

HORSE GIVES WAY TO MOTOR TRUCK

Kissel-Kar Company Presents Some Figures Showing Motor in Favor for Heavy Hauling.

IS ALWAYS READY FOR WORK

Concrete illustrations of what a motor truck will do in comparison with a horse-drawn burden equivalent, are not as easily obtained as laudatory generalities on the subject.

The motor truck is unquestionably doing great work in nearly all lines of business, but to get accurate figures for comparison is difficult because the average business man doesn't seem to keep his books carefully enough to be able to furnish them.

The Kissel Motor Car company has dug up one first using a fleet of Kissel-Kar trucks, that knew just what they are doing and also just what horses in the same duty, formerly did. The report says:

"Last year we kept an account of each of the trucks we own. We found that in the case of the four-ton truck, it cost us for gasoline, oil, tires and repairs, including all new parts used, \$2.68 per day, for 300 working days.

"We consider it advantageous to use a driver and helper in the operation of our trucks, which is an additional expense of about \$5 per day. We have also estimated as depreciation 15 per cent on our present inventory valuation, which amounts to about \$1 per day. Now let us add the items together and see what we have.

Gasoline, oil, tires and repairs.....\$2.68
Driver and helper.....5.00
Depreciation.....1.00

Total for one day.....\$8.68
"We have no trouble delivering each day four loads of four tons each within a radius of five miles, which you can see gives us a delivery charge of 55 cents per ton. You will, of course, understand as you decrease the distance you may increase the number of trips.

For Quick Delivery.
"When we first thought of using trucks for this delivery, we asked ourselves this question: Can we deliver as quickly and as positively with automobile trucks as we can with horses? After five years of test our answer is: Five years ago we were using twenty-five horses and this one four-ton Kissel-Kar truck.

"Today we are using a five-ton, two and one-half-ton, two-ton and one-ton Kissel-Kar truck and four horses. Eighty per cent of the orders that come in over the telephone are accompanied with the request, send it in one of those Kissel-Kar trucks.

"A horse drawn vehicle with two good horses drawing at the most three tons would not make more than two trips each day within a five-mile radius. Such a team will cost to operate at least \$5 per day, so it is quite easy to figure which would be the cheaper, forgetting the convenience, rapidity and up-to-date-ness on the truck over the horse.

"Again, barring serious trouble, when the truck comes in at night, it can, if necessary call, again go on another long journey after a good drink of gasoline, while the horse must be put in the barn for many hours rest before we can safely use him.

"With horses our deliveries were confined to a comparatively small circle; now we think nothing of going ten, fifteen or even more miles and compete with railroad rates when you take into consideration that we deliver direct from the store house to the spot where the product is to be used. For this reason the up-to-date auto truck user will get the preference often at a better price."

Heard at the Omaha Automobile Club

Downtown parking space is getting so scarce in Atlanta, Ga., that enterprising individuals are renting day spaces on vacant lots. Cars are checked in and out the same as in a garage and a guard is on duty all day.

Blind Turning to Gasoline.
The last few days of springish weather has started the metamorphosis. Blood is turning to gasoline and club members are starting to call up and ask about roads. What you know 'bout that?

And Still We Grow.
Even if Colonel Welch has left a lot of snow on the ground it does not seem to chill the "call of the club," for we increase about one dozen members per week.

Tourists Going Through.
George W. Rodefer, from Berthoud, Colo., a bit south of Estes Park, came through last week bound for Lafayette, Ind. Mr. Rodefer is a large ranch owner in the west, and even if the roads were a little zigzag coming through, his rough rider experience made him forget it. "Didn't see a bit of snow till we reached Hastings. We made the trip from Hastings to Omaha in nine hours. Roads were good. We've had some heavy snows in the mountains and cattle feed is rather scarce. If Douglas county does the right thing your bond issue will pass. It's the only way to get real roads. Colorado had some wonderful hard roads and the citizens wouldn't go back to the old dirt roads for anything."

Committees Getting Busy.
The different club committees for 1916 are girding up their loins for the coming year's work. Chairman T. F. Stroud is in California getting some pointers on good roads. Chairman Gould is considering some new ideas on road sign work and the club car will be kept pretty busy chugging around the local highways.

TOUGHNESS OF TIRE IS SHOWN IN ROUGH USAGE

An interesting demonstration of the firmness and toughness of the rubber used in Goodyear truck tires has just been staged by the Portland, Ore., Railway & Light company. A broad flat spot had been worn on the tread by an exceptionally bad skid of one of the trucks. As the tire was practically new the company naturally had no desire to scrap it, and hit upon the happy expedient of paring off the rubber on an ordinary machine lathe until an even circumference could be secured. One of the narrow strips turned off in this operation was twenty-one feet long, proving convincingly the extreme toughness of the rubber.

Women and the Motor Car

By HARRY M. JEWETT,
President Paige-Detroit Motor Car Company.

There is one activity in life in which women already have the full suffrage—in the selection and operation of motor cars. Whether the fair sex have seized the privilege or whether it has been magnanimously granted them matters little. The fact remains that in this country women are exercising that privilege to the full—and there are no good reasons why they should not.

When the first products of the industry wended their uncertain way over our streets and highways, it took courage for a woman to sit behind the wheel. It seemed a bit daring, just a trifle unconventional. Meadame, Custom and Precedent had not been consulted and agreed, those two straight-laced dames shook their gray curls and whispered behind their hands.

Fortunately, however, for the development of a great industry and the health, happiness and well-being of the people, the matter of women and the motor car was lifted from the narrow confines of fashion problem and placed securely on the basis of practical common sense—the basis of utility and healthful and enjoy-

able recreation. It merely became the question: "Can she drive a motor car with ease, comfort and safety?"

And thus the answer depended upon a development of the motor car along practical lines—the increase in comfort and luxury, the simplifying of control, greater ease of operation and the invention and perfection of such important accessories as the electric lighting and starting systems.

As these things were accomplished more and more women have taken to the motor car with joy and confidence. I do not know how many women drivers there are now in this country, but I do not have to quote statistics to emphasize the fact that thousands are driving cars. It is a condition we all observe every day on the streets of any and every city. And they are good drivers, safe drivers. Just watch one guide a big six through the mazes of a big city traffic and observe with what ease she handles her car. In the motor car world there are no longer any restrictions as to sex. The automobile is for women as well as for men and this fact is responsible for incalculable benefits to health and happiness.

But there is another phase of the relation of women to the automobile. Whether women drive or not they have an immense influence on the selection of the car the family is to own. An expert investigator traveling 42,000 miles in this country to ask dealers about this matter found that the men who sell automobiles, estimate the women—mothers, daughters and sisters—influence from 50 to 90 per cent of all purchases of cars.

Even if they do not intend to drive, women are virtually interested because they are sensitive to style impressions, to social impressions, to the desirability of owning a car that is well and favorably known by other women. In every family, style, comfort, convenience and economy are chiefly women's responsibilities. Any decision that hangs upon these is likely to be her decision.

And thus it is that woman is now a prime factor for consideration in the designing, manufacturing and merchandising of motor cars and the motor driven vehicle is no longer the special and exclusive commodity of man.

Gave Up Racing Game.
Years ago, Apperson Brothers were foremost in the racing game, but they gave it up because Elmer Apperson, the founder of the company, would worry about the fate of the drivers and mechanics. The safety of the men deeply concerned him and he would worry every blessed minute until an event was over.

CHEAPER CARS JUST AS GOOD

Estimates Show that United States Will Make 1,800,000 Cars This Year.

INCREASE OF FIFTY PER CENT

The present estimates of the Automobile Board of Trade indicate that American manufacturers are planning a production of 1,800,000 cars for 1916, as the statement of F. C. Ball, president of the Inter-State Motor company of Muncie, Ind. Mr. Ball is also head of the great Ball Brothers Glass Manufacturing company which makes the majority of the world's supply of glass fruit jars, and is considered an authority on questions of production and distribution in the industrial world.

"If this production figure is realized it means adding practically 50 per cent to the number of cars now in use. It means that in one year the buying public must purchase as many cars as were made and sold in the entire ten years from 1906 to 1915.

"Of course there is a constantly widening market for the automobile in the United States as cars become better and lower in price and as road conditions as

well as financial conditions become better.

"Added to this our foreign markets are greatly increased over what they were a few years ago.

"Just at present, the big question of the manufacturer is to make deliveries. The extraordinary buying at the automobile shows, and the shortage of materials among many manufacturers, have created unusual conditions for the spring months.

"We had anticipated this in enlarging our factory, buying materials in advance of the shortage and doubling our production.

"The next great question is going to follow close on the heels of this present demand and will be realized soon in the trade.

"Even the buyer of the cheapest car demands certain standards of performance, and quality.

"Manufacturers who merely cheapen their product to increase production are going to find a rapid decrease in sales.

"We are lowering price through added efficiency in manufacture and the quality and performance of our cars has not changed in any detail. This is the only answer to the next great demand and the only way to make possible the greatly increased sales of cars.

"Make cars cheaper but make them just as good."

Send Allen Chassis to the Omaha Motor Display by Express

"We are so proud of the Allen chassis, the motor and the Allen construction all the way through," says Mr. Changstrom, "that we have arranged for a chassis to be shipped us by express for the Omaha Automobile show."

"The outside of any car speaks for itself, but the hidden values smuggled down in the vitals of a motor or a chassis tell their story only on closer investigation. In other words, it is not so easily determined how a car is constructed until you get down into the inside of the car. A glance at this chassis will give you a better idea of the construction of the car than several hours looking at the outside.

"The Allen people have several chassis in use at the different shows and they are in great demand. The one shipped is to be forwarded immediately after the show to Pittsburgh."

Do not forget to take a squint at the classified pages before laying your paper aside. You may find a message of interest to you.

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