

### CRUDE RUBBER IMPORTATION IS CUT ONE-THIRD

Government Schedule for May, June and July Cuts Supply About 65 Per Cent; May Lift Embargo.

According to G. W. Hiett, manager of the Omaha branch of the Kelley-Springfield Tire company, official Washington has announced that during the next three months (May, June and July) importations of rubber from South America are to be limited to 25,000 tons, which would be at the rate of 100,000 tons a year as against 165,000 tons during 1917.

"Uncle Sam's own present rubber requirements are estimated at 40,000 tons a year, or 10,000 tons every three months, so that out of the 25,000 tons to be imported during the next three months only 15,000 tons of raw material—about 35 per cent of last year's figures—will go to the rubber industry for its regular requirements. This 15,000 tons is to be allotted to various manufacturers on a proportional basis, the proportion of each company is to receive being determined by the authorities from questionnaires which have been filed.

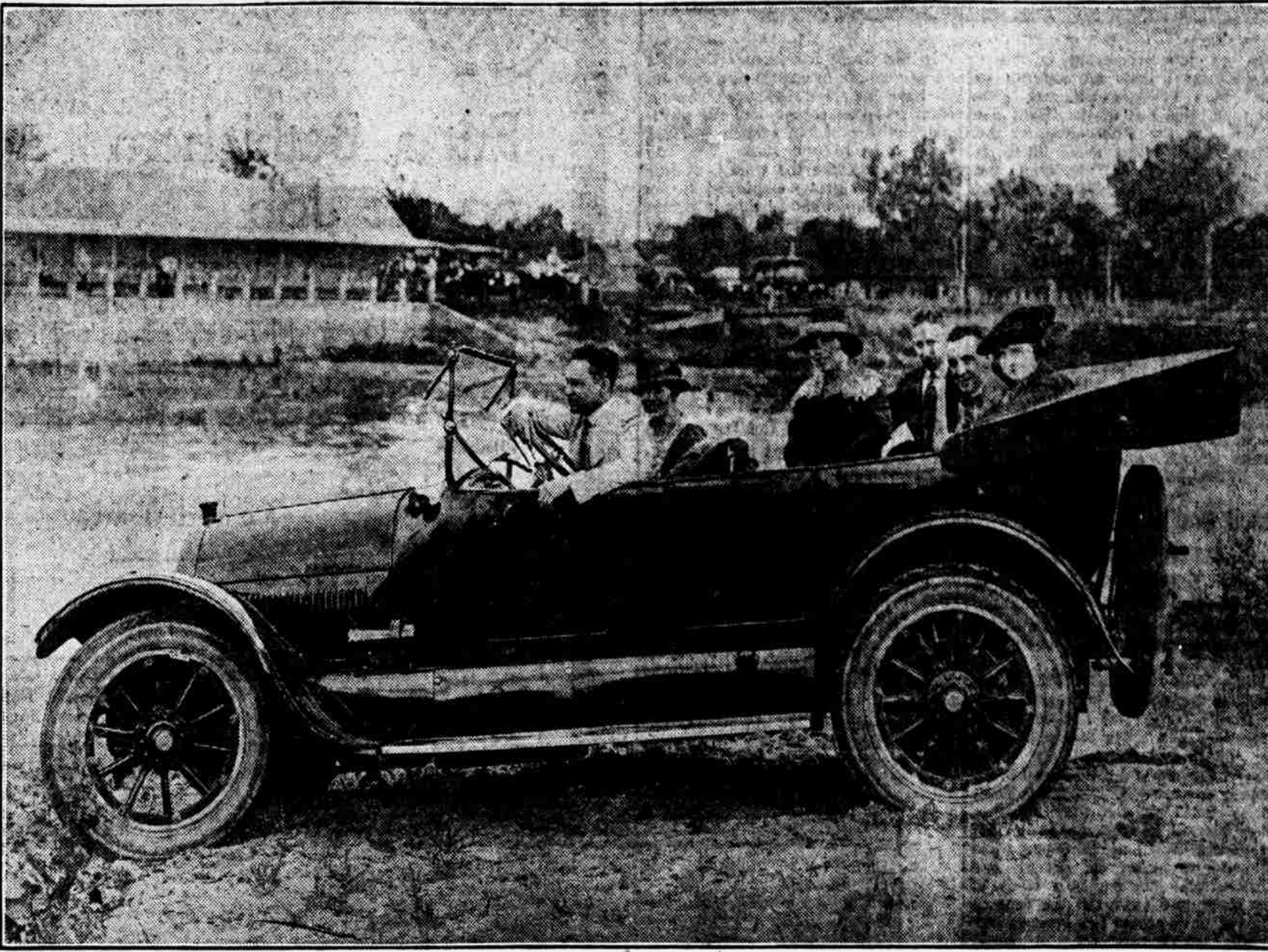
"Exactly what effect the government's action is going to have on the tire situation it is too soon to say, especially as no one knows whether or not the restriction will be lifted at the end of the three-month period, but from present indications it is reasonable to assume that before the summer is over a more or less serious shortage of tires will exist.

Naturally the government orders are to have priority. After they have been taken care of the demands of private owners will be given consideration.

"To prevent hoarding and profiteering," asserts Hiett, "the government has fixed the prices of crude rubber. While the prices fixed are fair and while we believe the action of the government in fixing them to be wise, it is hardly likely that this price fixing will have much effect in keeping down the prices of finished rubber products, these prices being regulated largely by the supply and demand for particular brands of goods.

"The one bright spot in the situation is the fact that the big tire manufacturers have agreed to cut down the number of sizes of pneumatic tires. It is stated that no more Ford cars are to be equipped with the 30x3

### Cadillac Eight Makes the Clear Water of McCann's Lake Near Valley a Favorite With Omaha Bathers



sizes, the standard Ford equipment to be 30x3 1/2, though the government will use 31x4, the oversize. "In future the following sizes of tires are the only ones that will be offered to car manufacturers: 30x3 1/2, 31x4, 32x3 1/2, 33x4, 34x4 1/2, 35x5. "The larger tire makers have further agreed that within two years they will discontinue entirely the manufacture of all tires of sizes other than those enumerated. "The car manufacturers on their side are all going over to the straight side type of tire, which means a further great saving to the whole tire industry. The tire manufacturer can now concentrate on the production of

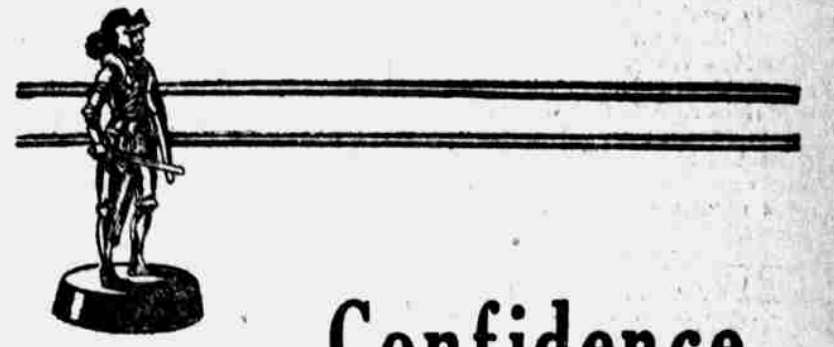
fewer types and sizes, and the dealer in his turn can carry complete stocks of a full line with less strain on his bank account. "The situation brought about by the limitation of rubber shipments is thus by no means an unmixed evil. Undoubtedly it is going to hit some manufacturers rather hard, but if it will free any ships for transport purposes it is going to be worth whatever it costs. Our industry is not the only one that has suffered from a restriction of the raw material supply, and if by putting up with a little hardship we can help to end the war by getting an army into France more quickly, we are going to grin and bear it."

**Omaha Cadillac Concern Has Opened in Lincoln**  
Cadillac owners and drivers will be pleased to learn that they can now receive service in Lincoln the same as they have received in Omaha. Whenever they drive to Lincoln they can drive in to the Cadillac headquarters and be served by the same firm as when in Omaha. The Jones-Hansen-Cadillac company have now established themselves at 1137 P street, Lincoln, Neb., directly across the street from the Orpheum.  
For quick results, try Bee want ads.

### Omaha Gas Bike Racer Tells Of Flying Corps in France

Victor Roos has received another letter from Jim Fisher, formerly connected with the local Harley-Davidson motorcycle agency, telling of his

thrilling flying experiences in northern France. Fisher was quite prominent locally as a motorcycle racer before entering the airplane service of Uncle Sam and expresses his liking for flying, but still longs for a ride on a racing motorcycle.



### Confidence

Stearns owners have a confidence in their cars which is comparable only to confidence in close friends. This confidence grows stronger and stronger.

Mechanically the Stearns-Knight sleeve-valve motor and its counter-balanced crank shaft fit to perfection the confidence placed in the car's performance.

*McIntyre-Hayward Motor Co.*  
2427 FARNAM ST. - OMAHA  
PHONE DOUGLAS 2406



## A Featureless Motor Car



"More Miles Per Gallon"  
"More Miles on Tires"

### Maxwell Motor Cars

- 5-Passenger Car . . . \$825
  - Roadster . . . . . 825
  - 5-Pass. with All-Weather Top . . . 935
  - 5-Pass. Sedan . . . 1275
  - 6-Pass. Town Car . . 1275
- All prices f. o. b. Detroit  
Wire wheels regular equipment with Sedan and Town Car



**Mid-City Motor Supply Company**  
DISTRIBUTORS  
Omaha  
2216-18 Farnam St. Phone Tyl. 2462.

Perhaps you have observed that we seldom feature any one detail of design or construction in a Maxwell Motor Car.

There is a reason for that.

In a product where excellence is uniform, there is no opportunity—no temptation—to emphasize any one feature, to the exclusion of others.

Today there are more than 250,000 cars of this same model in use.

For five years it has been manufactured in practically its present form.

If there ever was a weak link in the chain, it was long since strengthened.

But there wasn't—from the first this proved to be a wonderfully reliable, exceptionally economical and altogether a most satisfactory automobile.

Special features are all right.

It is permissible, of course, to emphasize any advantage a car may possess over its rivals.

But in the case of this Maxwell we feel the strongest thing we can say is that it is just as good at one point as at another—good all over and all through.

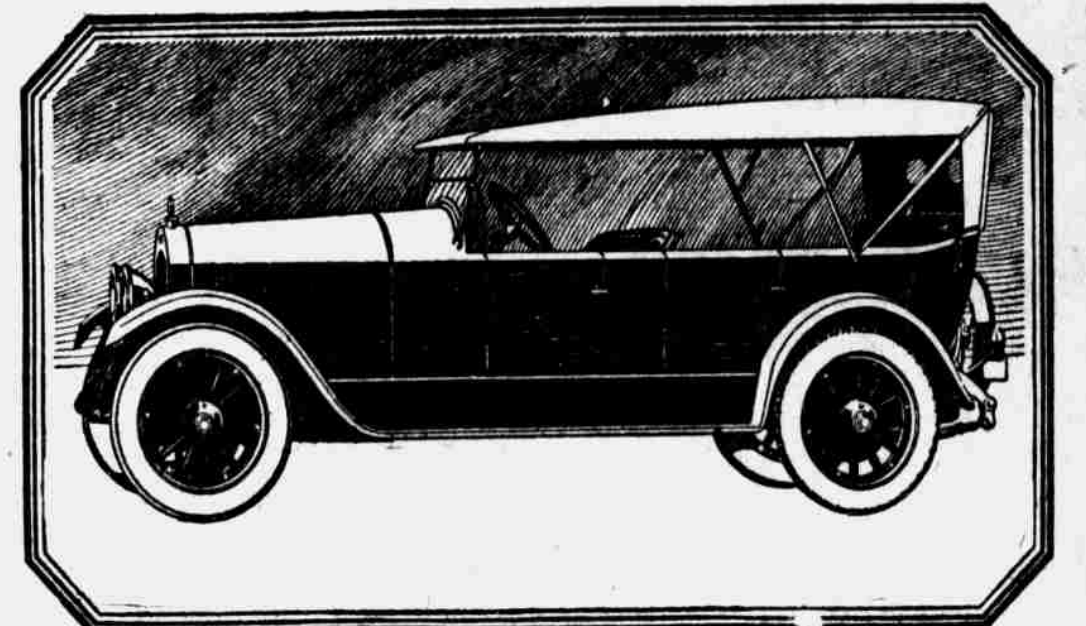
In a word, featureless—a standardized, dependable motor car.

You can't go wrong when you select a Maxwell Motor Car for yours.

250,000 other careful buyers and experienced motorists endorse your judgment.

## The Cole Aero-EIGHT

Seven-Passenger TOURSTER



Moccasin Bend, Tennessee  
River From Lookout Mountain  
Chattanooga, Tennessee



AT your command in the Aero-Eight there is full 80 horsepower, subservient to your every wish and equal to every demand.

Its scientific light-weight—only 3600 pounds—makes for it a wider range of performance with greater economy of operation.

The Aero-Eight requires little more fuel than a car of half its horse-power.

The special spring suspension, the resilient shock absorbers, the commodious body and form-fitting seats contribute riding ease and comfort that defy description.

THE benefits and pleasures derived from touring are not so much in where you go, but in how you travel.

The Cole Aero-Eight provides that complete comfort and relaxation possible only when your car responds "intuitively" to your every whim and desire.

DE BROWN AUTO SALES CO.  
Wholesale Distributors for Iowa and Nebraska.  
Some Good Territory Open for Live Dealers.  
11th & L Sts., Lincoln, Neb. 1414 Locust St., Des Moines, Ia. 2210 Farnam St. Phone Doug. 5268.  
COLE MOTOR CAR COMPANY, INDIANAPOLIS, U. S. A.