

### MOTOR TRUCKS IN CITY USE

Almost Incredible Economy Effected by Them in Kansas City.

#### RESULT IS GREAT SURPRISE

Analysis Shows that Average Cost of Six Trucks for Three Months is \$125 Per Truck. Against \$500 for Horses.

Almost incredible economy has been effected by motor trucks in the service of Kansas City's street cleaning department and the taxpayers have benefited, by a saving of \$500 per month in one particular branch of the street department. This result was a great surprise to the city officials. While they looked for a reduction in the cost of departmental handling, and for greater efficiency in the work, they did not anticipate such a tremendous saving and the officials are enthused over trucks.

When the administration advertised contracts for six motor trucks about a year ago there were eighteen bidders, including all of the representative truck builders. Kansas City was then referred to as a hotbed of motor truck competition and it was freely predicted that the successful bidder's trucks would have to meet the most exacting conditions of service and at the same time be subject to the closest scrutiny of the public so far as operating cost is concerned.

Award of the contract was made to the United States Motor company, which markets the entire output of the Sampson motor trucks, built by the Alden Sampson Manufacturing company, 8909 afterward the street cleaning department placed three two-ton trucks and three three-ton trucks at work in the department.

#### Truck Beats Horses.

Almost immediately Commissioner W. C. Weaver found that each of the trucks displaced from seven to nine horse-drawn wagons. At the end of the first three months he made an analysis of operating costs and found that the average of the six trucks for three months was \$125 per truck, compared with \$500 per month for the wagons and horses which each Sampson supplanted. At this rate the motor equipment is saving \$35 per truck per month, or a total of \$105 for the six trucks. The saving pays for the entire fleet of trucks in less than six months.

Of course these figures do not take into consideration the depreciation which a business firm would charge off each year, nor do they make allowance for the renewals when necessary, but there is still a saving far beyond the fondest hopes of the officials. Commissioner Weaver declares that no city can claim to be up-to-date if it still employs horses and wagons.

### City Legislates and Declares for Use of Mufflers

The muffler has come and come to stay. The city council has declared for it and has declared that in the future all automobiles or other vehicles using gasoline or other explosives as a motive power shall be equipped with mufflers sufficient to deaden the sound of the explosion. The ordinance as passed by the

## Omaha Automobile Club is Booster for Good Roads



GOULD DIETZ



W.R. McKEEN, JR. - Vice Pres.



E. H. SPRAGUE - Pres.



LOUIS NASH - Sec. Treas.



DR. J. P. LORD

Much good has been accomplished by the Omaha Automobile club and there is still a wide field for this progressive organization to do more good work in Omaha and its vicinity. This club was organized several years ago and immediately took an active hand in helping city officials enforce the speed laws and also in boosting for good roads.

From its outset this organization was composed of some of the leading business men of Omaha and through their influence the city council and board of county commissioners were induced to fix up roads in many places which, for years had existed in an almost impassable condition. A notable example of this was the gap on Dodge street between Fortieth and Forty-sixth streets, where the macadam road starts on its stretch to Elkhorn. Although various petitions had been circulated and efforts made to have this stretch made passable, it remained for the Omaha Automobile club to really accomplish the desired results.

Numerous other incidents of like character might be cited where this strong body of men has done a vast amount of good, not only for automobile drivers, but for all who are forced to use the highways of the city. This club was largely instrumental in getting the city asphalt plant into its present efficient



FRANK A. FURAY



ROME MILLER



S. A. SEARLE

state. A few years ago the club tried the experiment of having club runs, but these did not pan out very well and they were

given up and the club put forth its efforts in other directions. Officers of the club are: E. H. Sprague, president; W. R. McKeen, Jr., vice presi-

dent; Louis Nash, secretary and treasurer; Dr. J. P. Lord, S. A. Searle, Rome Miller, Gould Dietz, Frank Furay and J. E. George, directors.

or within one block of any public garage within the city of Omaha.

### Individual Parts of Cadillac Auto Will Be Exhibited

The Cadillac company of Omaha, in addition to showing a cut-open chassis run by its own power, will have on exhibition at the Omaha Automobile show a complete set of parts that are used in the Cadillac car.

The Cadillac company wants every customer to take advantage of seeing part for part that goes to make up their car.

Their claim is a distinct advantage of a thoroughly standardized car—a car whose every part is exactly like every other part of its kind, without the variation of even the thousandth part of an inch where that degree of accuracy is essential.

Standardization means absolute interchangeability of parts. It means that when it is desired to replace one part a new one will fit, and fit correctly, without alteration in the slightest degree.

Standardization properly applied means the correct alignment of each part and that the parts will work in harmony with each other.

It decreases friction, it limits wear, it reduces automobile troubles to a minimum and it brings operating and maintenance cost down to the lowest notch. They will have gauges and fine tools to show the customers the accuracy of all parts.

Mr. Merrill, a factory representative, will be in attendance and will explain the parts in detail.

#### Adjustment is Simple.

Ingenuity has been shown in the design of the connection between the magneto and its driving shaft in Stoddard-Dayton cars. Adjustment is rendered simple and the timing may be advanced or retarded without removing the magneto or disturbing the magneto shaft gear.

### DELIVERY IS BIG PROBLEM

Merchants Have Tendency to Systematize Traffic Departments

#### FLEXIBILITY IS ESSENTIAL

Proper Loading and Proper Routing Are Also of Importance—Great Economy Can Be Secured by System.

"There is a strong tendency among progressive merchants to give their delivery problem very serious consideration in an endeavor to bring about a systematic adoption of motor trucks that will not only result in economies of operation, but that will increase delivery efficiency as well," said Leo Huff of the Nebraska Bulk company. "In this connection the matter of flexibility in delivery service is an essential, and this flexibility can be best achieved through the installation of a number of small units, rather than in one or two trucks of heavy duty capacity."

"The proper loading and proper routing are also of much import; it being much better business to operate trucks over comparatively short routes with the loads so arranged as to require a minimum labor and attention on the part of the operator. Short routes with a frequent schedule as a much better practice than a long route of a heavy duty truck carrying its load on the outward trip and returning to the base without a load. It is almost as expensive to operate an unloaded truck as it is to run one loaded to its capacity."

#### Economy in System.

"Great economy can also be effected by the proper systematizing and arranging of the loads so that there is practically no waiting between trips on account of loading and unloading. In the case of horse delivery systems it was common practice to figure upon certain loading time between trips in order that the horses might receive rest. This element, of course, does not exist in the mechanical transportation system, and as a consequence merchants can figure on operating trucks practically all the time."

"In a large fleet of light trucks, where the investment will permit of a certain percentage of spares, it will be found to work out to the best advantage. It is recognized as a good investment proposition to have a certain number of spare trucks proportioned to the size of the fleet. These spares will provide for unusual demands, and at the same time enable the quick substitution of a truck in case of temporary disablement of one of the regular fleet. Where it is practical the use of interchangeable loader racks facilitate the handling of parcel deliveries. Interchangeable racks can be loaded at the store or distributing points, so arranged that the driver will not have too many packages to handle or be required to give more than the minimum amount of attention in delivering the package to the customer."

"Some difficulty in the past has been experienced in the use of motor trucks for the reason that merchants have been inclined to experiment with different makes. The result of this has been the installation of a lot of trucks of various styles, with the result that much difficulty has been experienced in the upkeep and necessary repairs."

The key to success in business is the judicious and persistent use of newspaper advertising.

### Clean Design Idea is Illustrated in the Hudson Models

"Clean design," the engineering motto that Howard E. Coffin has been preaching for years, is typified in the Hudson exhibit at the Omaha Automobile show, where models of the new self-starting Hudson "B" are shown. This news was received today by Guy T. Smith, the Hudson dealer.

The roadster touring car and torpedo models of the Hudson are being shown. Valves and motor in the new self-starting Hudson "B" are enclosed, thus rendering them impregnable to dust, dirt and grit, this being the accepted design this year by such famous foreign cars as the Lancia, Isotta, Renault, Napier and Fiat. Mr. Coffin, who is vice president of the Hudson Motor Car company and has the record of having built six famous cars and never having created a failure, eliminated approximately 1,000 parts by such engineering ingenuity as is exemplified by abolishing the fan in front of the engine. The fan on the Hudson is in the fly wheel, as is the clutch, thus a single part is made to perform three separate functions successfully.

The most careful work is shown throughout the car and is responsible for its simplicity. The two-bearing crank shaft of the Hudson is the accepted type today in the best American and European practice. The location of the carburetor on one side of the engine and the intake valves on the other allows the gases to be drawn between the cylinders and through a considerable portion of the water jacket. This warming of the gases gives the best possible mixture and this construction is new in American engineering practice.

The clutch on the Hudson is the multiple disc type and is declared one of the most perfect made today.

# THE Lexington

## The Car of Real MASTER Specifications

Including Electric Light and Self Starter

And the price only **\$1,775**

**To the Automobile Buyer**

Dozens of factories now produce automobiles. You may have selections from hundreds of styles and models and still encounter practically no risk of getting a car that is worthless from a satisfaction-giving standpoint. The motor car is perfected and simple. It is no longer an incomprehensible piece of machinery. The fact remains, however, that some manufacturers give a far greater value than others. This is true of the Lexington. Compared with any good car on the market, the Lexington is actually worth more of your money than we ask for it. No other car in the world, selling for less than \$2,500 to \$3,000, include the high grade standard specifications that make up the Lexington at only \$1,775. It has never been duplicated and it still has an open season before it with not a competitor in its class. Can you consistently make a purchase without first seeing the Lexington?

TRULY THE CAR OF HONEST VALUE

**Dealers**

If you want a car to sell that will make the purchaser's neighbors say "I want a car like yours," then see us about the territory in Nebraska, Iowa and South Dakota where agency is not now contracted for.

## E. R. Wilson Automobile Co.

Factory Distributors. 2018 Harney Street.