MOTOR TRUCK DUE

Will Save the World from Famine if European War Lasts a Long Time.

TAKES THE PLACE OF HORSE

The reason is not far to seek. In spite The one-ton Packard is a new addition the rule on account of the enormous de- duty field.

American diet. But what has this to do with the motor truck? Only this, that the work of the 19,000,000 horses and mules at present in this country can be better and more eco nomically performed by motor trücks. These animals eat a lot of food that rould far better be employed in the fattening of sheep and cattle.

Land Going to Waste.

It is an economic shame that \$0,000,000 States should be devoted exclusively to the raising of feed for horses and mules sheep is diminishing at the rate it is and this fact is sharply reflected in the high cost of living. During the period from 1900 to 1910 the number of food and dairy cattle in the country decreased by no less than 5,653,184 animals, or nearly 10 per cent of the total in 1910. During the same period the population increased from %,-M,575 to 97,008,497 people. If the number been an increase of about 18,000,000 of these eration in congested terminals. animals. That is to say, the country has about 23,500,000 less cattle than are necessary to maintain the showing of 1900.

dependable and economical form of transportation there is. It has given an impetus to the manufacture of motor trucks that is unparallelled even in the most spectacular periods of the brilliant history of the automobile industry. At one fell swoop it has killed the prejudice of horsemen against machine transportation. And besides furnishing this valuable and impressive object lesson, the war is fast eviding the economic situation which mplish more toward the banishment of the draft horse than fifty years of peace and peace propaganda.

It will not be surprising if on the menu of next year will be many dishes made from horse meat. Horses are not bad eating, and in several countries on the centinent of Europe they have long formed a staple article of diet.

Auto Will Come Into Own. If the United States has to feed the nations of Europe next year while farmers of that unhappy continent are soldiering at the front, it is obvious that it will be much too expensive a luxury to feed a horse. It will be far cheaper to keep a motor truck or an automobile, which at least doesn't cat when it isn't working, and which is far more sec stance-covering possibilities of the chine in a day's work.

There are many who will deny that the horse can be replaced entirely or even largely by motor trucks. This undoubtedly was true up to a couple of years ago, but the efforts of Uncle Sam's officient army officers have swept away this objection to machine transportation. For, at the instance of the quartermascorps of the United States army, there has been designed and perfected a motor truck that drives, brakes and atters on all four wheels; and by virtue of these qualities can go practically anywhere a four-mule army escort wagon can go. Uncle Sam's army has already a large fleet of quade, as the unusual tor trucks are called, and nearly every atoumer sailing from New York carries a consignment of quade to the European fighting armies.

Refutes Horse Arguments.
The objection of the horseman that the motor truck would not go through mud, sand, deep snow and over unusually steep bills is completely refuted by the per-formances of this wonderful truck.

On the rough and sandy trails of Death Valley, under a sun that is not exceeded intensity by the mid-day orb of the Saharu, a quad truck keeps up a steady schedule and incidentally is making for its owner a profit of several hundred dolare a month. This truck has replaced

of the tree-covered slopes of northern Minesota, in the great lake country, the mometer usually averages from thirty to forty degrees below zero during the greater part of the winter. The hills are me steep and rough that six-horse teams are used to transport supplies to the min-ing camps. A quad truck is doing the work two six-herse teams, and doing it notter and more dependably.

Quad Truck Superior. These are duties that hitherts have been denied to the motor wagon and given horses, not particularly because the coomical, but on account of the fact that the motor truck of yester-day simply could not handle the tob. The used motor truck, however, which is proving a triumph in the war in Europe. nd in peace in America, is capable of doing practically everything a horse can do, and a good many things a horse can-not do, such as providing a delivery radius of 100 miles or more from a town into the suburbs and farming district all

It is the inevitable that one effect of European war will be the breeding fewer horses and more cattle, and the sufacture and adoption of more and more motor trucks. These up-to-date, are the great lessons of the European

OLDFIELD RUNS THIRTEEN MILES ON GALLON IN RACE

An interesting fact regarding the amount of gusoline and oil that may be consumed by the big rading cars have been furnished by the Maxwell Motor sompany, in which they show that Barney Oldfield, driving 300 miles without a stop, at Corons, in a Maxwell rading car, nonsumed only swenty-three gallens of gusuline, or an average of thirteen miles per gallon, and three gallens of jubricating oil

TO PLAY BIG PART New Line Announced, Including Vehicles Ranging in Capacity from One to Six Tons.

ENTER THE LIGHT DUTY FIELD

An entirely new line of motor trucks is announced by the Packard Motor Car company of Detroit. The series, ranging in capacity from one to six tons, inclu-The motor truck will save the world sive, possesses numerous features that from famine if the great European war spell economy to the user and overcome lasts as long as Lord Kitchener thinks it the difficulties formerly identified with the installation of worm drive.

of the record harvests in the United to this well known family and marks the States last year, high prices have been entrance of the company into the light

mand from Surope. Wheat, which in Each unit is designed especially for times of peace would have sold around the duties required of a truck of that capacity. So carefully have the Packard mous supply, has been sold all the way engineers developed the new product that from \$1.10 to \$1.45 a bushel, and prices are it has taken three years for the forestill mounting. Corn is also going up in work. The preliminary trucks during the price, and with it will be dragged the cost of beefsteaks and other meat foods that are considered necessary to the mileage was established over the roughest road conditions to be encountered between Michigan and the Rocky moun-

> Design Unchanged. The matured design which has been evolved in the new models as the result of ten years' experience in building moter trucks will doubtless remain substantially unchanged for several years.

The builders express a complete conftdence in having achieved a truck design acres of the best farm land of the United which not only renders the maximum service with the minimum cost of upkeep, but also with the minimum attention and when the number of farm cattle and effort on the part of both the owner and his employes.

Evidence of the improved design of the new Packards is indicated in their substance of his argument: quietness of operation and their centraifsed control. The latter feature is of corn last year, against 114,000,000 bushentirely new in heavy duty trucks and els the year before. The wheat crop was
tion is: Shall I go to Collins with the plosion of the gas in the cylinders. means complete mastery of the vehicle from the driver's seat. The new models of food and dairy cattle had kept pace have left drive and left side levers, which with the population, there should have provide a greater ease and safety of op-Speeding Prevented.

The Packard motor is automatically governed to prevent overspeeding by The war in Europe is causing the United reckless drivers and the resultant abuse States to be drained of food supplies at of the vehicle. The carburetor is autoan alarming rate. But at the same time matically controlled and hot water jack-it has proven beyond the shadow of a doubt that the motor truck is the most geniously protected as to be practically mechanism

These newest of commercial efficiency machines have provision for electrical power take-off for operating independent

Despite large orders from Europe the Packard truck shops are prepared for early deliveries of the new models.

DETROITER SALES SHOW **BIG GAIN IN JANUARY**

A greater gross business during the first ten days of January than during the entire 1914 season, is the remarkable company of Detroit, according to the statement of Claude S. Briggs, president.



ken Rear Axle

UTOMOBILE construction has gone no further in securing quiet running.

THIS newest Timken axle is found in only the BET-TER CARS.

Rear Axle with spiral drive gear and Timken bearings DISTINCTIVELY Velic

1595

Some Day You Will Drive

OF ROADSTER,

er FOUR, . .

BET LIGHT BEK. - 1385

John Deere Plow Co. DISTRIBUTORS OMAHA, NEB.

NEW PACKARD TRUCK SERIES Two Largest Auto Dealers in Middle West



H.E. SIDLES

"Nebraska produced 179,000,000 bushels

Who said hard times?

look much like hard times.



LEE HOFF

64,218,000 bushels, against \$2,825,500 bushels With eight solid trainloads of Buick the year before. This wheat is selling automobiles speeding westward from the for approximately \$1 a bushel, against 71 factories at Flint to the dealers of Iowa, cents the year before. The net increase Nebraska and South Dakota it doesn't in the value of the wheat crop this year, therefore, is \$17.974,250. Last year's corn Harry E. Sidles, president of the Necrop, due to war prices, is worth \$30,000, braska Buick company of Lincoln, ar- 000 more than the crop of the year before. rived at Flint recently, taking with him On top of this last year Nebrasks pre-the largest single order of Buick cars duced nearly 1,000,000 more bushels of ever sold in middle of the winter season. barley, 3,700,000 more bushels of potatoes Sidles explained that he got his and 500,000 more tons of hay. All this

out neighboring states.

biggest order he ever saw at this time of year and demand cars, or not? All in favor raise hands"

is hardly necessary to say that all & s were raised. and that's the inside history of how

sidles happened to arrive at Flint

Cadillac Eight is Big Drawing Card at Any Auto Show

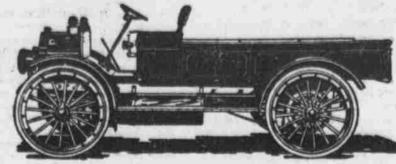
with the above mentioned order.

Cadillac is widespread was plentifully evidenced throughout the week of the Chicago Automobile show, just closed. There, as at the earlier New York show, the Cadillac was the center of attrac-

What occurred in and around the Cadillac exhibit at the hig eastern show was duplicated at the Chicago show. Reports from New York were to the effect that all through the week the Cadillac space was crowded with those eager to see the working of the cut-open, eight-cylinder chassis and hear the lecture by the denonstrators, and that in numerous instances visitors were unable to get close enough to see or hear. The same things took place at Chicago. The throng around the exhibit was dense at all times and those who were fortunate enough each day to get close enough to see and hear well remained from the beginning to the end of the demonstrator's talk.

The cut-open chassis gave the great majority of the visitors their first insight into the mechanism of the Cadillac Vtype eight-cylinder engine. Certain sections of the engine were cut away to afford a view of the moving parts inside, and portions of the crank case were made dealers together and delivered them a means, roughly, that Nebraska will have of glass , with the interior illuminated by little lecture on the business outlook and about \$75,000,000 more to spend this year means of electric lights. The engine was its relation to Buick sales. This was the than last. The same conditions exist in kept slowly turning over by an electric motor so that observers could see every-"Gentlemen, you know the answer thing that takes place inside the engine

Put your loads on an International Motor Truck



If you have not seen the International motor trucks on exhibition at the Automobile Show this week, go today and see them.

The two 1915 International models represent all that is best, most reliable, and most popular in trucks for light hauling and quick deliveries.

Of the two models, the 1,000 pound Model M. W. capacity truck has been on the market for eight years, and in that time has scored a record success. The other model-E of 1,500pounds capacity was brought into existence by the demand for a larger car, created by the success of the 1,000-pound model.

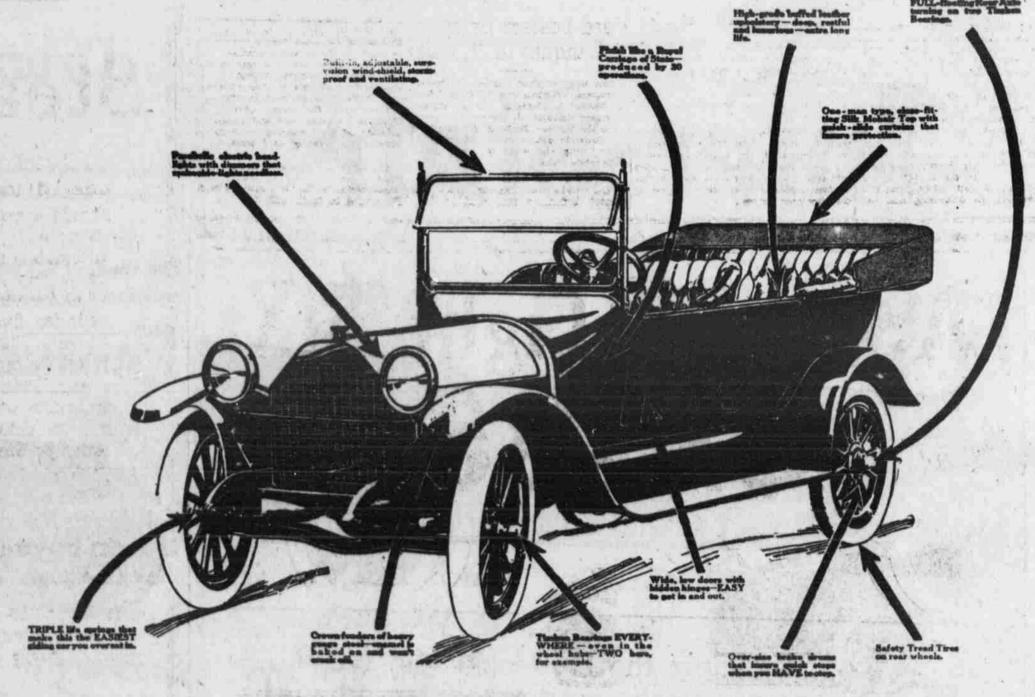
Come in and tell us about your hauling problems. Better do it at once, because the Show will last only a few days more. We can help you.

International Harvester Company of America (Incorporated)

Council Bluffs Lincoln Crawford Concordia Ft. Dodge Sioux City

-at the Show

-look for the Six that has



-all at a price of \$1385

VOU'LL find it there in the Studebaker Booth-Studebaker Booths No. 5 and 10-the Studebaker LIGHT SIX. And it's the one car that you want to see at the Show, if you don't see any other. For this is the SIX that's always a year ahead in price. 'Way last summer this Studebaker SIX was selling at \$1385 when every other SIX was hundreds of dollars higher in price. With that difference in price, this SIX was indisputably supreme

in the field of Light Sixes. But even as the other Sixes begin to drop down to the Studebaker price, it maintains its supremacy.

But judge for yourself-get the FACTS on all the Sixes at the Show -stand these side by side and see what each offers at the price. Studebaker will welcome any comparisons-for the simple reason that Studebaker has spared no expense, no effort to make this SIX as GOOD as a car CAN possibly be.

On view also at the Studebaker Showrooms Everywhere

Omaha Factory Branch, 2550-2-4 Farnam Street "Studebaker Wilson" Local Dealer, 2429 Farnam Street