

## AUTO TRUCKS HELP OUT CAR SHORTAGE

Many Dealers Are Now Using  
Big Power Wagons to Do  
Work Formerly Done  
by Railroad.

J. H. Hansen, sales manager of the Orr Motor Sales company, returned Friday from a tour through western Iowa and southern Missouri. Mr. Hansen reports great prosperity in the rural districts. Farmers everywhere are harvesting the corn. The roads and highways are in wonderful condition for fall touring.

"Merchants and manufacturers everywhere this winter must face a transportation situation which in hundreds of instances threatens the very existence of their business activities," says Mr. Hansen. "Everybody knows what conditions were last winter, how it has become increasingly difficult to get delivery of goods in the past few months, and a little study shows that conditions will be even worse this winter. To meet the situation, the railroads are working with great energy and patriotic spirit. Railroad presidents and their traffic experts are devising plans to make one car do the work of two."

"Yet despite all these endeavors a lack of railroad transportation is still with us. The ice and snow of winter will make the situation worse. Business men of foresight are meeting the situation by purchasing heavy duty trucks. These mighty carriers not only will aid in moving freight over 40 mile hauls as the railroads have asked, but actually now are keeping many a factory running. The powerful six-tonners are being more and more extensively used in inter-city hauling, being used by contractors, between terminals and warehouses, by coal men, wholesale grocers, packers and others who must have heavy loads transported quickly and surely."

## Vellie-Monroe Agencies Pass To Crumbliss-Van-Doren Co.

Friday of last week the business of L. E. Doty, incorporated, passed into the hands of the Crumbliss-Van-Doren company, and the new firm took over the building leases, parts, stock and organization. The new company will distribute Vellie and Monroe cars in Nebraska and western Iowa.

Both Mr. Crumbliss and Mr. Van Doren are well known to the automobile trade in this community. Mr. Crumbliss was at one time an automobile distributor in the south Platte territory, and recently has been in the banking business. Mr. Crumbliss disposed of his bank holdings last July in order to re-enter the automobile business.

Mr. Van Doren has been a distributor at Lincoln for a number of years and has backed, at various times, the Cutting, Maxwell and Chevrolet. During recent years he has been the south Platte distributor of Vellie and Monroe cars. This is the second time that Van Doren has purchased L. E. Doty's interests, the first being the Maxwell agency at Lincoln.

J. S. Tucker, who was with L. E. Doty, Inc., as assistant manager and general sales manager, will remain with the new firm in the same capacity.

Billie Hall will have charge of the service and parts department, and the balance of the organization will remain intact and be added to.

## Body Plays Important Part In Service of Motor Trucks

Motor trucks are about as common now as pleasure cars. In the city, through the country and on the farm one finds them. They are becoming as fixed in business life as heat, electricity, typewriters or the telephone. Expert mechanics have improved the mechanical parts of standard trucks, such as the GMC, so that the dependability and pulling power is assured. Distributors of trucks throughout the middle west are now giving particular attention to various types of bodies. There was a time not long distant when the farmer believed the motor truck was only adapted to city hauling. One reason for that was

because the motor truck was only seen equipped with a body suitable for hauling dirt, furniture, freight, groceries, or other things that the city truck must haul. It is not uncommon now, though, to see a truck equipped with a lumber box ready to haul wheat, a hayrack to haul alfalfa or prairie hay, a flat topped body to haul sacks of grain or high sideboards for hogs and cattle.

The dairyman of Nebraska is finding the motor truck a money maker. In one instance a farmer hauled daily 28 cans of milk to town in just 22 minutes, while by team it used to take him one hour. During the busy season of the year an hour and 20 minutes saved each day more than paid for the upkeep of the motor truck.

The Nebraska Buick Auto company, realizing the important part bodies play in the serviceableness of motor trucks, give particular attention to the body for each truck which it sells. It suggests to the user the type of a body which will most nearly meet his needs and with the service of a local body-making firm is able to give quick and effective service to every purchaser of a GMC motor truck, home today.

## Auto Industry Goes "Over the Top" for Bonds

"There is probably no one industry in the United States that went 'over the top' more handsomely in Liberty bond subscriptions than did the automobile industry," says General Sales Manager John D. Mansfield of the Dort Motor Car company. "As far as the manufacturing corporations themselves go, I have yet to hear of one that did not exceed expectations in answer to this important 'showdown' of patriotism."

"Factory employes generally came through with the utmost liberality and the news we have from the retail trade completes a chain of reports that makes us thoroughly proud of the men who build, market and sell our cars."

## Palmer Rim and Wheel Adopted for Airplanes

Adoption by the Society of Automotive Engineers, sitting in Washington, of the Palmer rim and wheel for aeroplanes affirms once more the

desire of the War department and agencies working with it to unify all military equipment used by our allies on the western front.

The Palmer rim and wheel is at present used on all British aircraft. By adopting it for use on our planes it makes it possible in the event of an accident to either a British or an American machine while landing to replace immediately a shattered wheel with a standard one.

The B. F. Goodrich Rubber company is the sole licensee of the Palmer tire in this country and it was at the suggestion of the Goodrich company that the society unanimously accepted the British rim and wheel for recommendation to the government.

## Auto Row Has New Concern In Gates Half-Sole Tire Co.

Omaha has added another new concern to its ever-growing Auto Row, which will be known as the Gates Half-Sole Tire company. The new company will locate at 2522 Farnam street in the old Marathon tire location and will be in charge of E. M. Shepard.

The Gates Half-Sole tire is manufactured in Denver by the International Rubber company and has grown to be a great favorite among western motorists.

The Gates idea is not the utilization of two old tires in constructing a new one, but is based upon the idea of retreading. An outer tread or half-sole, as they call it, is securely glued to the carcass of an old casing, thus making a casing which will stand a written guarantee of 3,500 miles.

## Pontiac Man Tells How To Conserve Gasoline

Frank K. Parke, general manager of the Olympian Motors company, Pontiac, Mich., has gotten behind the movement to conserve gasoline and has written a letter to numerous automobile dealers throughout the United States, urging them to stop wasting gasoline.

Parke claims that if motorists would stop running motors while cars are standing, if mechanics would stop using gasoline to wash their hands and clean car parts, if motorists would quit joy riding and drive at an average speed of 20 miles per hour, if

truck drivers would shut off their motors when making deliveries, almost enough gasoline would be saved for our daily war needs.

## Big Demand Now for The All-Year Auto

"Never before have we had such a heavy demand for all-year cars as during the last three months," says C. E. Giltner of the Kissel-Kar. "While 75 per cent had their cars delivered without the all-year tops, they were emphatic in ascertaining that they could be quickly supplied just as soon as the weather necessitated a closed car."

"This indicates that car buyers recognize the increased efficiency and economy which this type of automobile insures, giving uninterrupted use of their cars in comfort, no matter how disagreeable or extreme the weather may be."

## Franklin Breaks Record For Auto Production

Breaking production records is getting to be a habit with the Franklin Automobile company and this condition seems particularly expedient these days when the demand for this economical car has so greatly increased.

Only a few weeks ago the company reported a factory production record of 285 cars per week, and now comes the announcement that 294 cars, an average of 53.4 cars per day and for the five and one-half working days of the week, have been constructed in a single week. Since the fall schedule calls for 242 cars per week, it is apparent that the producers are striving at least to keep ahead of the schedule outlined for them, even if they cannot keep pace with the sales demand for the Franklin car.

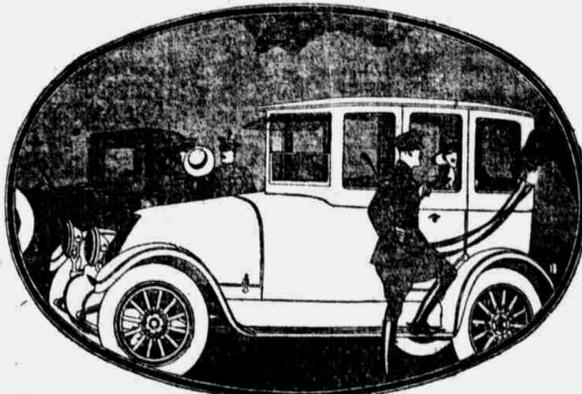
## Still Another Two-Hundred- Thousand-Mile Mitchell

"It isn't very often that people hear of an automobile which has been run over 200,000 miles and is still in such good condition that the owner is contemplating a transcontinental trip in it."

"The other day, though," said John Tainsh, general sales manager of the Mitchell Motors company, Inc., "the Woodward company, Mitchell dealers at Fresno, Cal., received two letters which go to prove that a really life-time car is a possibility after all."

This particular 200,000-mile Mitchell was purchased by Al Griffin of Fresno in 1908. He used it constantly for a little over three years, driving over 100,000 miles. One year he took the car to Europe with him and toured through England, Scotland, France, Germany and Belgium.

## Franklin Enclosed Cars



### THE FRANKLIN SEDAN A CAR OF UTILITY

WHO gets the freest use and the most economical service from his enclosed car?

The owner of a heavy machine, or the motorist who drives the easy, scientific-light-weight Franklin Sedan?

The experienced motorist has found out that real enclosed car utility is closely related to Franklin principles of automobile building.

Principles that have made the Franklin Sedan so popular for all-around use.

Its direct air cooling system, that eliminates radiator freeze-ups and resulting damage.

Its comfort, its safety, its reliability—the result of Franklin scientific weight saving and simplicity.

Its remarkable economy in upkeep and operation, so necessary during these days of national thrift.

Everything you demand in an Enclosed Car is fundamental in the Franklin Sedan—a most economical and sensible car to use.

### FRANKLIN MOTOR CAR CO.

2205 Farnam St.

Phone Douglas 1712.

R-U-2-B-1-OF-60



## For Coal Merchants

Every coal merchant can continue to make a reasonable profit in spite of fixed retail price. We will do our "Bit" gladly and show him how this can be done. We can show him because we have specialized in the coalman's business.

There is no other line that can use more advantageously the motor truck; for the retail coal business is nothing more than a teaming or hauling proposition.

### THE GMC 2-TON SPECIAL

Investigation shows that practically all coal dealers who have motorized their drayage equipment find the 2-ton job with a special designed dump body the most practical.

The GMC special body is all steel with wooden division boards. Elevation for dumping is by hand or power. The elevating mechanism is supported entirely by under structure body. Worm and gear are enclosed in grease tight case.

WE CAN LOWER YOUR  
HAULING COST. PUT IT  
UP TO US TO SHOW YOU.

Our coal special catalog will be sent you on request.

## Nebraska Buick Auto Co.

Sioux City

Lincoln

Omaha

Gard Bros., coal dealers at Sioux City, Ia., have with this 1 1/2-ton GMC truck replaced five horses and done away with the services of three men. Their statement is: "We figure that this GMC has saved one-half the cost of delivery of our goods. We will soon be ready for a two-ton Coal Special."



## This is America's Most Refined Six

IN A DOUBLE SENSE the new Reo Six is entitled to that distinction. IN BEAUTY OF LINE and curve this Reo appeals to persons of refinement and good taste. IN FINISH and appointments it is a car for the elect. IN PRICE it is well within the reach of those who demand a car of sterling quality and handsome appearance, but who do not depend on an automobile alone to lend them social distinction. THIS SIX IS GENUINE throughout. Nothing shoddy—no imitations—no substitutes. AND ITS BEAUTY is not merely skin deep—internally Reos are even more carefully made. THAT'S WHY WE SAY this Reo Six is America's most refined car. REFINEMENT OF DETAIL—little improvements made whenever and whenever the need or the opportunity appeared, over a period of years, have resulted in a highly perfected product.

NO NEW SIX—no "one year" model—could possibly give the same service as this Reo that has passed through the severest of all tests—several seasons of actual use in hands of owners everywhere and under all kinds of conditions. MOST MAKERS CHANGE models from year to year. This year's model is radically different from that of last year. WE REO FOLKS do not do that. We begin with a solid foundation—the chassis design that is the result of long years of successful building of good automobiles. THEN WE STRIVE from day to day to improve on that standard model till it is as nearly perfect as is humanly possible. THE LOW UPKEEP; the few repairs; the wonderful dependability; and the small depreciation in value after years of use are the result of that policy. DEMAND—is in keeping with the quality—the value. And that is unprecedented.

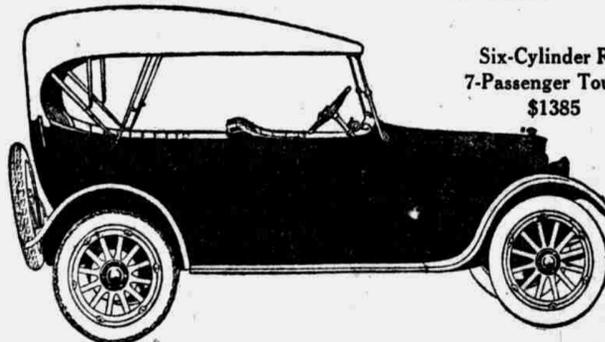
The New Reo the Fifth 5-passenger Touring Car \$985 f. o. b. Factory.

Reo 3—Passenger Roadster \$985 f. o. b. Factory.

1,500-Pound Reo Speed Wagon Complete with Body and Top, \$1,125. Two-ton Reo Heavy Duty Truck Chassis, only \$1,800.

JONES-OPPER CO.,  
2043-45 Farnam St., OMAHA, NEB.  
Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. JONES,  
HASTINGS, NEB.  
Distributor Southern and Western Nebraska and Northern Kansas.



Six-Cylinder Reo  
7-Passenger Touring  
\$1385