

MOTOR TRUCKS ARE RUSHED TO BORDER

Twenty-Eight Trucks Furnished by the White Company on Twenty-Four Hours Now on Way to Front.

TRAVEL ON SPECIAL TRAIN

CLEVELAND, O., March 18.—(Special Telegram.)—The speed with which American industries can be mobilized to supply the sudden needs of the United States army was demonstrated yesterday when a long distance telephone call from the War department to the White company resulted in the dispatching of a special train load of White army escort trucks to the Mexican border within twenty-four hours after the order was placed. This special train now speeding toward the border under special orders and full right-of-way carried twenty-eight trucks which will compose the first motor truck company of the United States army.

Twelve hours later the White company had supplied the personnel of this truck unit from a large number of employees anxious to serve. Thirty-four picked men enlisted to act as drivers, mechanics and truckmasters and the company left Cleveland in a special car under command of Captain James W. Furlow, U. S. A.

Although the ultimate destination of the company is unknown due to the censorship covering military movements and information the trucks will be unloaded at El Paso and begin their active service from that point.

The intention of completing the organization and equipment in El Paso is taken as an indication that the trucks will convey the column of General Pershing in the punitive expedition across the border.

Last of the Army Mule. The organization of the first motor truck company, which marks the last stand of the army mule, not only disclosed the speed with which military emergencies can be met, but revealed the degree of preparedness maintained by America's largest motor truck manufacturers.

The same flexible manufacturing facilities which have enabled this company to supply large fleets of motor trucks to big corporations on short notice enabled the company to meet this military emergency without loss of time. Smaller companies building trucks only as ordered would have required several weeks time to complete the necessary chassis following the telephone order for equipment.

The White company was able to put the twenty-eight trucks under a severe road test, load them on freight cars and start the train in less than twenty-four hours. Almost simultaneously the bodies for these trucks were shipped from the quartermaster depot at Jeffersonville and the bodies to be mounted on these trucks are the regulation army field wagon bodies that are familiar to most people and similar to those used in Cuba, the Philippines, Alaska and China. They are to be mounted on chassis of one and one-half ton capacity and will be fitted with the regulation bows and canvas covers which have been characteristic of the field wagons heretofore drawn by mules.

These trucks will carry three times as much as a six-mule team under the conditions to be encountered in Mexico and will be particularly valuable on long marches inasmuch as they do not have to carry the great quantities of fodder required by mules.

This is the first time that the United States army has made use of motor trucks in active service and the Mexican campaign is expected to reveal the comparative merits of the mule and motor truck under the most difficult conditions imposed by military service.

The organization of the first motor truck company consists of Captain James W. Furlow in command, one machinist, one mechanic and one mechanic's helper. Each of the three assistant truckmasters will have charge of nine trucks. To facilitate the supervision of this equipment the truckmasters will be equipped with motorcycles.

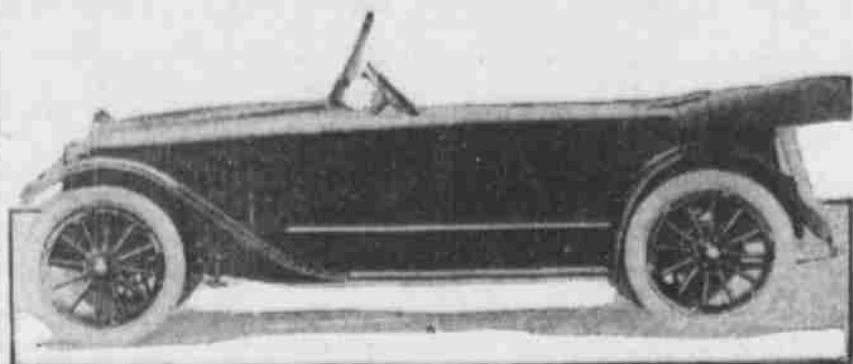
When Joe Schmiedl, who successfully drove the Buick little six up the hill last Tuesday, started up the grade with a Buick 1,500-pound truck, there were many misgivings to whether he would succeed and grave fears were expressed for the welfare of his load of five passengers. On the first two attempts the truck halted within a few feet from the top and slid back the grade, but on the next trial the power-wagon negotiated it without the slightest effort and afterward made several more trips up the incline as though it was an ordinary grade.

SERVICE MOTOR TRUCK CO. INCREASES ITS CAPITAL

At a recent meeting the stockholders of the Service Motor Truck company voted to increase the capital stock of the company from \$250,000 to \$400,000. The new issue of stock has practically all been subscribed by the present stockholders. This increase in capital stock was made necessary by the large increase in the sale of Service trucks. Two large additions to the factory have just been completed which practically double the capacity of the plant, but the directors of the company anticipate that this increase will not be large enough to take care of the business and are planning the erection of a large new plant in the near future.

Lumbago and Pains in the Back. At the first twinge of pain in the back apply Sloan's Liniment—relief comes at once. Only 5c. All druggists—Advertisement.

Francis Takes on the Detroit



The C. W. Francis Automobile company of this city has recently closed a contract to act as distributors for this territory for the new Detroit "six" and demonstrators have recently reached Omaha. They can now be seen at the Francis Automobile company's salesrooms on Farnam street.

Judging from the tremendous sales of these "sixes" throughout the country it is expected that the Omaha and surrounding public will soon be following the same trend as the rest of the country. The sixes are commencing to take their rightful place as leaders in the automobile field, and it is rather noteworthy that the new Detroit six-forty-five has proven one of the sensations and surprises of the 1916 season. This new creation was brought out for the first time at the Chicago National Automobile

show, and it aroused tremendous enthusiasm among the dealers and the general buying public. The car has since been exhibited in Buffalo, Kansas City, Minneapolis, Grand Rapids, Utica, Portland, Me., and Boston, Mass., and the company's president, Alfred O. Dunk, who was in personal attendance at the Chicago, Minneapolis and Boston exhibits, states that he was able to close contracts through dealers and distributors to care for a very large part of the total 1916 output originally planned. The new-Detroit Motor Car company was organized last July and continued service and output on Detroit cars without interruption, but they decided that it was necessary to bring out a model which would be a radical departure from anything which the previous company had heretofore shown.

AUTO MEN SOLVE FREIGHT TIE-UP

Studebaker Traffic Department Devises Scheme of Shipping Machines on Flatcars.

ALSO DRIVE CARS OVERLAND

If ever the resourcefulness and ingenuity of motor car manufacturers and dealers were put to the test and proved it has been during the past few months; in fact, ever since the famine in freight cars hit the country. It is safe to say that, as strategists, army generals had nothing on automobile traffic managers who successfully coped with the situation.

The story of how motor cars were moved, despite the freight congestion, is an interesting one, tinged with romance and adventure, and involving the matching of wit against wit.

With dealers echoing the clamor of automobile buyers for immediate delivery of their cars, the big problem became one of how to get those cars to their destinations. And it was one of the stiffest problems ever faced by the builders of motor cars.

A big factor, of course, was the unprecedented early demand for automobiles, foretelling as it did a record year for the industry. The months of January and February, dull in former years, have found the factories working full force this season, and even putting in many hours of overtime. Production schedules have been increased to take care of the greater demand. The Studebaker corporation, for instance, contemplates an output of 100,000 cars in 1916.

as compared with about half that number last year.

Sales Work is Easy.

The task of the sales department was an easy one alongside that of the manufacturing and traffic departments. It was not a question, as in former years, of how to sell the cars, but rather of how to produce them fast enough, and more especially how to provide facilities for shipping the cars that were built.

Due to the alertness of L. J. Ollier, vice president and director of sales, the Studebaker corporation has not suffered to any great extent. When the freight situation became acute Mr. Ollier started the traffic department to work, with the result that methods never before employed in the automobile industry were adopted.

As soon as it became clear that the shortage in boxcars would continue, Mr. Ollier instructed the traffic corps to introduce the use of flatcars and gondolas, and thus overcome the obstacle. For instance, a trainload of fifty-six flatcars, bearing \$25,000 worth of automobiles, was shipped to the Pittsburgh dealer, arriving twenty-four hours after leaving Detroit. Other trainload shipments went to dealers in Minneapolis, Chicago, Grand Rapids, Saginaw, Toledo, Indianapolis, Cincinnati, Cleveland, Youngstown, Akron, Canton, Rochester, Elmira, Albany, Hoboken, Boston, Providence, Bridgeport, Philadelphia, Newark and Omaha.

But even this plan did not entirely solve the situation. As a result, instead of waiting until spring as used to be the custom, many dealers came to the Detroit factory with members of their force and, clad in fur coats, drove cars over icy roads to their home towns within a 100-mile radius of Detroit. It was no unusual thing to see a string of bright new cars leave the factory, manned by dealers who were intent upon keeping delivery promises with their customers.

Still another method had to be re-

quently employed to take care of dealers at distances off the main railroad line. By this plan dealers would travel to a central point where a trainload shipment had been received, and four or five of them would drive away the cars that made up the entire consignment.

Cadillac Storm Curtains Quickly Placed in Position

Time was when the motorist overtaken by a shower, was compelled to disturb the other occupants of the car in order to dig out the storm curtains from underneath the seat cushions. Even after he had succeeded in extricating them, it required some time to sort them over and find the right curtains for their respective places.

In the meantime, everyone was painfully conscious of the fact that it was raining. A good example of how this annoyance has been overcome is seen in the Cadillac in which a most convenient method has been devised. When not in use, the curtains are held neatly overhead on the under side of the top. Being attached to the top framework, they are not apt to become lost or disarranged.

The simple turn of fasteners releases the curtains from their pockets and allows them to fall into their respective positions. They are always accessible at times when quick action is desirable and it is a simple matter to secure them

in their correct positions without even getting out of the car.

Another convenient feature is the manner in which provision is made so that the curtains open with the doors.

Three Stolen Autos Found in Few Hours

Thefts of three autos were reported to the police late Friday afternoon and before midnight the authorities had recovered all three.

Tom Mahoney, Omaha Grain exchange, reported that his car had been taken from Eighteenth and Douglas streets. It was recovered at Forty-first and Douglas streets.

John Lof, 215 Ohio street, lost his auto at Nineteenth and Cass streets. It was found at Twenty-first and Nicholas streets.

Charles Belangee, Fifteenth and California streets, reported that his machine was taken from in front of his home. It was found at Twenty-fourth and F streets, South Side.

Former Prisoner Sues Sheriff

John F. McCarthy, formerly a prisoner in the Douglas county jail, held by the federal authorities, has sued Sheriff McShane for \$5,000, alleging that when his cell was being scrubbed a jail employee spilled a bucket of scalding water on his legs, causing permanent injuries.

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