

MOTOR TRUCK REAL SELLER ALONG ROW

Demand Now Is Far in Excess of the Output of the Various Factories.

"The season of 1917 is rosy with prospects for the motor truck industry and the manufacturers of motor trucks have many reasons for feeling optimistic over the future of his business," asserts W. A. Young, special representative of the Chicago Pneumatic Tool company. "The well known makers have closed the most prosperous year of their history. Many of them have been far oversold. At no time during the past year has the output of Little Giant models been equal to the sales.

"This was due to the heavy volume of business during the early part of 1916, necessitating great increase in our facilities, while we had difficulty in securing enough steel and other raw material to keep up with the demand. Now, however, we are in excellent shape. We have greatly increased the capacity of our Chicago Heights factory, the 'Home of the Little Giant,' and have been able to contract for delivery of a generous amount of material for the coming twelve months.

"While the price of horses has steadily increased, the cost of motor trucks, despite the greatly increased costs of labor and raw material, has shown no appreciable rise. This is due in the case of the Little Giant to the fact that that production has greatly increased, resulting in reduced overhead.

Motor Truck System Cheap.

"It is now therefore, actually cheaper to install a motor truck delivery system than a horse and wagon delivery system. Firms installing delivery systems for the first time are invariably installing motor trucks, while firms which now use horse and wagon systems recognize that motor trucks are vastly more economical to operate, more durable and less troublesome, and are making the

change to motor trucks as rapidly as their finances permit.

"The time is not far off when every farmer will consider a motor truck as necessary a part of his equipment as the plow. Good roads also mean that the business men in towns and cities will extend their delivery systems into the surrounding country, and motor trucks are not only more economical for rural delivery, but they offer the only means by which long routes can be covered.

Dealers Take a Hand.

"Another condition that helps the motor truck manufacturer sleep well at night is the attitude of the pleasure car dealers. Many of them are indicating that they will devote a large portion of their time this year to the sale of motor trucks, whereas their efforts in the past have been confined solely to pleasure cars. This condition is due in part to the increased competition in the pleasure car field and the increased demand for motor trucks.

"During the next few years a good motor truck will sell itself, as good pleasure cars did in the past, while pleasure cars will require more and more selling effort."

"The Little Giant is now on exhibition at the sales rooms of the Haarmann-Locke Motor company, 2429 Farnam street.

Says He Finds Omaha Men Enjoying Fine Business

On his return from his visit to Omaha with President Haas, President Sharon of the Kansas City Real Estate board told his fellow realtors that he found "Omaha real estate men enjoying very fine business, almost approaching a boom, although it can hardly be called that, as it has been going on for two or three years. To give an idea of what is going on there, over \$8,000,000 of business property has changed hands in the last eight months. One investor in Omaha has purchased over \$1,500,000 worth of property since February 1, and the day after the war declared bought \$200,000 more. Property valued at \$525,000 changed hands in the first ten days of April. Additional property is going well. A large number of homes are being built and property platted."

SALES MANAGER FOR THE HAARMANN-LOCKE CO.



Announcement has just been made to the effect that L. C. Kesterson, formerly sales manager of Henry & Co., signed a two-year contract with the Haarmann-Locke Motors company, distributors for the Little Giant truck. Mr. Kesterson is well known in motor truck circles throughout this section and is one of the pioneer truck men of Nebraska. Under his contract with the Haarmann-Locke people, Kesterson will act as sales manager of the truck department.

Perry Some Traveler.

From Atlanta to the Cuba, then to the Cincinnati Reds, and from Cincinnati to Boston, is the route traveled by Pitcher Scott Perry this season before he landed a job as hoover for the Braves.

HUDSON CARS RUN HOME WITH BACON

Win Most of the Big Prizes in the Races Staged on the Cincinnati Auto Speedway.

"Four Hudson Super-Six specials were entered in the speedway races at Cincinnati, May 30, and everyone of them finished in the money," said Guy L. Smith. "Three of the Hudsons started on the 250-mile classic, against a field of twenty-eight cars, and all endured through the terrific contest against costly special racers, finishing second, seventh and ninth, respectively.

"A fourth Hudson easily outclassed its opponents in the free-for-all race, averaging 87.98 miles an hour, and winning under wraps. The nearest competitor of the Hudson averaged 81.55 miles an hour.

"So far as commercially built cars are concerned, the Hudson Super-Sixes finished first in both the 250-mile classic, which was run at an average speed of 102.48 miles an hour, and in the free-for-all.

An Eye to Racing.

"The Frontenac racer, driven by Louis Chevrolet to first place, was built at great cost with an eye single to racing. There are no Frontenac stock cars. The entire edition of Frontenacs consists of the three racers, which engaged in the Cincinnati speedway races. They were specially built throughout of extraordinarily expensive materials. They weighed a trifle over 1,600 pounds. Any one of them cost more than the entire Hudson racing fleet, which consists of converted stock Super-Sixes, altered at slight expense, and weigh-

ing 2,400 pounds—an extra burden of 800 pounds or 50 per cent heavier than the winning Frontenac.

"The Hudson racer, which finished in second position, was driven by Ira Vail, and maintained an average speed of close to 102 miles an hour. Its time for the 250 miles was 2:27:57. Had it not been for two tires letting down on the flying Super-Six, enforcing costly stops at the pits for tire changes, it is probable this Super-Six would have won. Louis Chevrolet, driving the winner, did not make a stop. He finished sixty-seven seconds ahead of the Super-Six. No Hudson car entered stopped except for tire changes.

Better Than Expected.

"When the Hudson Motor Car company decided to enter racing it announced at the outset that it did not expect its fleet to win many or even a few of the big races. The Hudson intended only to demonstrate the endurance of the Super-Six stock car, and it chose the speedway, where motor cars are subjected to the most terrific abuse in high speed contests. The Hudson people said they would be satisfied with nothing less than that all the Hudson entries keep going at a high average speed, and to finish in all instances.

"In the first important speedway event they fulfilled 100 per cent of this contract. All finished. One finished first, one second, one seventh and one ninth—all within the money.

"The Super-Six, which finished seventh, was driven by A. H. Patterson, Hudson dealer at Stockton, Cal., and a road race driver. But this was his first race on a speedway. The other Hudson was driven by Ralph Mulford.

Callahan Wants Schmidt To Return to Base Ball

Manager Callahan of the Pirates is trying to secure "First Baseman 'Butch' Schmidt, who still belongs to the Braves, but has been in retirement since 1915.

SALES SUPERVISOR FOR SCRIPPS-BOOTH.



Fred B. Clark

F. B. Clark, supervisor of districts, and W. J. McLaughlin, service manager of the Scripps-Booth corporation of Detroit, Mich., spent several days this week with W. M. Clement, distributor of Scripps-Booth cars in this territory.

Mr. McLaughlin is installing a country-wide factory service proposition whereby every thirty days two expert mechanics will visit Omaha and other important centers. This idea, while perhaps not altogether a new one, will be a source of considerable satisfaction to the Omaha owners in this vicinity, as an evidence

that the factory has not lost sight of them.

Mr. Clark is on one of his periodical visits to the various large distributors and is on his way to St. Louis and other southern points.

New Utility Car Announced By Velie Motors Company

Those who have country estates, whether they be pretentious or humble, as well as those of us whose auto must necessarily serve many purposes, may be interested in the new utility car announced by the Velie Motors corporation. The Velie utility car is built on the Velie Six chassis and therefore has in its make-up the features of Velie construction, improved motor, Timkin axles, push-button starter and every desired equipment. But the body is entirely different from any motor type yet produced. It has the grace and finish of a pleasure model, but the carrying capacity of a light errand car. The rear of the body forms a large open space for packages, but may be converted into passenger use by means of removable seats. The front seats are divided, allowing entrance to the rear compartment, while a rear dropgate permits ready handling of whatever burdens are to be transported. A permanent canopy top with snug-fitting roll curtains protects the vehicle entirely.

Thierichens Charged With Conspiracy and Smuggling

Philadelphia, June 9.—The federal grand jury here today indicted Max V. Thierichens former captain of the seized German auxiliary cruiser Prince Eitel Friedrich, Adelbert K. Fischer, Mrs. Helena Fischer, his wife, and Henry K. Rohner of this city on charges of conspiracy and smuggling. In addition Captain Thierichens was indicted on a charge of violating the Mann white slave act.



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