

Instruction of Drivers Problem in Truck Service

Special Corps of Trained Road Engineers Organized by Harvester Co. for Buyers' Benefit.

"In contemplating a change from horses to trucks," says G. M. Durkee, branch manager of the International Harvester company at Omaha, "one of the first problems that looms up big in the minds of men in charge of the transportation in departments of stores, large bakeries, butcher shops, chain stores and so on is that of truck maintenance."

"This problem takes on particular significance because appropriations do not allow for trained mechanics as drivers. This means that, in addition to the strain of long stretches of necessary hard daily driving, will be added that due to abuses by men at the wheel. Because of the necessity of cranking, for instance, indifferent drivers are known to let their engines run for an entire operating day of 10 or 12 hours—a fearful strain on the engine when continued day after day. Continual overloading and oversteering, carelessly slambanging over ruts and bumps—these and numerous other malpractices naturally bring about unnecessary breakdowns.

Quick Repairs Important.
"When a breakdown occurs, however, it is exceedingly important that repairs be made as quickly as possible; for the loss of a single truck for even a few hours means a severe disruption in the owner's delivery system. Will the prospective truck owner be able to obtain service from a manufacturer or the man who sells him the truck in sufficient degree to nullify the disadvantage of poor operation? Will this service include a certain amount of instruction to offset the disadvantage of indifferent and untrained drivers so prevalent? Frequently the manner in which the man in charge of transportation is convinced that he will get the proper kind of after-sale service to offset the disadvantage named above, will largely influence him in his decision as to whether he will change to trucks or stick to horses.

Special Service Corps.
"The International Harvester company is one maker of trucks that recognizes the evils brought about by careless truck drivers and has organized a special service corps to counteract them. From its 33 branch houses, located in strategic business centers throughout the country, 30 out thoroughly trained engineers whose sole duty is to inspect international trucks at regular intervals and check up on all sorts of bad practices. This service holds good for the life of the truck.

"When one of these engineers inspects a truck, moreover, he insists on the driver being present. He goes over the truck mechanism in detail with the driver. He asks questions. He instructs. He drives home the need of careful driving. He warns against overloading. In fact, he does everything in his power to make the man a better driver.

"Education of the driver is then an important feature of the International inspection service. By it both truck owner and public are benefited."

Firestone Live Wire Salesmen



The men in the above picture represent "Firestone's" Omaha branch selling organization. The Firestone Tire & Rubber company operates depots under the supervision of Omaha branch, at Sioux City, Sioux Falls, Lincoln and Grand Island, and these men work through these various points of distribution.

They make up one of the fastest selling organizations in the middle west, and are noted for their high grade merchandising ideas.

J. L. Baslin, local manager, states that these men were called to conference for an exchange in selling and merchandising ideas, and particularly to review the new features of Fire-

stone construction; especially, the month and exceeding by 299 cars recently carried through to victory the first four cars to finish in the Memorial day race at Indianapolis.

Mr. Bain further states, that out of 10 cars in the money in this grueling contest, Firestone gum dipped cords were full equipment on eight.

W. H. Conrad to Sell Stutz Here

Omaha's Territory Includes Nebraska and Western Iowa.

W. H. Conrad of Omaha has received the agency for the distribution of Stutz automobiles in this territory which includes Nebraska and western Iowa.

Conrad came to Omaha in 1913 as manager of the American Radiator company of Milwaukee. His later went to Des Moines as factory branch manager for the Studebaker corporation and remained in that position until about two years ago, when he came to Omaha to manage Omaha Motor Inn No. 1 and No. 2, which he had purchased.

In speaking of the new six which he drove through from Chicago, he said: "The ease with which the car made the trip was proof to me that it is built to stand any test that a driver might want to put it. We covered the 530 miles in record time, averaging better than 35 miles per hour actual running time.

"The performance, economy and sturdiness of the Stutz influenced me in favor of that car," said Mr. Conrad. "After satisfying myself with these qualities, the thing which finally made me sign for Stutz was the character and personality of Charles M. Schwab, owner of the Stutz Motor Car company of America and chairman of the board of directors of the Bethlehem Steel Corporation.

"Such a successful man as Schwab gave me the assurance that the Stutz factory and organization is permanent and aggressive. The Stutz factory is sound financially.

The new Stutz firm will be known as the Stutz Nebraska corporation, with temporary quarters at 3223 Leavenworth street.

92,335 Long Tons of Rubber on Hand in United States

Of the 195,027,797 pounds of crude rubber consumed in the United States during the first quarter of 1923, 83 per cent went into the manufacture of automobile tires. The total sales of

rubber products during this quarter amounted to \$235,660,349, of which 67 per cent went to tire manufacturers. The inventory of crude rubber in the United States at the end of that period, as quoted by Miller tire officials, showed \$2,335 long tons on hand and 45,093 afloat. The volume of tires and tubes made during the first quarter was \$156,908,000.

Radiator Mark 26 Centuries Old

Casting about for a new and original radiator mark, Stephens designer went back to the beginning of historic Europe to find the striking and characteristic emblem which will identify their new and enlarged line for 1923 to the man in the street.

Hackneyed initials, borrowed family crests and conventional devices were barred by the conditions of their search. The new mark had to signify Stephens—exclusively. It had to be distinctive, easily recognized, striking in form and color. They found what they wanted in the primitive Greek Sigma, or letter "S" of the first European alphabet used in the historic and artistic days of ancient Greece.

The Greeks had it from the men of Tyre and Sidon, those hardy craftsmen, builders and navigators who founded Carthage and helped Solomon erect his great temple in Jerusalem. In this Phoenician shape, it has come down to us on the famous Moabite stone, which dates from the ninth century, B. C.

By the Greeks, it was in use three centuries before Phidias built the Parthenon. That was six centuries before Caesar led his conquering legions into Gaul, and twenty-two centuries before Columbus set sail. Adopting the Greek alphabet in their turn, the practical-minded Romans sacrificed some of the beauty of the sigma to rapidly by cutting off the final stroke, thus establishing the form which the capital S holds to this day.

The initial is translucent vermilion enamel. The background is enamel in deep Burgundy red. The band of ivory enamel on which the name "Stephens" appears adds further to its high visibility.

A little gasoline in the water when scrubbing floors will quickly eradicate grease spots.

Cadillac Export Trade Is Growing

Four-Passenger Right-Hand Drive Victoria Sent to New Zealand.

A four-passenger Victoria, which would scarcely be at home on the streets of an American city, has just been shipped by the Cadillac Motor Car company to its distributor in Wellington, New Zealand. It has a right hand drive and the body is finished in turquoise blue.

The car was one of a shipment of Cadillacs going from Detroit to New York by rail and from there to Australia, New Zealand and the Island of Java.

The Cadillac company reports a rapid increase in export business during the past six months. Indications of the return of Hungary to the American car market is indicated in a recent order from Budapest, and H. C. Richards, Cadillac distributor at Adelaide, Australia, predicts a rapid increase of Cadillac owners among the Australians.

A coastal bus service with Cadillac cars as transportation units is conducted in Australia, and the same make of cars is used in mail service there, also in Java and New Zealand.

Auto Race Boom for Multi-Cylinder Car

With the winning of the Indianapolis 500-mile race by an eight-cylinder car for the third consecutive time, automobile engineers more and more will turn to the multi-cylinder car with small piston displacement for their future engine design, according to R. K. Jack, chief engineer of the Olds Motor Works, Lansing, Mich., who predicted, several days before the race, that this type of car would win.

Mr. Jack, himself the designer of the Oldsmobile eight, contends that smaller piston displacement in the multi-cylinder engine will, more than ever, become the vogue where speed is demanded by automobile owners.

See Want Ads P Produce results.

Packard Single 8 Makes Debut in Motor Car Realm

Belief Held June Will Set New Mark in Production—Ford Plant Now 20 Years Old.

By Universal Service.
Detroit, June 16.—With excellent weather stimulating motor car sales, all manufacturers are confident that June will set a new high production mark for the month, although it will not nearly equal the remarkable May record of 404,992 cars and trucks.

Manufacturing facilities are being rapidly transformed to handle the increasing volume of closed car sales. Motor car makers see in the unprecedented demand for the all-season type at this time of the year an indication that approximately three sales in four next winter will be closed cars. Preparations are being made accordingly.

The first of a string of startling announcements that will be forthcoming in the next few months covering new models is made public in the formal introduction of the Packard single 8 which supercedes the twin 6 in the Packard line.

Second "Straight 8."
Motor row has been acquainted with the Packard "straight 8" plan for several months but no definite information was available until today. The new Packard is the second "straight 8" now being built in America, Duesenberg in Indianapolis, having produced the type for several years.

In lines it closely resembles the Packard single 6 but with much longer wheel base. Two lengths will be available on the single 8, 138 and 143. Prices range from \$3,650 to \$4,950. Extreme simplicity and accessibility of moving parts are among the advantages claimed for the new car. It will be the first car in America to be sold with bumpers as standard equipment. It is equipped with four-wheel brakes which will also be standard equipment on several other models next year. The single 8 has a nine-bearing crankshaft.

Ford output for the week ended Tuesday night, again shattered all records, topping the 40,000 mark. Exact figures for the week are 40,346, which is 783 more than the last high week. All daily production records went by the boards Tuesday, when 6,788 cars and trucks were turned out.

Plant Has Birthday.
Particular significance attaches to the record set this week as it marks the 20th birthday of the company. The Ford Motor company was 20 years old June 16.

Rickenbacker continues to prosper, as is evidenced in the announcement of another 2 per cent cash dividend, payable July 15, to all holders of fully paid up stock of record as of June 30. This is the second 2 per cent cash dividend declared by this company in the current year and is to be paid from the earnings during the past three months.

Buick has set new production records in each of the last five months, surpassing all previous marks with a total output of 19,500 cars in May. At the present rate of going June will be even bigger. Lincoln

output for the week ended Tuesday night was 174 cars.

Auction Wednesday.

Auction sale of the Willis Sainte Clair company, twice deferred, will be held Wednesday at Marysville. The plant and property will be sold as a going concern. The factory is now being operated at the rate of more than 250 cars a month under the direction of the receiver.

W. C. Durant has added to his line of cars with the "Eagle," which will be available in fours and sixes. The Eagle four will sell for about \$525,

it is understood. The new car will be made in Flint and will be shown August 1.

Rumors that Cadillac will bring out an "eight-in-line" are emphatically denied at the factory.

Franklin Company Breaks Many Records

Shipments from the Franklin Automobile company for May aggregated 1416, setting up a new high mark for the month.

A collapsible boat, which when not in use, will fit in an ordinary trunk, has been designed in England. It is but a matter of minutes to make the boat ready for the water.

Giving Our Own Folks The Best The Wide World Offers

As automobile distributors, we are the point of contact between you and the great automobile industry.

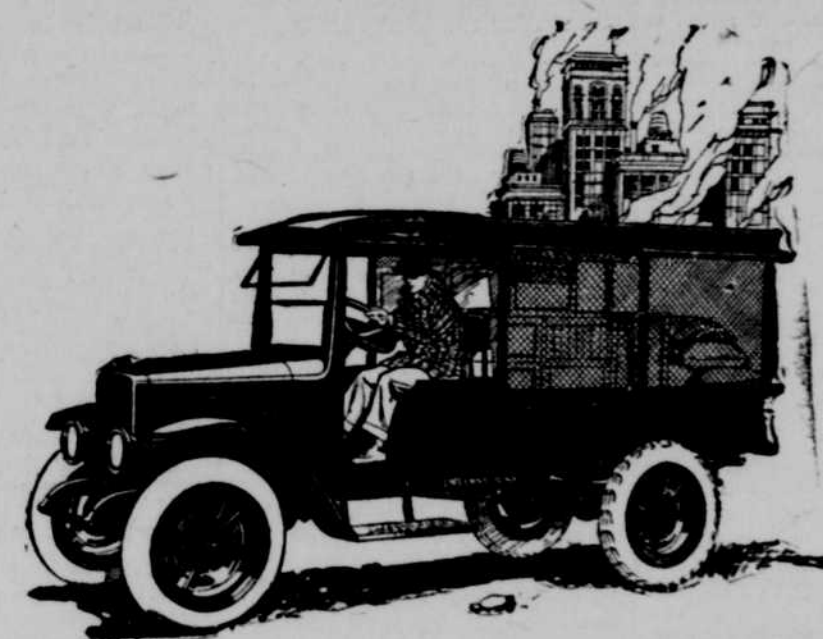
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GUY L. SMITH

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