

CONVERTS AUTO INTO TON TRUCK

Truckmobile Enables Owners of Pleasure Cars to Make Big Hauls.

HAMMER TURNS THE TRICK

It seems but yesterday, so rapid has been the improvement and changes in the motor car industry, that we gazed with awe upon the creation of Elwood Haynes and the other pioneers.

Step by step and year by year each year brings forth some radical improvement, until now we have a car that seems indeed the ultimate car. But what has become of the old cars? Junked, you say. Perhaps many of them have been, but with the high-test steel of the present day a motor may be a little old-fashioned, but still good for years of active service.

Many owners of old cars with delivery problems on their hands sought to utilize the old car with a makeshift body and usually succeeded in a small way. They at least demonstrated the crying need of a practical device whereby the old cars could be made into a real truck.

In answer to this popular appeal came the idea of a truck unit, though in a crude mechanical form. But following in the footsteps of the rapid development of motor cars themselves, so, too, has the truck-unit idea been given much engineering attention with the logical mechanical development.

One of the best examples of the perfection attained by engineering brains is the Truckmobile.

Built in Chicago by the Commercial Truckmobile company, a large concern headed by E. F. Kirchner, this truck unit is pronounced by mechanical experts to be the last word in engineering skill, plus the best of materials used and admitted points of superiority.

In general application to cars the Truckmobile does not involve any idea that is new, but it does without question emphasize the old truck-unit idea with some splendid and exclusive improvements.

The Truckmobile is making over a pleasure car—particularly a Ford—into a one-ton truck, offering wonderful ease of installation. It may be accomplished with very little work and in a remarkably short time by any man who can handle a hammer, wrench and drill.

Is Easy to Prepare
All that is required is to remove from the Ford chassis the rear wheels, brake arms, brake rods, brake drums, lifting the Ford rear axle into place in steel bracket clamps securely attached to the side. This makes of the Ford rear axle a jackshaft in the truck chassis. On the end of the Ford rear axle, now serving as a jackshaft, are placed and easily attached two bell sprockets unique in their construction.

These sprockets key onto the jackshaft the same as the Ford rear wheel does to its axle and a driving sprocket is thus created of greater stability than in any other truck unit that has come to our attention.

Naturally the Truckmobile bell sprocket does away with the necessity of cutting or mutilating the Ford rear axle in any way or taking down Ford rear housing.

In spring construction, placement and suspension, the Truckmobile brings forth the idea that is novel and practical. In the use of three springs—two of them side springs and one of them a cross spring or auxiliary spring—the truckmobile is like a number of other truck units already on the market. Most of the others, however, use side springs much heavier than the cross spring.

Truckmobile engineers contend that the big bulk of hauling is done in carrying light loads. As the side springs are the ones to be brought into use in light-load hauling, Truckmobile engineers have taken care not to make these springs so heavy that they fail to deliver the necessary resiliency under load hauling. That is one reason why the Truckmobile rides easy when a half or three-quarters of a ton load has to be hauled.

When a heavy load is put on the cross spring (suspended from a cross member directly upon rear axle) is brought into play.

But the big feature of Truckmobile engineering as far as its spring construction is concerned is the suspension of the side springs from the lower side of the frame. Truckmobile side springs are not suspended at the side of frame as in other truck units, but interspersed between frame and axle. In asking one of the Truckmobile engineers the "why" for this construction his reply was as follows:

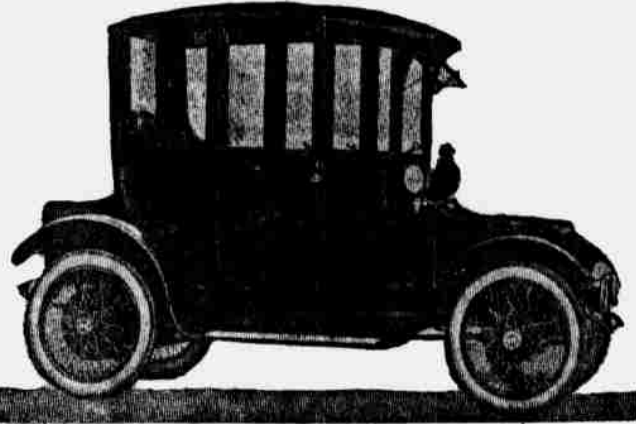
"If you should try to lift a weight above your head, would you thrust your arm holding the weight diagonally above you, or directly above your head? Well, the spring suspension on the Truckmobile is exactly the same. By keeping the spring directly under the frame of load the strain of springs and rest of chassis, including bearings, is tremendously and continuously reduced to a minimum."

Features of Advantage.
In addition to the special features concerning jackshaft, sprocket construction and spring construction and suspension, the Truckmobile also offers features of advantage. The frame of the unit before attached is 166 inches. After being attached to the Ford chassis it makes a truck with a wheel base of 133 inches—five or eight inches longer than any other truck units. The advantages of the longer wheel base are naturally apparent at a glance.

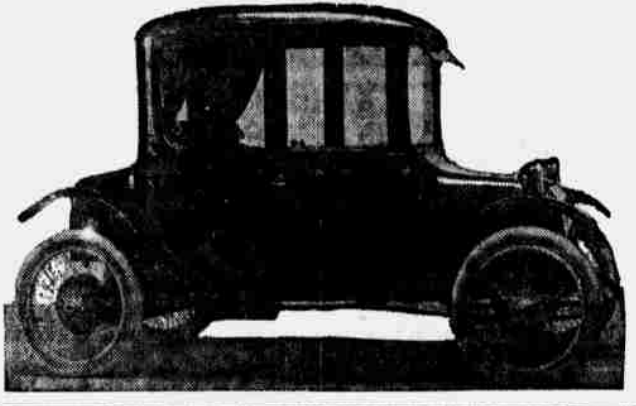
Every one who has ever driven an automobile knows that with increased wheel base comes easier steering ability and likewise greater ease of riding. In addition to this advantage the Truckmobile, by its increased wheel base, permits of loading space back of the driver's seat where the hauling of light but bulky merchandise enters into the problems of the one-ton truck user.

With length of frame and longer wheel base the Truckmobile has likewise included a wider frame—41½ inches wide. With a frame of this width it is able to accommodate a much wider body than it would otherwise be able to do and upon doing away with all likelihood of sideways of body and load, so wearing to truck mechanism. In its rear axle construction, the Truckmobile uses a heavy axle, 2¼x2¼-inch forged steel construction, designed, like every

Rauch & Lang Electric



Milburn Light Electric



other Truckmobile part, to take care of a load of one and one-half tons instead of a ton, which is its claimed capacity.

This truck unit is manufactured by a company of big resources and facilities for turning out thousands of these truck units this coming year. The Commercial Truckmobile Company, manufacturers of Truckmobile, maintain their general office at 1606 South Michigan boulevard, Chicago.

Three 5-Ton Machines Save \$30 Daily in Sand Haulage

Unlike most contracting companies, the Rodgers Sand company of Pittsburgh has found a practical utility in not confining itself to the biggest motor truck units, says the Power Wagon. In addition to three five-ton machines, the Rodgers company has a two-tonner. This vehicle is found to be of particular advantage in caring for lighter hauls. Its reduced upkeep is an economy.

The Rodgers company has been a motor truck user for nearly five years. The first machine in service, a five-ton motor truck, has actually improved itself. It is now covering more mileage and carrying a greater tonnage than ever before in its history.

The Rodgers company believes that the depreciation of the machine, judged by its performance, has been virtually nothing as far as actual service goes, and that it would be business folly to trade the vehicle in for another. Instead, at the proper time, the company plans to have it overhauled and kept in service. Herman Rodgers, one of the directing heads of the company, expresses the opinion that a good motor truck, even in the hard contracting service, should be able to give ten years' service with reasonable care and proper overhauling.

This company's machines work about 200 days per year. Four miles per gallon of gasoline are obtained under normal conditions with the five-ton machines. The two-tonner shows a five-mile average. About fifty miles a day is the average mileage when the busy season keeps the vehicles in active service.

Ten miles is the maximum distance covered from the yards. The company retains fifty horses for nearby work, but would gladly discontinue them all if machines could be operated at as great an economy in street work.

This company has two yards in Pittsburgh from which sand and gravel are hauled to building operations throughout the city. Two million tons of sand and gravel are taken yearly from the beds of the Allegheny and Monongahela rivers at their confluence to form the Ohio. This work saves the government the need of doing any dredging.

Moving Pictures Used in Teaching Selling, Advertising

Monday night, F. C. Rudisell, local manager for the Firestone Tire and Rubber company, will give a talk and show moving pictures on selling and advertising at the Central High school auditorium at 8:30. There will be three reels, representing a young salesman's experience on the road selling automobile tires. It portrays the disadvantage of a salesman starting out without the technical knowledge of salesmanship and the aid and help of advertising.

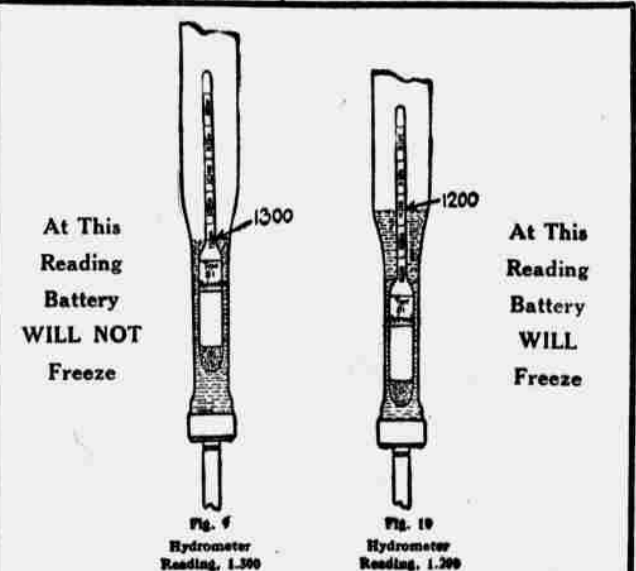
The original purpose of this film, called "The Link," was for the benefit of the Firestone Tire and Rubber company's sales conference, held once a year in the factory in Akron, O. During the session last fall there were a number of people in attendance who were members of commercial and ad clubs. As soon as the convention was over there were a number of demands by these people, asking for the use of this film at their meetings. It was first shown preceding this convention at the Commercial club in Cleveland, where a number of outside people saw it. It seemed to fit in and answer a need of the Murphy Paint company, Willard Battery company, Stewart's Speedometer people and a number of other large concerns who used it at some of their conventions. The demand was so great that the Firestone company had to have a number of prints taken from the original film.

Mr. Rudisell realizing the value and educational qualities of the film prevailed on his company to send it to Omaha for use here. The picture is put on by the salesmanship classes of the evening high school, taught by Nelson C. Wood. Anyone interested in salesmanship is invited to attend.

First Motor Truck in Honduras Received in Honduras

The first motor truck seen in Ceiba, Honduras, if not on the entire north coast of Honduras, arrived from New Orleans recently to be used by an ice manufacturer. As makers of motor cars have been actively trying for some time to introduce motor-delivery cars on this market, the arrival of this truck is something of an event. There is an opportunity for truck sales to the plantation owners. The planters, however, are quite skeptical on this point, believing the trucks would mire in wet weather.

Bee Want Ads Produce Results.

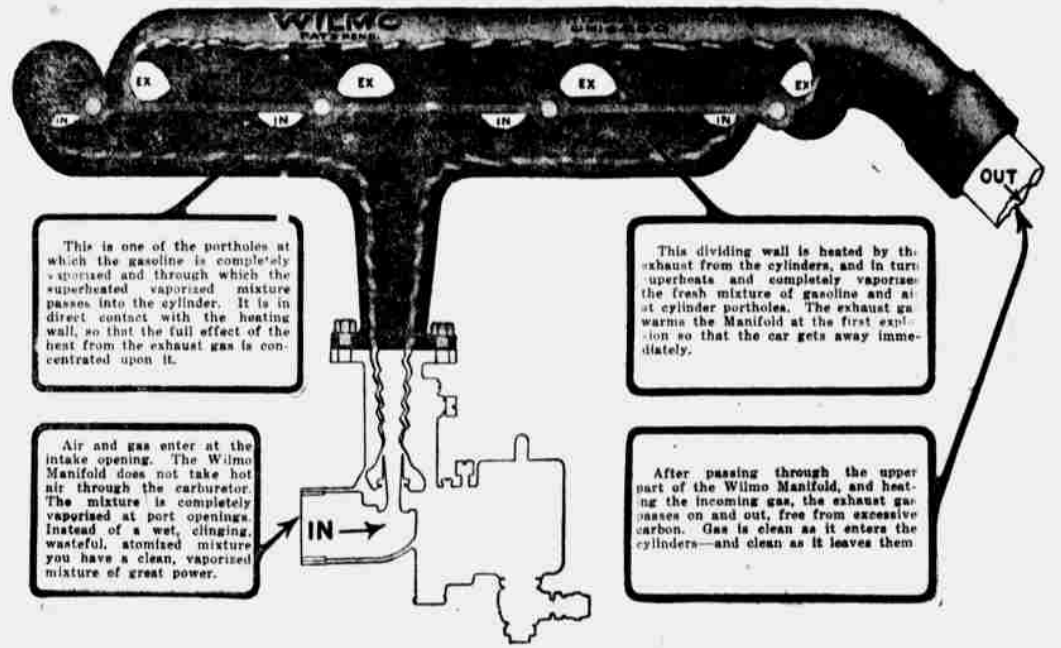


With EXIDE Storage Batteries and DELCO Starting, Lighting, and Ignition your winter problems are solved, no Frozen Batteries.

Delco Exide Service Station
2024 Farnam Street
Douglas 3697. Omaha, Neb.

Wilmo Manifold

AN IMPROVED MOTOR PART SOLVES THE FUEL PROBLEM



Increases Gasoline Mileage

42% to 54% by Actual Official A. A. A. Tests

Completely Vaporizes Gasoline—Practically Eliminates Carbon

AFTER you have seen the wonders of all Motordom at the Automobile Show, your visit will not be complete unless you see that which makes every engine a better engine, every lubricating system a better lubricating system, every carburetor a better carburetor—

The **WILMO MANIFOLD**—the greatest recent offering of science to motoring. A few pounds of metal, so ingeniously devised as to awaken the admiration of the most advanced engineers—attached to the automobile engine in a few minutes with a monkey-wrench, with truly remarkable and officially proven results.

Convincing A. A. A. Tests

The **WILMO MANIFOLD** utilizes the heat of the exhaust gases to superheat and completely vaporizes the incoming mixture.

Every drop of gasoline of whatever grade does full duty — no shirking — no half-hearted explosions — every explosion clean, snappy and full-powered — no wet, sticky residue left to trickle down into the lubricating oils to destroy their effect — or to score or scratch cylinder walls and so cause undue wear of both walls and pistons.

The car gets away immediately with all cylinders hitting.

Tests made under the direct and exacting supervision of the American Automobile Association itself show an increased gasoline mileage of from 42% to 54% as the direct result of **WILMO MANIFOLD** efficiency.

And with this increased mileage is the further important factor of carbon reduction — virtually all troubles due to carbon being eliminated — with the consequent saving of time and money.

Solves Long Standing Problem

All car manufacturers today are experiencing trouble on the score of poor mileage, bad lubrication, or excessive carbon — or all three.

The fault is not theirs. They have developed the mechanics of the car to the utmost.

WHITTIER COMPANY

Home Office,
First National Bank Building,
Chicago, Ill.

Automobile Necessities

Omaha Branch
Temporary Address
401 Sanford Hotel

Special Exhibit and Demonstration During Automobile Show

At U. S. Rubber Co., Omaha Branch, 1608 Harney Street

OMAHA SERVICE STATION H. W. Levering Machine Co., 311 South Twelfth Street.

DEALER—Call at our exhibit at the Omaha Rubber Company and arrange to see tests of the Wilmo, as compared with Standard equipment, similar to official tests of the A. A. A. Prove to yourself that the Wilmo is all we claim for it. Tests will be made Thursday.