

U.S. ARMY WANTS STANDARD TYPE OF MOTOR TRUCKS

Officers Estimate That Between 30,000 and 50,000 Will Soon Be Required to Care for "Sammys."

The committee on automotive transport of the Council of National Defense has announced that, as an outcome of a conference of motor truck manufacturers, engineers, representatives of the quartermaster corps of the army and of the committee held at Columbus, O., July 20, the results of which have since been approved by the War department, the motor truck makers of the country have agreed voluntarily to co-operate with the War department in carrying through a continuing standardized motor truck building program for the requirements of the American army.

The Columbus meeting was attended by fully 200 representatives of the industry and its action insures the organized assistance of the country's motor truck makers in providing an ample supply of military motor trucks for government service, says The Power Wagon.

For immediate service in France, the government either has already ordered or will place orders in the near future for enough motor trucks of modified commercial type to take care of the first expeditionary force. Even after the standardized motor truck is approved, such orders will be continued so that the fullest possible use will be made of machines of the type now in the service of the allies, which some American firms are now building.

Baker Helps Out.

In the meantime the secretary of war has set aside from the contingent fund a sum sufficient to complete the work of standardizing parts for a military motor truck, based on the best American and foreign experience, which will serve in the future as the standard American army vehicle. Much of the work already has been carried out voluntarily by the members of the Society of Automobile Engineers, co-operating with the officials of the quartermaster corps. It is hoped that under the new authorization of the War department the entire work of designing and testing will be completed before January 1, 1918, and that construction of the new standardized machine can then begin.

Troops Demand Motors.

The experts of the quartermaster corps, together with their civilian advisers, have reached the conclusion that it is only by a thorough standardization program, by which all manufacturers of parts can be turned to making the same interchangeable designs, that the army can be assured of ample supplies for possible greater demands on the capacity of the industry in the future. It is pointed out that not only will the demand for motor trucks grow as more American troops go abroad, but that if future allied offensives should drive the fighting more into the open, more rapid and extensive supply transport facilities will be needed. The standardized motor truck, whose design is finally to be completed under the department's authorization, will be entirely suitable for commercial purposes, as well as being the best military machine yet designed.

Some Builders Protest.

The decision of the government to adopt standardized designs of motor truck parts, announced at the Columbus meeting by Captain W. M. Britton, engineer of motor transport, quartermaster corps, provoked protests from a number of manufacturers of motor trucks. These concerns said that the fact that they had supplied a great many motor trucks to the allied governments for war service, and that similar orders were continuing to come in, indicated that the machines had proved satisfactory, and further that it was impossible for the government to improve upon the designs represented by the products of those makers. In opposition to this view, Captain Britton said that present military conditions in Europe—relatively easy service due to the unchanging battle lines—could not be expected to continue, and that the new conditions to be encountered in all forward movements would impose greater transport difficulties than the campaign in Mexico, which had been reckoned as unusually severe.

Standard makes of motor trucks will probably be purchased throughout this year, in the opinion of Major C. B. Drake of the quartermaster general's office, but those bought thereafter will be of the government's standardized type. It is expected, said Major Drake, that he government will order between 30,000 and 50,000 motor trucks within the next twelve or eighteen months. Divisional motor trucks are to consist of approximately 140 cargo motor trucks and the munition trains of approximately 400.

New \$1,000,000 Company to Manufacture Light Trucks

The Turnbull Motor Truck and Wagon company has been organized with a capitalization of \$1,000,000. W. O. Allen of the Allen Motor company is president of the new organization.

Mr. Allen estimates that the plant has a capacity of 5,000 to 10,000 trucks per year, since the Turnbull plant lends itself admirably to large-scale production of motor trucks.

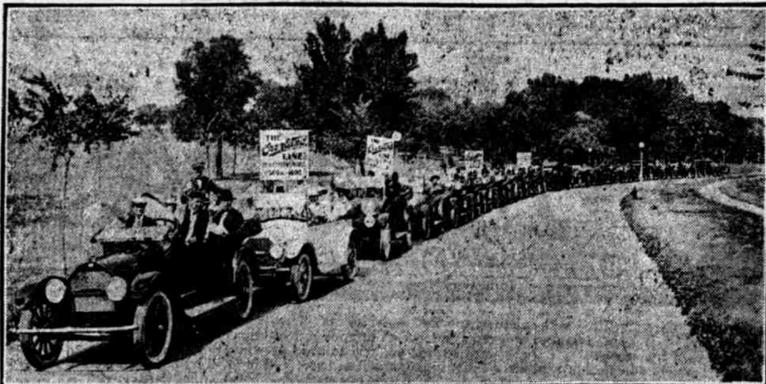
Regarding the new enterprise Mr. Allen said:

"Several of the new trucks for test and demonstration purposes have already been built and put into service. These initial models have met with remarkable success and a reception by the trade that assures, without question, the sale of the first year's output of the company, especially in view of the fact that there are not enough motor trucks of this type and capacity to fill the demand at the present time.

"The Turnbull truck, as the product will be named, has a capacity of one and one-half tons with sufficient strength for 50 per cent overload.

"It is too early to state just what the Turnbull truck will sell for. However, because of manufacturing economies evolving from this combination of interests, a popular price is assured.

OVERLAND CARS ON PARADE—Local agency takes visiting dealers on a drive through Omaha parks. (Photo taken in the Happy Hollow district.)



The above picture illustrates a unique parade staged in Omaha Thursday by the Willys-Overland Inc. branch for the purpose of displaying its models. There were twenty-six models of automobiles in the parade and each one carried several United States soldiers. The colors of the three leading cars was very fitting for Uncle Sam's boys. The leading car was red, the second white and the third blue.

Farmer the Big Buyer Of the Motor Trucks

"No automobile man who attended the Nebraska state fair at Lincoln should have any further doubt regarding the future of the motor truck," asserts J. M. Opper of the Jones-Opper company. "Nor should he doubt the fact that the farmer will be the chief buyer.

"Farmers, of course, will still use the horse to some extent. That goes without saying, because the horse is able to perform some tasks that the motor-driven vehicle never can perform. However, the fact has been brought home to the farmer that a horse employed where a motor truck can be used is false economy for several reasons. For instance, it requires several acres of ground to grow

feed enough for one horse, but it makes it impossible for that ground to be utilized for growing saleable produce. Then, too, where the motor truck can be used it is a great deal more efficient. The work can be done in a shorter time with less effort."

Seven Thousand Hudsons Are Driven by Farmers

The American farmer is the modern Croesus. This fall his purchasing power will be greater than ever.

The farmer of today is an authority on automobiles. His natural aptitude has given him an added interest. He knows cars and car values. In the great farming states of the west and middle west there are more automobiles per capita than in New York

City, and with 40,000 Super-sixes now in operation it is a conservative estimate that over 16 per cent are owned by farmers.

Less than 1,000 bushels of wheat will purchase a Hudson, and it does not take many hogs at \$18 a hundred to buy a car.

Automobile Man to Leave For Trip Through the West

W. M. Clement of the W. M. Clement Motors company will leave soon for a two months' trip through California and the west coast states. The business of the Clement Motors company will be directed by Mr. McCullom during Mr. Clement's absence.

Bee Wants-Ads Produce Results.

Franklin is Popular Car Among Professional Men

"Numerous proofs of the popularity of the Franklin among doctors and professional men come to our attention from day to day," asserts H. Pelton of the Franklin Motor Car company. "The elimination of many parts and particularly the radiator makes a

strong appeal to the man who hasn't time to bother with numerous adjustments."

"Last week," asserts Pelton, "a friend of ours met a physician in a southern Minnesota town who had traveled over 300 miles for the sole purpose of trading for a Franklin roadster which a friend of his wanted to trade for a touring car.

"The doctor had owned a Franklin once before and claimed it was the most satisfactory car for his business because of its simplicity. This doctor is also a huntsman and says the one thing that makes a Franklin the hunter's car is that there is no radiator to freeze. The car can be left standing for hours without a thought of freezing."



have been accepted as unquestioned values at all times, because they were built by the Chicago Pneumatic Tool Co., a concern well able to turn out the best and satisfied that inferior trucks spell poor economy.

Duntley Hydro-Pneumatic Gas Generator

is an exclusive feature of the Little Giant, enabling users to burn half gasoline and half kerosene, or if necessary, pure kerosene. It guarantees a saving of 50% in fuel costs.

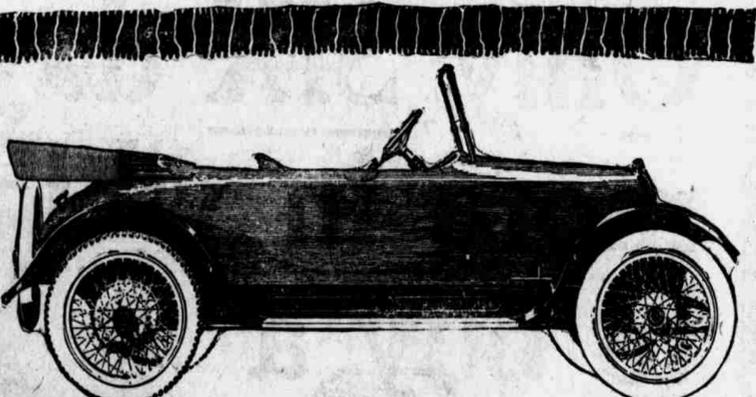
1, 2, 3 1/2, 5-Ton Complete Trucks Also a Convert-a-Car

insure your getting the truck best suited to your needs.

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Come in and see this car. It has the smartest style of any car ever produced to sell at so low a price. In fact it is the only smart sport model among low priced cars. And it is as economical as it is smart. The motor is a wonder—smooth—lively—powerful—yet with a very low consumption of gasoline and oil. It has cantilever rear springs which make it exceptionally easy riding and easy on tires. The unique seating arrangement provides comfortable room for four large people. And it is just as comfortable for a big man as for a little woman to drive for the front seats are adjustable forward or back. Five wire wheels are included in the price. Come in and look it over.



Country Club

\$795

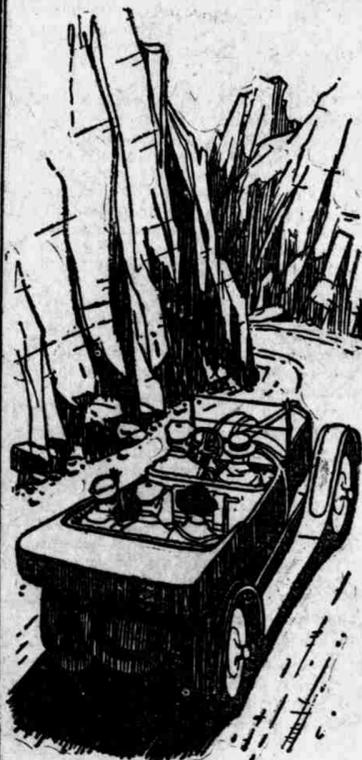
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Your GRANT Six will never mortify you by "laying down" on the hills.

And when you "let 'er out" on the level stretches you ride easily and comfortably and really enjoy the exhilaration of swift travel.

Your satisfaction with the GRANT Six is completed by an economy which is unrivalled. Owners average 20 miles to a gallon of gasoline and 900 miles to a gallon of oil.

Come in and see the GRANT Six. You'll admire its lines and roominess, as well as its performance.

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