

FAR EAST LEADS BRAZIL IN SALE OF GOOD RUBBER

South American Country Allows Itself to Be Outmanaged by the Far East.

How Brazil, possessing in her vast forests millions of huge rubber trees of the finest quality growing in rich luxuriant all ready for the knife of the tapper, has been forced by unfavorable conditions to permit the crude rubber supremacy of the world to be swept from her in a decade by the far east is one of the big events in modern business history.

That Brazil can do big things in the most approved modern fashion needs no proof beyond her coffee industry, her undisputed supremacy there being due to scientific methods of the highest order. In cacao and cattle raising she is also demonstrating her capabilities. But in rubber production she has been hopelessly outdistanced.

About 40 years ago some seeds from the rubber trees of Brazil were taken to England and sprouted. Then a few thousand seedlings were transplanted to Ceylon, Java, Burma and Singapore. For years little was heard of the enterprise and then came the demand for rubber tires, and with that demand rubber from plantations in the far east began to trickle into the markets.

City Grows Rich. Meanwhile the Amazon rubber district was going through scenes typical of a gold-mining rush. Fortunes rocketed to the skies and as the stream of crude rubber flowed down the river there flowed back to Manaus a golden flood which made the rubber more luxurious for its size than Paris and made Manaus the best diamond market in the world. Anything that was expensive could be sold, and jewels, fine silks, good wines and foods, costly furniture and gorgeous carriages found their way up the great yellow river, passing for 1,000 miles only the walls of jungle that edged the stream. Manaus and Parica became beautiful cities with splendid buildings, costly homes and fine streets.

But by 1910 a change came. The demand for rubber for automobile tires and for a thousand other uses had become tremendous and Brazil was unable to meet the demand. That was the plantation opportunity and they made the best of it. Enormous acreages were planted and hundreds of millions invested.

Today Brazil is far to the rear. The world's output of crude rubber for the current year will probably reach about 380,000 tons. Of this total Brazil will produce, by the most liberal estimate, not to exceed 35,000 tons, while from the far east comes 320,000 tons.

Better System in East. The explanation for the change is easily found. In Brazil the rubber trees are found in the dense jungles and the work is done along lines developed by the Indians and little improved upon. In the far east trained business men and scientists have brought all their skill into play. In Brazil the worker cuts his way through the jungle to a tree, and then to another and another until he has laid out a path which he can travel day after day to tap the trees along the route. In the far east vast areas are laid out like great orchards, the weeds are kept down, every tree is carefully nursed and the statey plantations are among the horticultural wonders of the world.

Among all the plantations in the far east the great tract of the United States Rubber company, with more than 70 square miles of growing trees, stands out as by far the largest. Twenty thousand workers care for its trees, collect its latex and prepare the rubber. Its scientific staff has studied exhaustively the problem of preparing the rubber in the manner that will make the best tires and as a consequence have made it possible for United States tires to possess uniformity and high quality to a degree never before attained.

Silent Chains.

Silent chains that are now so much used for camshaft and electrical unit drive should be treated exactly as if they were sets of bearings. Each joining stud and rivet of the chain should be regarded as a bearing is and must above all be given systematic and careful lubrication. Chains that run in the open need oil treatment once a day. The oil should be put on the inside, as this is the part that comes in direct contact with the sprockets. An oil brush is the most convenient method of distributing the oil along the surface of the chain.

Lost Grease Cups.

It is remarkable what vibration will do in the way of loosening up grease cups that have gone in stiffly and apparently been absolutely secure. Every lost grease cup means that some part of the mechanism is in danger. The safest remedy for this trouble is to employ a set of cups with locked caps.

UNIVERSAL DOUBLE TREAD TIRES

At Big Saving Guaranteed 4000 Miles

INNER TUBE FREE With Every Tire

These tires are made to give service. The material is carefully selected, carefully blended, made practically puncture proof and will wear like iron. In some instances our customers get from 7000 to 8000 miles out of them. Remember you get a brand new Perfection inner tube with every tire ordered.

28x3\$ 2.30	34x4\$11.50
28x3 1/2\$ 2.40	34x4 1/2\$12.00
28x4\$ 2.50	34x5\$12.50
28x4 1/2\$ 2.60	34x5 1/2\$13.00
28x5\$ 2.70	34x6\$13.50
28x5 1/2\$ 2.80	34x6 1/2\$14.00

RELINER FREE WITH EVERY TIRE. Orders shipped same day received. In ordering, state whether S. S. Clincher, plain or non-skid required. Send \$2.00 deposit for each tire, balance C. O. D., subject to examination, 5% special discount if full amount accompanies order.

UNIVERSAL TIRE & RUBBER CO 1018 West 21st Street Chicago, Ill.

Towle New Sales Manager For Douglas Motor Cars

The Douglas Motors corporation, Thirtieth and Sprague streets, Omaha, has announced the selection of Ross B. Towle as its general sales manager.



Ross B. Towle.

Mr. Towle was born and raised in Omaha and is among the best known young Omaha business men. He was at one time vice president of the Nebraska Fuel company and later was made president of the D. J. O'Brien company, candy manufacturers of Omaha. He was connected with the O'Brien company for 14 years and sold out his interests in that company last spring.

The Douglas Motors corporation is planning extensive production for 1920 in the manufacture of automobiles and trucks. The demand for Douglas cars has been so great that the output of the Omaha factory is oversold for some time to come. Mr. Towle will devote his main efforts toward marketing Douglas trucks with the advantages of the central location in the great middle west it is expected that the demand for Douglas trucks will exceed all possible supply. A special effort will be made to inform business men of Omaha of the merits of the Douglas trucks and the advantages of patronizing an Omaha manufacturing institution.

In assuming his new duties Mr. Towle said: "The possibilities of the truck industry can hardly be overestimated. The demand for trucks that can stand severe tests will be greater in time than the demand for pleasure cars. The time will come when a truck system will be as important in the conduct of

the business institution as is a telephone today. With the impetus given to competition with the adoption of truck systems a truck will become an absolute business necessity, and the Douglas Motors corporation is preparing to meet that demand in our Omaha factory. People of Omaha should know that they have such an institution in their city. We expect the business men of Omaha to at least investigate Douglas trucks before investing. All we can ask is that they compare our products, point for point, with the products of outside firms and consider all on their merits."



Auto Activities Throughout the World.

—Japan now has 5,000 motor cars.

—Gasoline sold for 6 cents a gallon in 1908.

—Licensed chauffeurs in Michigan total 43,285.

—The first six-cylinder car was produced in England.

—There were only four automobiles in the United States in 1896.

—Pennsylvania has 2,419 farm tractors in operation throughout the state.

—The state of Ohio has more motor trucks than any other state in the Union.

—Eighty-five per cent of all the automobiles in the world are in the United States.

—Greece is to spend \$500,000 in buying road building machinery of the most modern type.

—In the past 20 years, 7,700,000 automobiles have been produced in the United States.

—There are more motor cars on the streets of Calcutta, India, than any other kind of vehicle.

—The average for the 6,146,000 automobiles in use in the United States is valued at \$1,000 each.

—There were 4,326 passenger cars of 114 different makes registered in the Philippine Islands in 1918.

—According to tax returns from Cleveland, O., the motor industry leads all others in that city.

—Since 1917 the census of automobiles in the southern states has increased more than 100 per cent.

—The present demand for automobiles in Sweden is 300 per cent greater than that prevailing in 1914.

—Before this year closes it is expected that 7,602,000 motor vehicles will be in operation in this country.

—It requires 28,000,000 tires to equip the passenger automobiles and motor trucks used in the United States.

—While there are 250,000 miles of railway in the United States, the motor car has the use of 2,500,000 miles of highway.

—An English syndicate has purchased all of the 16,000 reserve motor vehicles from the American third army at Coblentz, Germany.

—Automobile manufacturers in the United States shipped in one month 6,283 passenger cars and 1,250 trucks to foreign countries.

—Queen's university, in Toronto, Canada, intends establishing a course in road-making in connection with its practical science department.

—The first sale of condemned government motor vehicles was held at Camp Koffbird, Md. The material disposed of brought a total of \$12,027.

—Much interest is being shown in China in motorcycles, due to the fact that they can travel on the narrow paths used by foot passengers and for wheelbarrows.

—American motorists will have spent over \$1,000,000,000 for automobile and truck tires during 1919. This amount does not include mon-

ey expended for inner tubes and repair materials.

—Approximately \$8,000,000 is now available for highway construction in Nevada up to the end of 1921 through such sources as state revenue, state and county bond issues, federal aid, etc.

—The national motor vehicle law is now in effect and it is a federal offense, punishable by a fine of \$5,000 or a prison term up to five years, to steal an automobile in one state and drive it into another.

—Senator Pitman, of Nevada, has introduced a bill under which an automobile, which has been licensed in one state, will not be required to pay a license in any other state, no matter how long the length of stay.

—Brazil imported \$8,000,000 worth of automobile and motor parts from the United States during the fiscal year ending June 30, 1919. This is an increase of 35 per cent over the value of the 1918 shipments.

—Excise taxes paid by manufacturers on the sale of cars and motorcycles for the fiscal year ending June 30 totaled \$17,915,510.81. Commercial car taxes on tires, parts and accessories amounted to \$4,908,276.18.

—In a New York official investigation it was shown that the motorists were losing about 2 per cent through incorrect gasoline measuring pumps. As the consumption there is about 50,000,000 gallons a year, the loss is 1,000,000 gallons a year, or \$250,000.

—With its headquarters in Paris, the trade organizations of automobile manufacturers of United States, Great Britain, France, Belgium and Italy have formed a permanent organization known as the Bureau Permanent Internationale des Constructeurs d'Automobiles.

—At the recent salon in the first international exhibition held since 1913 in Paris, there were on exhibition the leading cars manufactured in France, England, Italy, Belgium, Spain and Switzerland, while the United States was represented by about a dozen different makes.

Makes Trip to Paris And Back Without Using Steam Train

Benjamin Briscoe of Briscoe & Stahl, book building, Detroit, returned to America November 18 from his trip to the Paris automobile show. Mr. and Mrs. Briscoe enjoyed a most novel trip to Paris from Detroit. During their long journey they did not ride upon a railroad train.

Leaving Detroit September 12 via automobile, they toured to New York, from which point a steamer was taken to Liverpool. Arriving in England during the railroad strike, they were required to continue their trip by motor car to London. On arrival at the English capital it was decided to complete the journey by airplane. At the Hounslow airdrome, near London, transportation was booked to the French airdrome at Bourget, near Paris. This trip generally takes two hours but on the day Mr. and Mrs. Briscoe made their trip, October 2, it was rather stormy and there was a strong head wind. Their journey took four hours. Hounslow was left at 12:32 and they were over the English channel, near Dover, at 12:40, and over France at 1:05. They crossed the channel at 5,000 feet altitude.

Popularity of Automobile Determined by Performance

In combining performance with superior riding qualities, with economy of operation, appearance, ample speed and long mileage, the Milburn light electric has attained a degree of popularity only equalled by the reception accorded the prettiest debutante of the season, said Joe Eilford.

In talking of automobile popularity, it immediately develops that one primary characteristic performance, stands out as pre-eminently the controlling factor. All other features are secondary in importance and but a few minutes listening to the owner of a car which was bought "just for its looks" is a forcible education in what not to buy.

The public no longer patronizes the car which is resplendent with catchy novelties of design, little features of apparent comfort and convenience. They are wised up to the camouflage which these undoubtedly attractive specialties often portend.

Reliability of performance is wanted and must be proven before the prospect will give much if any thought to the lure of special equipment which goes with the car.

AUTO STILL HAS ADVANTAGE OF FLYER IN RACE

Two Cross-Country Trips Prove Superiority of Automobile for Long Journey.

"The present supremacy of the automobile over the airplane as a transportation factor was the one great fact conclusively demonstrated by the recent transcontinental army air service race," declares Guy L. Smith.

There were 62 starters in this great aerial derby, nine of whom were killed during the first eight days of the race which left a trail of broken and disabled planes strewn across the nation.

"Although backed by all the facilities of the United States government, the winner, Lieut. B. W. Maynard, took seven days, three hours and 21 minutes to cover the 5,400

miles of the journey from New York to San Francisco and return.

Auto Still Leads.

"And yet an automobile, a stock Hudson Super Six, three years ago established a record that still stands, covering 7,952 miles across the continent and return in only 10 days, 21 hours and three minutes. In battling its way over mountains, deserts and almost impassable roads, the motor car covered 2,552 miles more than the airplane.

"In addition, where the airplane had the freedom of the skies in its journey, the automobile was forced to check its speed in passing through more than 350 cities and villages. And at the finish the car was still in perfect running order while the airplane arrived with new wings which were replaced at San Francisco, a new radiator, added at Cheyenne and after the installation of a new engine near Omaha.

"Despite the many handicaps encountered by the motor car, its rate of speed for the round trip was just 3.31 miles an hour slower than that of the airplane, the automobile maintaining an average of 28.21 for the entire distance.

Every housewife should be an expert purchasing agent. She should know how to buy as well as the merchant knows how to sell. She will if she reads Bee advertising.

Auto Builder Says Boost of More Than 25 Per Cent Too Much

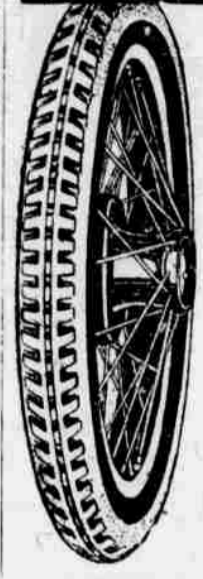
"The automobile manufacturers of this country are a bit indignant at the excess of profits made in other lines of business," said Stewart McDonald, president and general manager of the Moon Motor Car company of St. Louis. "The automobile manufacturer is a cost expert, because he is the buyer of a great variety of materials used by shoe, clothing and furniture manufacturers. We employ textile workers, sewing machine operators, leather cutters, metal workers, blacksmiths, machinists, tinmiths and a dozen other trades. Our purchases cover leather, such as is used in shoes, the cloth used in clothing, hair and spring cushion material such as furniture manufacturers use and many other raw materials. We are, therefore, in position to check closely the increased costs that shoe, clothing and furniture manufacturers are paying.

"We have come to the conclusion that there is absolutely profiteering in other lines. Nearly every item that people buy and wear had advanced 100 per cent or more. This includes shoes, hats, gloves, cloth-

ing and furniture. After making a close check of our cost figures, the Moon Motor Car company has found it only necessary to advance the cost of Moon cars 25 per cent over the prewar price. By comparison of our costs and those of the shoe and clothing and furniture industry, it would certainly appear that anything more than a 25 per cent rise in price is absolute profiteering."

See Want Ads bring results.

FREE Puncture Proof Inner Tube FREE



This is your chance to get a Puncture-Proof Inner Tube Free with each PUBLIC DOUBLE-TREAD TIRE ordered. These Tires are GUARANTEED FOR 5,000 MILES. They are reconstructed and practically puncture proof. Two hundred thousand (200,000) car owners are using Public Double-Tread Tires. These Tires often give from 7,000 to 8,000 miles of service. Remember you get a Puncture-Proof Tube Free with each tire ordered. Put one of these tubes in your tire today, inflate with air just like ordinary tubes, then forget punctures for 5,000 miles or more. ORDER TODAY. DON'T DELAY.

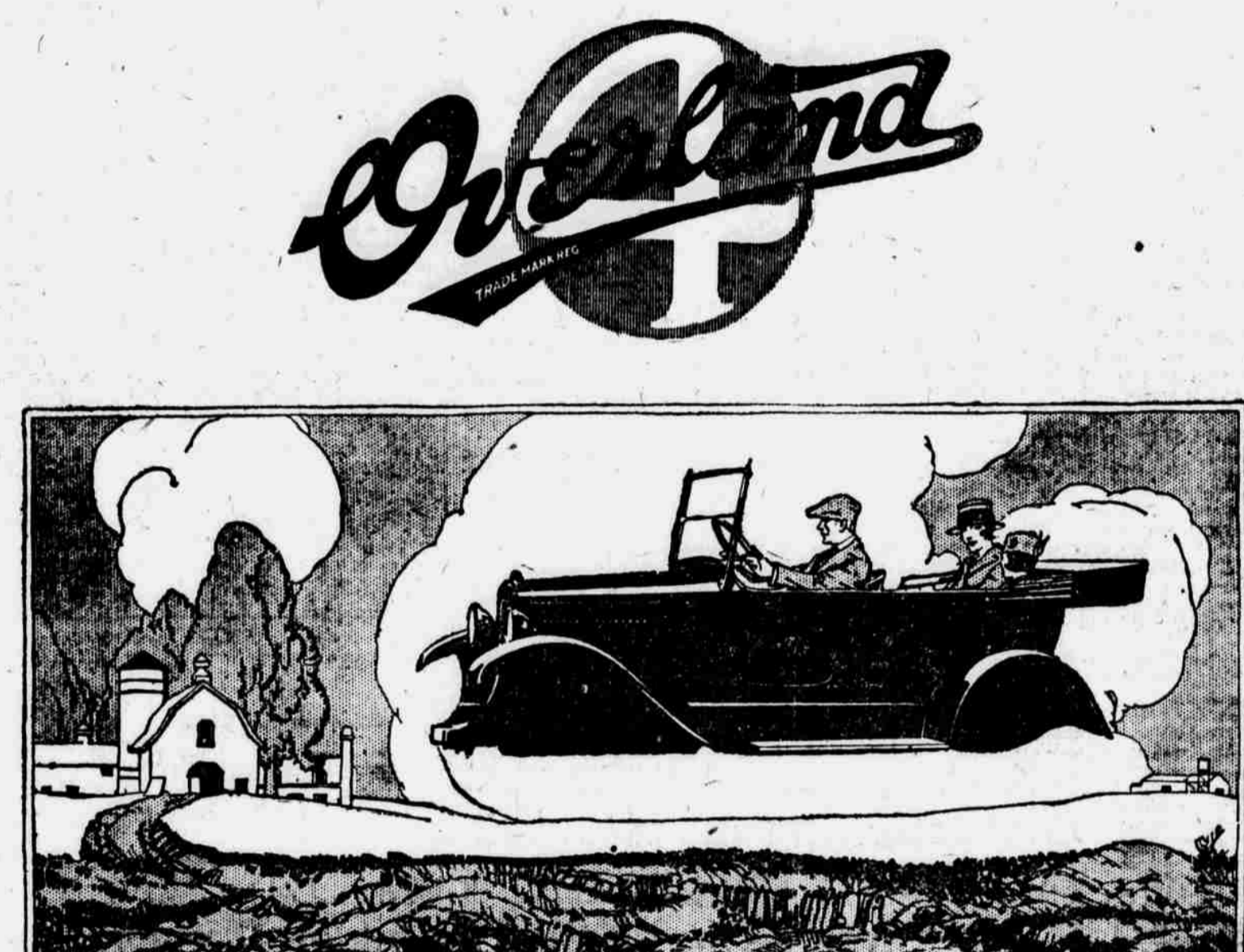
THESE PRICES INCLUDE TIRE AND TUBE:			
28x3\$ 6.90	34x4\$11.44
28x3 1/2\$ 7.20	34x4 1/2\$12.00
28x4\$ 7.50	34x5\$12.56
28x4 1/2\$ 7.80	34x5 1/2\$13.12
28x5\$ 8.10	34x6\$13.68
28x5 1/2\$ 8.40	34x6 1/2\$14.24
28x6\$ 8.70	34x7\$14.80

In ordering state whether S. S. Clincher, Plain Tread or non-skid is desired. Send \$2.00 deposit for each tire, balance C. O. D., subject to examination. 5% special discount if full amount accompanies order.

Require immediate delivery, send money order or cash.

PUBLIC TIRE CORPORATION

Dept. C-3513, S. Michigan Ave., Chicago, Ill.



With Three-Point Cantilever Springs New Overland 4 Seems to "Sail Over The Roads"

The new Three-Point Cantilever Springs of Overland 4, by their special construction and design, protect car and passengers from ordinary road jolts. Bumping, twisting, swaying and vibrating are wonderfully lessened. The blows of the road seldom reach you. There is less tendency to bodily fatigue after long rides.

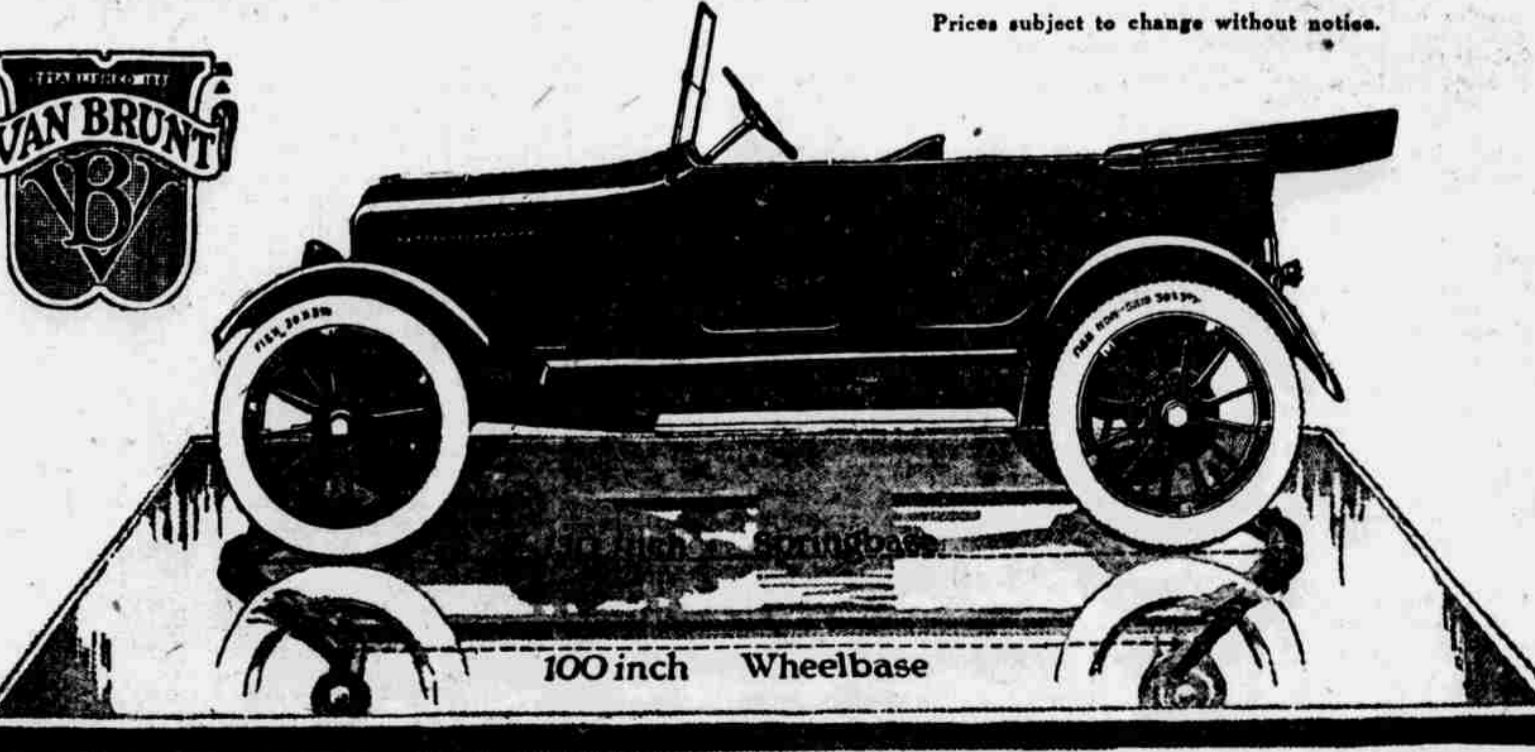
The springs of Overland 4 attached at the ends of a 130-inch Springbase give the riding comfort and road steadiness heretofore possible only with cars of long wheelbase and great weight, yet Overland 4 retains the light weight and economy advantages of 100-inch wheelbase.

Three-Point Cantilever Springs protect the car from the hammering and wear of road blows. They lengthen its life and reduce upkeep costs.

Equipment of Overland 4 is dependable and complete from Auto-Lite Starting and Lighting to Tillotson Carburetor.

250,000 miles of test have made the strength and endurance of this car a matter of record.

See Overland 4 at the first opportunity. Ask for booklet. Overland 4 Touring, \$845; Roadster, \$845; Coupe, \$1325; Sedan, \$1375. Prices f. o. b. Toledo.



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