

# STIMULUS OF WAR CALLS THE MOTOR TRUCK TO THE FRONT AS MOST IMPORTANT FACTOR

For the Short Distance Haul the New Vehicle Fills the Long Felt Want and Is Being Rapidly Pressed Into Service and Is Proving Most Satisfactory.

The man who in any thinking way attempts to keep abreast of the times and who seeks in his own mind a solution for the problems that face the country, must come to the conclusion that transportation with a capital "T" is more nearly the basic problem than any one thing. "Ships, ships and then more ships" is a cry that echoes from each of our European allies—and more ships must be forthcoming; but in order to fill those ships, the seaboard must be adequately connected with production centers. In turn, each factory, each mill and each acre of productive land must have at hand a transportation system over which can flow without interruption the raw materials and the finished products of the entire United States.

The government has recognized this fundamental problem and federal control of railroads is one outcome of this recognition. Another step in the co-ordination of transportation is the formation of a Highways Transportation commission, whose duties should be to see to it that the broadest utilization of highway transportation is made possible.

**Motor Truck, Burden Carrier.**  
The necessity of the hour has done much to put before the public the fact that the motor truck is the burden carrier that has no ultimate limitation—its usefulness in solving the great fundamental transportation problem is only limited by conditions that can be overcome: wherever adequate roads are built the motor truck marches on to do its efficient work.

Already, under the stimulus of war, the government and business generally has called on the motor truck to do work that even a year ago would have hardly been considered. A government train of motor trucks, carrying full loads from Detroit to the Atlantic seaboard, has made the run in the dead of winter, and has proved beyond a shadow of doubt that a run of thousands of miles is entirely practical. The papers have told of a manufacturer who runs motor trucks regularly between a mid-Ohio city and Boston, and by so doing moves goods in a few days that railroad congestion had made a matter of weeks.

**An Important Factor.**  
Our own manufacturing problems have made motor truck hauling an all-important factor in our business. It is impossible to over-estimate the necessity of a manufacturer keeping a balanced stock of merchandise; the lack of one part may throw production entirely out of kilter. Early in 1916 we estimated that we would turn out during 1917 a certain number of motor trucks—we hit it within 2 per cent. Our 1916 production, es-

of the three trunk lines serving that city, as early as December 1, 1917, put into effect an embargo on all rail shipments between points within the city. Obviously many shipments should be made over the streets, not only to relieve the railroads, but to speed up such deliveries for the mere convenience of business. There are, undoubtedly, certain carload shipments of great bulk that in normal times should be moved by rail, even within the city, particularly where the shipper and consignee both have sidings. To move some of these loads over the streets would congest traffic and endanger life.

Very definite orders and proposals are being made in all our large cities looking to the immediate removal of merchandise standing in freight cars, on piers, in pier sheds and warehouses. Penalties for the use of cars and terminals to store goods have already been announced by Secretary McAdoo, federal director of railroads. This insistent demand that merchandise be on the continuous move is calling to the motor truck to everlastingly keep at it.

**Nearer to City Market.**  
The rural districts are daily becoming nearer and nearer to the city markets by means of motor trucks. There is hardly a meeting of an agricultural society today that is not adopting some resolution looking to the spread of good roads as the chief solution of the quicker and more economical distribution of foodstuffs. Would a certain berry picker, who lives in New Jersey, 40 miles from his city market, go back to horses after he has used a motor truck that takes his product to market in a few hours and gives him the day on the farm? No indeed! The farmer who has used motor trucks is fast converting his neighbor—and between them they are diverting many thousands of tons of hauling to the highways.

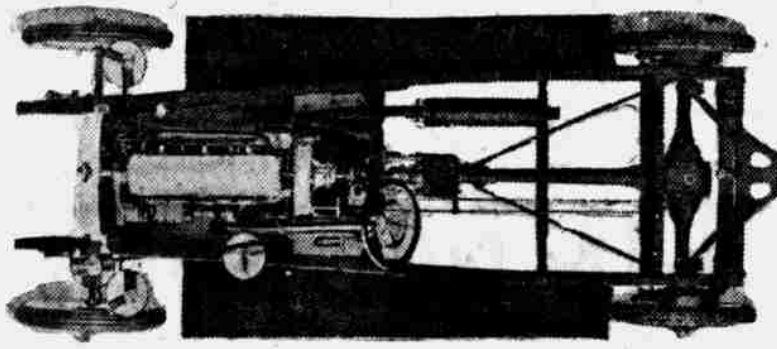
In the rural transportation by road, Uncle Sam is pointing the way. The post office department has instituted parcel post motor truck routes connecting country districts with the large cities. These government trucks are already running on certain routes and the farmer can ship his produce direct. The service is not a venture. It is merely the utilization of a transportation unit that has already proved its practicability, and it is hard to prophesy to what limits this service will extend or the benefits that it will bring with it.

One thing is certain—those who live along these motor truck routes will have a daily demonstration of motor truck possibilities.

Today, as never before, the resourcefulness of America must find a way to overcome obstacles. It behooves any man who has goods to ship to transport these goods in such a way as to distribute the burden of transportation over every possible carrier. Railroads and waterways must be used to their highest efficient possibilities, but the loads that rightfully are "highway loads" should travel over the highways.

The roads must in every locality be built, maintained and kept open to meet this growing need. It will mean much toward speeding up the great business of war now, and in the future, when loads of peace are moving hither and thither, the blessings of adequate transportation will amply repay every effort and expenditure.

## Marmon Stripped Chassis



This view of the Marmon stripped chassis shows the location of the four grease cups and running board as part of the frame.

## MOTOR TRUCK ON SCENE TO SHARE RAILROAD BURDEN

"The railroads have been nearly buried under an avalanche of freight, originating through our war-time endeavors," says T. J. Hudson, sales manager of Little Giant Truck company, "and to date have exerted herculean efforts to keep stuff moving. For this they deserve the gratitude of the nation. But their task is growing increasingly difficult, and our manufacturers and business men should bestir themselves and throw them a lifeline. Motor trucks are a remedy at hand that will not only be of incalculable assistance to the country in its freight moving job, but will increase the business efficiency of each shipper who uses them. This condition of affairs opens up a wonderful opportunity for transfer companies operating motor trucks on schedule over specified routes."

"The automobile truck no longer is an experiment," adds Mr. Locke of the Haarmann-Locke Motors company. "It is a proven utility. It has become a safe and swift means of transportation, not only over short routes, but for long distances. Now that the weather is opening up, the motor truck will more than ever relieve the burden of the railroads."

The Little Giant truck is proving one of the most popular trucks on the market if the sales report of the Haarmann-Locke company is sufficient evidence. More Little Giants are being seen on the street every day and the Haarmann-Locke com-

pany is considered fortunate indeed in lauding this line for Omaha.

## Vellie Has Nine New Models And Many Improvements Noted

The new Vellie Biltwell 6 series consists of nine entirely new models, including roadsters, touring cars, enclosed cars and a very unusual sport model. Body lines on all cars follow the straight line idea; the high radiator and hood continue to the front to the nose of the radiator itself. Seats are much deeper; one rests well down in the car on soft woven curled hair upholstery, with real leather covering in French plaited style. The doors are wide and there is more leg room in both compartments.

Many refinements contribute to the distinction of the new Vellie cars. The top is of waterproof material, having curtains opening with the doors, the pleasing lines. The curtains are stored without folding, in an overhead envelope. All closed models are regularly equipped with exhaust heaters. The extra seats in the seven-passenger disappear completely. The sport model has outside exhaust pipes extending through the hood, with footboards and other novel features.

Mechanically, there is little change in either Vellie 6 chassis. There is additional cooling surface, due to the higher radiators. The Vellie-Continental motors handle low grade fuel efficiently and show even more power than heretofore. The Timken axles have improved elements of safety and strength. Many minor details of convenience and control show a careful attention to the needs of the motorists. Prices range from \$1,340 to \$2,450, including practically every body style now in demand.

## NO RESTRICTION BY GOVERNMENT

Factories Making Motor Cars Have No Reason to Fear Curtailment of Their Raw Materials.

"The broadcast circulation of unfounded rumors and idle speculation," says President Percy Owen of the Liberty Motor car company of Detroit, "have tended to create a feeling of insecurity and doubt which is absolutely without good cause. But reliable information is most reassuring. We have every reason to believe that there will be no drastic limitation of materials essential in the manufacturing of motor cars."

"There need be no alarm about the gasoline situation. The doleful pictures which have originated from certain malicious sources have been ridiculously overdrawn. Of the total amount of gasoline now being produced in this country, only 14 per cent is required for United States war use during the next year. The probable increase in gasoline production will deduct from that percentage."

"Our greatest problem is that of transportation. Information sent out by the chairman of the war industries board assures us that we shall not be denied transportation facilities, though they may be limited. The government wants it known that its disposition is not to handicap industry. One's own sense of the importance of the motor car in the industrial life of the country should persuade against believing that there is to be governmental restriction of its use and manufacture."

**Motor Cars Save Time.**  
"The actual necessity for the motor car because of its usefulness in saving time, in conserving, and adding efficiency in the conduct of business makes it a wartime necessity, and requires that it continue to be built. The same reasons demand that it continue to be sold and put into service."

"I look for a general safe, sane business year. I anticipate for business a safe conduct through 1918. There will be restrictions, of course, with some readjustments. There will be a lessened production of motor cars—

due to the action of motor car manufacturers in turning part of their facilities over to the prosecution of war work.

"The automobile industry, third largest manufacturing industry in the country, has a tremendous potentiality in the character and ability of its man equipment—and a stupendous amount of machine equipment—both of which are material through which wars are won. The motor industry is now doing tremendous things, but will do still greater things."

"Absence of men from their usual vocations makes the use of the time saving motor car all the more essential. Well conducted business organizations are already equipped with motor cars—some are improving their motor car equipments—others seriously considering it. This great big industrial country of ours must continue to keep its industrial wheels turning, and this year will prove the motor car an actual necessity to business progress."

"Curtailment in manufacture, however, means fewer cars to choose from. Those which are made will be readily sold. There will not be a lack of orders for cars and the motor car industry will progress, because it is a part of the business of war, as well as an essential to all business advancement."

## Cincinnati Man New Head Of Maxwell Motor Company

"A change, important to motordom, went into effect January 1 when Walter E. Flanders, president and general manager of the Maxwell Motor Company, Inc., was elevated to the chairmanship of the board of directors of the company and was succeeded in the presidency by W. Leonard Mitchell of Cincinnati," says Walter S. Johnson.

Mr. Mitchell, well known in financial circles, has been general manager of the Robert Mitchell Furniture company of Cincinnati, and brings to his new position at the head of the Maxwell, business acumen of a high order and remarkable energy in an executive way.

This change in officials does not presage any difference in the policy of the Maxwell company—those policies having been proven most successful in every way. Moreover, Mr. Flanders, to whom the successful building-up and operation of the company is greatly due, will continue as active head of his great organization.

# GMC SAMSON TRACTOR

Now added to the list of superior General Motors products is the G.M.C. Samson Tractor—a selling mate with the time-tested G.M.C. Truck.

The G.M.C. Samson is not an experiment; it is a development. Fifteen years of actual service have thoroughly tested its principles and construction and have proven its superiority.

It would be impossible to present a new tractor to the market mechanically perfect in every detail. No matter how good its engineering theory, actual field work alone can show its merits.

Realizing this the General Motors Corporation searched the country for the one tractor that met its ideal as to right-building and at the same time a tractor that had thoroughly proved its worth under every condition. In the Samson Tractor at Stockton, Cal., it found the tractor it sought.

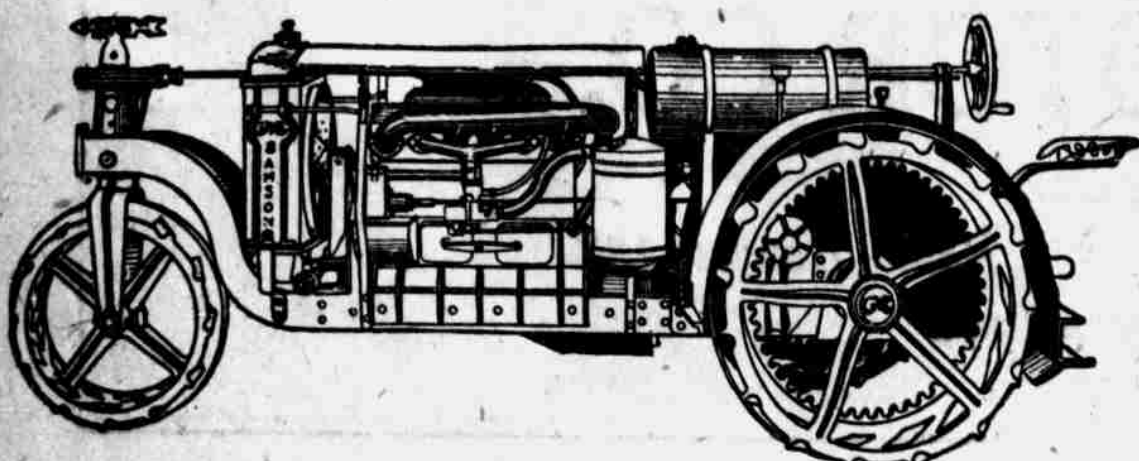
## Backed by a Strong Company

Now backed by the General Motors Corporation and made in the G.M.C. plant at Pontiac, Mich., and bearing the General Motors name, it becomes a tractor that is destined to find an extensive market.

We invite your inspection of this wonderful tractor during the Omaha Auto Show. On exhibit at our Omaha Sales Rooms.

## Nebraska Buick Auto Co.,

OMAHA LINCOLN SIOUX CITY



# WHITE TRUCKS

at the

## Automobile Show

THE White Truck display at the Automobile Show affords an excellent opportunity to truck buyers to inspect and compare the latest developments in motor truck chassis design and construction.

The position of White Trucks locally, nationally and internationally is well known. It has been built up step by step, in industry after industry, by successfully performing the hardest tasks presented.

First in light delivery service, first in heavy haulage, White leadership covers the full range of trucking operations.

Eighty percent of the materials used in the construction of the Cantonment at Camp Funston, Kansas, was hauled by a fleet of more than one hundred White Trucks.

Exact duplicates of these trucks may be inspected at the Show.

## THE WHITE COMPANY CLEVELAND

We now have on hand any model or size of White Trucks, including the 2, 3, or 5-ton dumps, and make immediate deliveries.

## NEBRASKA WHITE CO.

FRED C. ROGERS, Manager. 2417 Farnam St. Omaha. Phone Tyler 1767.