha Rubber Co.

DISTRIBUTORS

1608 Harney Street

"JUST AROUND THE CORNER"

STANDARD TREAD IN SOUTH

Cars of Fifty-Six-Inch Tread Now Sold in South.

WIDE TREAD RELIC OF PAST

Improvements in Southern Roads Lessen Necessity for Sixty-Inch Tread Machines, Says Studenbaker Official.

That virtually all automobile manufacturers build for southern demand a differently equipped car from that sold in the north is a fact known to but few motorists.

The northern states demand cars whose wheels run in a track fifty-six inches apart. This tread is also the standard to which European cars conform.

The cars built especially for southern trade have a tread of sixty inches.

How this condition first became necessary first became necessary is a matter on which members of the vehicle trade have argued for many years. General opinion seems to agree that, on account of road conditions which once prevailed south of the Dixie line, the greater tread was adopted to insure needed stability and prevent overturning.

The standard was established long before the day of the motor car. Even when automobiles began to attain general use, there was still a disposition on the part of the southern buyer to give preference to a wide-tread car.

That there has been a marked lessening of this tendency during the last two seasons is a fact brought out by E. R. Benson, vice president of the Studenbaker corporation, in charge of automobile distribution. Mr. Benson also predicts that the time is not far distant when the superior advantages of the standard tread will result in a passing of the old distinction between north and south. He based this prediction on the general improvement of road conditions throughout the entire south.

"The day is past," Mr. Benson declares, "when the southern motorist was compelled to ride as best he could in the wagon ruts of the country roads. Highways in many parts of the south are now not merely equal, but actually better than those in many parts of the north, populated with similar density. Even in the mountain districts, where wide-tread wagons are still generally used, the motorist will find roads that are almost always crowned and are often macadamized. A large majority of the cars we have been shipping to our southern dealers this year have been equipped with standard tread. So marked has been this trend that it seems only a matter of education until the standard becomes general."

Automobile manufacturers and dealers will, of course, welcome such a condition. At present the double standard implies a waste in manufacture and a duplicate supply stock of axles for cars of both types.

J. N. Willys Declares Year Will Be Banner Season in This Land

"The year 1914 is surely proving itself the greatest in the history of the automobile industry, and from a careful investigation of country-wide conditions I expect to see 1915 even better," said John N. Willys, president of the Willys-Overland company of Toledo, O., on his return from a two-month trip through the west. "These indications are especially gratifying in view of the fact that there has been considerable talk about hard times. Business in general, and the automobile business in particular, is in a healthy, thriving condition."

"In the west I found nothing but the most optimistic spirit among business men who are in close touch with industrial and commercial conditions, and the people of the middle west and east are becoming just as optimistic, for they have had repeated demonstrations of the soundness of our business policies and the stability of our established industries."

"I think our own business can be taken as typical of the prosperity of the United States. The output of the Willys-Overland company for 1914 has been 40 per cent greater than that for 1913, and every one of the cars we will manufacture this year was sold before our season started, and there has not been a cancellation of orders worthy of note during the whole year. Our factories are rushed to the limit of their capacities right now, and from all indications we will be just as busy right up to the end of our season. Other manufacturers are equally busy, I believe."

Assert Moline Cars Enjoy Longest Life

Makers of the New Series Moline forty-horsepower motor cars, which have recently been listed at \$1,350, maintain that it is impossible to definitely put a life on the service of these cars. The Moline Automobile company say Moline cars never die and that there are few cities of any size but what contains cars of the vintage of 1905-07, which have had the worst possible kind of service in connection with taxicab service.

There are several motor liveries operating throughout the country that are operating Moline cars under the hardest service imaginable, but who each year place repeat orders for Moline cars.

There are 500 or 600 Moline motor cars in Chicago and many of these have run over 100,000 miles, which goes to prove the company's assertion to be correct that the long suit of Moline cars is longevity, everlasting durability and ruggedness.

Local Ford Branch Breaks Sale Record

Fifty-five Model T Ford cars were sold in Omaha from May 1 to May 15 and indications are that the month of May will be the biggest month for retail sales in the history of the local branch.

A new record was made in March only to be broken in April and with fifty-five sales recorded for the first half of this month, it is expected that another new record will be made in local retail sales.

Among those who placed orders for Model T's May 1 are: Standard Oil Co., L. Aldrich, (Nine cars), C. Gouldin, International Sales Co., J. Bennewitz, Briggs Pump Co., C. H. Youme, Dresser Brothers, T. E. Zeller, Sanitary Wet Wash, H. R. S. Odell, John Carlson, M. A. Biebow & Co., C. F. Hastings, City-Robinson, David Nison, P. Kiewit & Son, O. A. Scott, Driml Brothers, W. H. Gould, Dr. A. W. Fitzsim, W. H. Snyder, J. Bourgeois, Dr. W. E. Purviance, Frank Bender, Dr. C. C. Hall, R. W. Madison, Mrs. L. Q. Dodge, M. F. Kennedy, Mrs. A. Lorenz, C. T. Walker, C. M. Jacobson, H. S. West, Joe Vitek, Arthur Chase, B. Atkins, Dan Whitney, M. A. Anderson, M. D. Stockisler, J. Bruhn, Louis Landrock, J. P. Bailey, W. A. Larry, J. Schroeder, Lee Winkler, George Meade, A. H. Spare.

Road Association to Hold Annual Meeting

The commercial clubs and automobile clubs along the route of the Omaha-Lincoln-Denver Good Roads association have been notified that the association will hold its fourth annual meeting at Holdrege, Neb., next Wednesday, for the purpose of electing officers, endorsing reports of officers and committee and transacting miscellaneous business. Everybody is invited to attend and all who have machines are urged to join the Delegate Sociability run, starting from Denver and Omaha and meeting at Holdrege. The schedule for the run from Omaha calls for its start at 8:30 Tuesday morning, and the itinerary includes Nebraska City, Lincoln, Hastings, Minden and Holdrege. S. A. Searle of Omaha is president of the association.

FREDRICKSON BUYS IN AUTOS AT SHERIFF'S SALE

H. E. Fredrickson has bought in the stock of the Grey Bonnet Taxi line at a sheriff's sale. This stock consisted of seventeen taxicabs and touring cars and office furniture and shop tools. These he proposes to sell, either separately or as a whole to Omaha or out-of-town buyers. The cars are now stored at the Electric garage, Fortieth and Farnam streets, where Fredrickson will be for the next week. These are all Chalmers cars and have not had much use and were all overhauled just before they were sold. The cars are all equipped with taximeters.

NEW USE IS FOUND FOR THE MOTOR CAR

An Iowa farmer, a Paige-Detroit owner, recently found a unique use for his car. During the illness of one of his family a short time ago he had urgent need of an electric fan. For three weeks he hooked a six-inch electric fan and a Paige "36" battery together. Thus the invalid was given a cool breeze throughout the entire period. Moreover this was done without injury to the storage battery. What impressed the farmer was the fact that the Gray-Davis generator would charge the battery before noon each day.

Firestone Tires Are Riddled by Bullets, But Stand the Test

A few months ago General Blanco of the Mexican rebels narrowly escaped death while driving his automobile overland from Ensenada to Matamoros by the way of Capata, when attacked by flying bullets. That he was not killed by flying bullets was considered little short of a miracle, as the body of the car was literally riddled and all four pneumatic tires, which were 33 by 4 Firestone, non-skid, were punctured by bullets. The vital organs of the car were not damaged, however, and the tires were quickly repaired by the Corpus Christi Tire and Rubber company of Corpus Christi, and Blanco still enjoys an occasional joy ride in his war-proof car.

A short time afterward an article pertaining to this scrimmage came to the attention of Captain Alfred Aho, depot quartermaster of the United States army at Galveston, and he was deeply impressed, as the automobiles in the service of the army are maintained under his supervision. He at once got in touch with the Houston office, inquiring as to the length of time necessary to change the tires on the trucks to solid quick removable tires. Captain Aho stated he would possibly be called upon to go with the truck into Mexico about the first of the week, and he was taking no chances of flying bullets putting the tires out of commission. The Firestone company immediately got busy and shipped solid tires applied to quick removable rims to the John & Son, Galveston, with instructions to apply them on the truck at once, working all night if necessary.

Motorists Hasten to Evade Bandits on Mexican Border. That there are government line riders on the border of the United States patrolling the California and Nevada line, whose duty it is to look out for smugglers rather than armed bands of Mexican rebels, was brought to the realization of James E. Farrelly of Salt Lake City, who recently toured from his home to Los Angeles through the regular southern route by way of the Imperial valley, with two friends, in a Mitchell car. Arriving at Calexico without untoward incident, the tourists were told that the road to San Diego through the C-M ranch was in good condition, and time could be saved by taking it to Campo. Just before reaching the boundaries of the big ranch the tourists were disturbed by the appearance of several horsemen near the roadside. "Mexican bandits," shouted Farrelly, and giving his Mitchell full power, he steered off the main highway and circumvented the cavalcade. Subsequently another band of horsemen was encountered, and determined to take no chances, the Salt Lake City motorists turned on all the power the car had and sped by the riders as if they had been tied. Arriving at Campo, the tourists reported to the customs officials they had successfully eluded two bands of Mexican outlaws. The customs officials smiled and gravely informed the tourists that the supposed bandits or guerrillas were only federal line patrols who had reported the automobile party by a telephone as a group of smugglers in a high-powered car.

For Sale Stock of Automobiles

Used by Gray Bonnet Taxi Line consisting of

17 Chalmers Cars

- 3 CARS, BERLIN BODIES.
- 10 CARS, TAXI BODIES.
- 4 TOURING CARS.

Office desks, safe, typewriter, shop tools and other office furniture and fixtures.

Will be sold as a whole or separately. Cars stored at electric garage, 40th and Farnam Sts.

H. E. Fredrickson
Phone Tyler 1151.