

### SCARCITY OF RUBBER BECOMING APPARENT

#### Tire Manufacturers Sound the Warning and Urge Conservation Upon the Part of Automobile Owners.

A threatened scarcity of tires during the present season, upon which at least have some bearing, will at least have the effect of making the motorist heed the advice of manufacturers in the proper care of their tires.

"We have never advised, from a selfish point of view, that motorists give their tires every care and attention," said W. S. Rutherford, Omaha manager of the B. F. Goodrich Rubber company. "All of the vast amount of literature which we have issued on this subject has been done with the idea of educating automobile owners in the proper care of their tires, so that they might get the very maximum of service from them. This applies to all other tires as well as Goodrich.

Advice is Brought Home. "The seriousness of this advice will be brought home to thousands of motorists during the present year, for the approximate waste of \$30 per car owner during the 1916 season has been conservatively estimated at about \$150,000 for the entire country, while all of this has been due to negligence of the car owner.

Shortage Now Exists. "An actual shortage in certain sizes exists at this time. Due to the alertness of a great many dealers it may be two to three months before the consumer feels this shortage, but it must come, and when it does it is then the motor car owners will be more impressed with the idea of giving their tires the care they should have and thereby add much to the service they will give.

Lower Bodies Are Feature of the Marmon New Cars. Lower bodies, slanting windshields and thinner tops are features of the new closed car line announced by the Nordyke & Marmon company, builders of the lightweight Marmon 34.

Big Lee Tire Business In May Increases Fast. The belief that a strong increase in price on Lee tires will take place in the near future has caused a rush of business this month, according to M. P. O'Connor of Powell Supply company.

### Paige-Toledo Company People Take Up Garden Proposition

"What can I do to show my patriotism in a thoroughly practical and effective manner?" is a question of the motor car industry, like thousands in other lines, have been asking that question—desiring, so far as they are individually concerned, to convert the wave of patriotism that has swept the country into something more useful than mere flag waving.

Dealers and distributors, however, have not the same opportunities as the manufacturers and most of them will have to devise other ways of doing their bit, but what that bit shall be is the problem. One of the most important men in the Paige field organization has hit upon a plan that promises results. This distributor is C. L. Sturtevant, president of the Paige-Toledo company.

Mr. Sturtevant's plan has nothing to do with cars, trucks, armored vehicles or munitions, but is a contribution to the solution of the food problem. Being the owner of a good sized piece of land only twelve miles from Toledo he determined to make it not only productive, but useful to as many individuals as possible.

Pacific Coast Country Is Demanding Many Automobiles. The motor car business on the Pacific coast is in a thriving condition, according to reports to the Hummobile factory by Sales Manager J. E. Fields. He is on a month's trip through the west and has visited Kansas City, Los Angeles, San Francisco, Portland and Seattle.

Norfolk Man Would Have Autos Taxed by Uncle Sam. L. H. Lindemann of Norfolk is advocating a scheme of federal taxation of automobiles which he believes will be the solution of the motor licensing problem.

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The picture above shows Mr. and Mrs. Edward B. Horton in their red Scripps-Booth Eight just a few moments prior to their departure for Los Angeles by the way of Denver and Salt Lake. These young people are out for a lark and will stop at various points of interest along the route and are well equipped for the journey across the continent.

### Yacht Nokomis, Owned by Dodge, in Government Service

The steam yacht "Nokomis," owned by H. E. Dodge, motor car manufacturer, has become an instrument of war. The "Nokomis" considered one of the finest yachts afloat, was offered to the government shortly after America's declaration of war.

## KING KING EIGHT EIGHT

Watch the Ease in which the KING takes the difficult spots for motorists right in this city

Noyes-Killy Motor Co. Omaha Distributor 2066-68 Farnam St. Phone Doug. 7461.

# THIS UNSOLICITED COMMENT Brings to Light in Strongest Contrast the Advances Made in Motor Car Construction. It Shows That the Chalmers Has More Than Kept "Abreast The Times."

## Automobile Topics

THE TRADE AUTHORITY

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REASONS WHY Business buying may be conducted along many lines, but the merchant who will examine with scientific attention the conditions that are working for or against him will find the road that leads to success. Thus follows it through circumstances that at all times maintains the widest automobile demand for sale. So far as the keenest interest in the reasons why prospective customers fail to buy the cars, others as undesirable through reasons may be classified, some of them mark the prospects as unsuited to the car, others as undesirable through their extravagant ideas on trading allowances, still others through lack of means. No new name is really the owner of a prospect unless there is reason to believe its name until every name has been accounted for, as "alive" or "closed."

ASSESSING KNOWLEDGE Consideration of the war revenue bill now before Congress involves among other much-discussed propositions a return to that discarded proposal of the Post Office appropriation bill of the previous session introducing a system for second-class matter. To a man not engaged in the publishing business this doubtless appears no more unjust than many other exactions of the measure. Examination of its effect, however, sheds new light on the question just as the automobile maker is so advised in his own case. The radius of its distribution determines in no small degree the nature of the publication on its readers, but reading it, doubtless, would be a privilege to contribute to the regular periodicals, particularly those of his trade, the regular depends for exact and well digested knowledge of the activities by which he lives. Taxing his postage would be to assess his knowledge of current events, and the most remote, and probably most heavily assessed. Reproduction of information, would be most heavily assessed. Reproduction of information, would be most heavily assessed. Reproduction of information, would be most heavily assessed.

PROGRESS Two weeks ago Joe Dawson did a mile in 38.1 seconds, on Atlantic Beach, Florida, near the famous Ormond Beach. He beat W. K. Vanderbilt's record by 9 seconds, driving a smaller and lighter car at that, and making a performance that was spectacular. Yet it is safe to say that not one tenth of the people who thrilled over Vanderbilt's accomplishment have even heard of Dawson's equally meritorious performance. In the fact is to be seen the hand of time, 11 years, to be exact. In the years between the two exploits the country has grown so used to speed on land and in the air as to be blasé.

## LEE Tires

3,000 miles guaranteed

Lee Tire & Rubber Co., Columbus, Ky.

### Is he ever delayed?

Q. Not with tire trouble.  
Q. What's the answer?  
A. Lee Puncture Proof Pneumatic Tires.  
Q. Are they a new stunt?  
A. Not exactly. The "Lee" name has been associated with the finest rubber goods for generations. Lee Tires are made by the same outfit and the Puncture Proof feature is particularly their own.  
Q. What is the Puncture Proof thought?  
A. Just puncture proof—no more and no less. The rows of steel discs back of the tread take care of all puncturing things that just kill the ordinary tire. Their Zig-Zag tread is a wonder against skidding—you just feel it's so—and their inner tubes are made to fit like real gloves. Get the full information from

## POWELL SUPPLY COMPANY OMAHA

2062 Farnam St. Phone Doug. 921.

## Western Motor Car Company

Western Distributors  
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