

## KNOCKOUT GIVEN SHORT-LINE R. R. BY MOTOR TRUCK

400,000 Motor Trucks in Service Throughout Country Good Roads Will Increase Number.

"The introduction of the motor truck into our commercial life sounds the deathknell of the short-line railroad," was the declaration of F. A. Seiberling, president of the Goodyear Tire and Rubber company and also of the Lincoln Highway association, at the recent annual meeting of the Chamber of Commerce of the United States at Chicago.

"Perhaps never again," continued Mr. Seiberling, "except where heavy tonnage is to be handled, will short-line railroads be built in this country. Due to its proven economic value, the motor truck is moving irresistibly forward and now will be forced by the pressure of war necessity to do in a year or two what economic efficiency would have led it to do sooner or later—dominate the short-haul field."

"We must substitute in our short haul traffic the motor truck for the freight car; the permanent, continuous, paved highway for the steel-railroad and rock-ballasted roadbed; and the loading and receiving platform of the individual shipper for the railroad yards and freight terminals needlessly congested with freight which could be hauled on motor trucks. The motor truck carries its own terminal facilities, being able to carry a product from its point of origin to its point of destination."

**Truck Operation Cheap.**  
"Disregarding entirely the saving in cost of short-haul transportation, it must be done to relieve the railroads. It would have to be done even if the cost were the same or greater than rail delivery. But the fact that it is cheaper, quicker and more efficient than the short-haul railroad assures the permanent and continuous development of motor truck transportation, even after the war emergency which gave it birth has passed."

"Within a range of 50 to 100 miles the motor truck is easily today on better than even terms with the railroads. All that is needed is the building of hard-surfaced highways of adequate strength, capable of carrying the new burden that this great advance in transportation will require. Such highways we must have. It is no longer a question of whether we should or should not build them with money, labor and equipment, which, it was at first thought, could be better devoted during the war to other pur-

## Driving Giant Truck is Woman's Latest Accomplishment; New York Girl Starts It



The picture above is of Miss Myra Spindle driving a giant five-ton Indiana truck. Miss Spindle learned how to handle the truck successfully under the direction of Mr. Paul Campbell, New York sales agent for the Indiana truck, and she is now op-

erating it regularly and with entire success.

A short time ago Mr. Campbell decided that as competent men drivers were being taken in large numbers for United States army service, that the time was right to experiment with women drivers. Miss Spindle

enemies and federal prisoners now idly wasting their time as wards of the government or devoting it to pastimes or ineffective labor, selected by their individual preference, who might in this crisis be assisting in speeding up America's transportation and war-time efficiency."

**Miller Rubber Co. Stages Big Tire Test Run in Southland**

Four big, travel-stained Pierce-Arrow cars rolled into the garage of the Miller Rubber company of Akron the other day, thereby ending a 79,000-mile endurance campaign waged against Miller Uniform Cord tires. It was the most exhaustive road test this particular product of the company had ever been subjected to and the result is said to have been very encouraging to the Miller organization.

Leaving Akron on the 30th of December, the drivers had instructions to "give the tires the limit" in the way of abuse and hard wear. The fleet of four cars, two of which weighed 6,000 pounds each, immediately headed for Orlando, Fla., where the warm winter sun was to add further strain on the hard working tires.

Day in and day out, over city streets and sharply winding country roads, in rain and shine, the heavy cars plunged forward on the Miller Cords.

In spite of the stiff grind—more severe than the average car will see in a life time of service—some of the tires attained a mileage of more than 15,000 miles, while 7,000, 8,000 and 10,000 miles were common.

"The benefit derived by road testing," explained Frank C. Millhoff, general sales manager of the company, "lies in the fact that it soon shows up weak or defective points of manufacture. We knew that road testing would soon reveal the strength or weakness of our cord tire building methods."

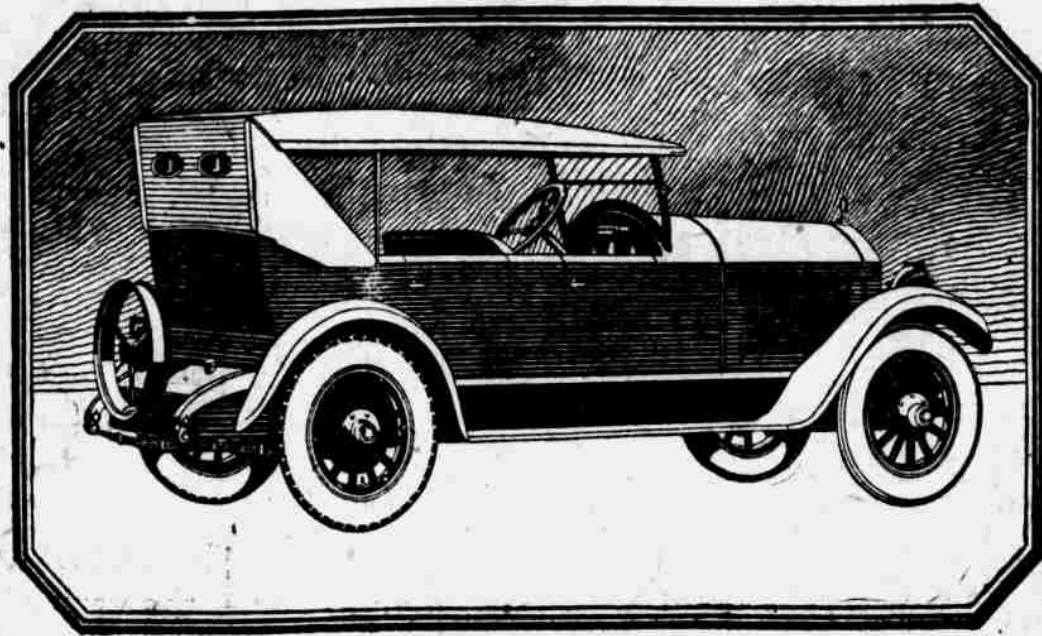
**Peterson Purchases Dill's Holdings in Dill Motor Co.**

Announcement was made last week that R. C. Peterson had purchased the holdings of Albert Dill in the Dill Motor company.

The firm name will be changed to the R. C. Peterson Motor Car company and another car, the Columbia, will be added to the line of cars sold. The new firm will handle the Jordan, Columbia and Olympian automobiles.

## The Cole Aero-EIGHT

Four-Passenger SPORTSTER



Palm Beach, Florida



THE hills of the west, the most congested city traffic, or the deep sands of the south only serve to emphasize the adaptability of the Aero-Eight to all motoring conditions.

There is always a reserve of power for emergencies, a quick surge of acceleration and a delightful economy of operation.

The Cole Aero-Eight heralds a new era in motor car design and engineering.

CROWNING the efficient performance of the Aero-Eight is its original body style which combines distinctive beauty with maximum comfort.

It is a new type of mechanism—scientifically designed and equipped with all advanced features of improved eight-cylinder construction.

The closer one scrutinizes the new Cole Aero-Eight models the more one appreciates their fine craftsmanship and individuality.

DE BROWN AUTO SALES CO. Wholesale Distributors for Iowa and Nebraska  
Some Good Territory Open for Live Dealers.  
11th and L Sts., Lincoln, Neb. 1414 Locust St., Des Moines, Ia. 2210 Farnam St. Phone Doug. 5268.

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U. S. A.

## Announcement

# The Dart Truck

We are glad to announce that we have closed a direct factory distributors' contract for the well-known Dart Trucks.

These trucks are made in one, two and three and one-half ton capacities.

Made Right and Priced Right

### Transportation---

Transportation is one of the really vital problems of the day.

### The Solution---

There is only one solution to the problem: THE MOTOR TRUCK.

If you are in the market for a motor truck—then in your own interests inspect the Dart line. A post card or a 'phone call will bring catalog and full information.

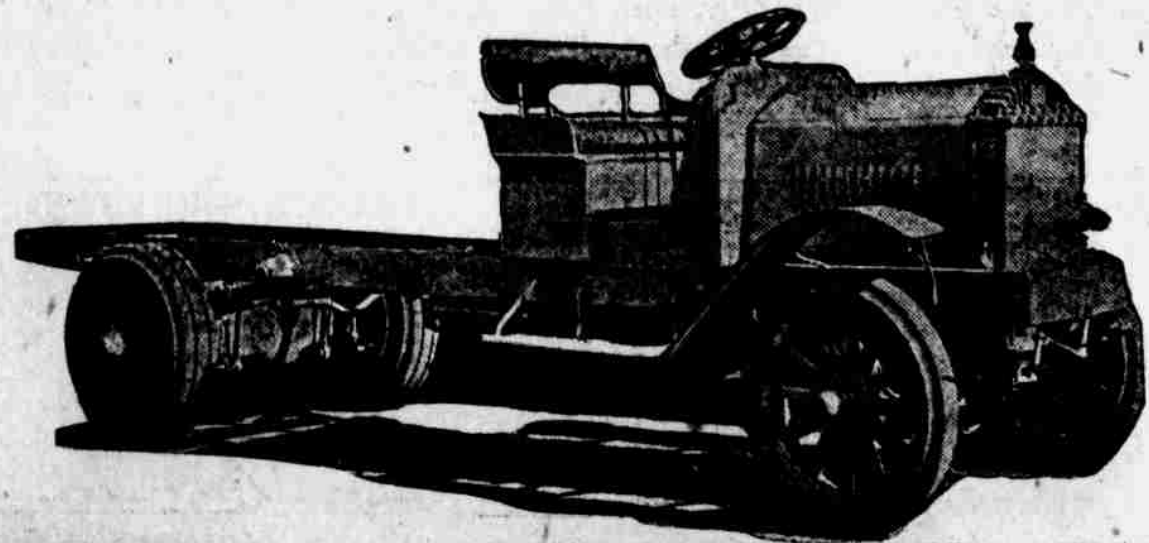
A full-line of all models now on view at our show rooms.

## Victor Motor Company

2523-2525 FARNAM STREET, OMAHA, NEB.

Direct Factory Distributors for Nebraska and Western Iowa

Associate Dealers Wanted



## The Thrift Car

# Overland

## Demand Bigger Than Supply

MORE than 100,000 have already been sold. Sales continue to break records. Model 90 is the big success of 1918 because it gives great value at low cost.

It is a car of beauty, roominess, comfort, power, complete modern equipment—in fact, a car of everything desirable and necessary.

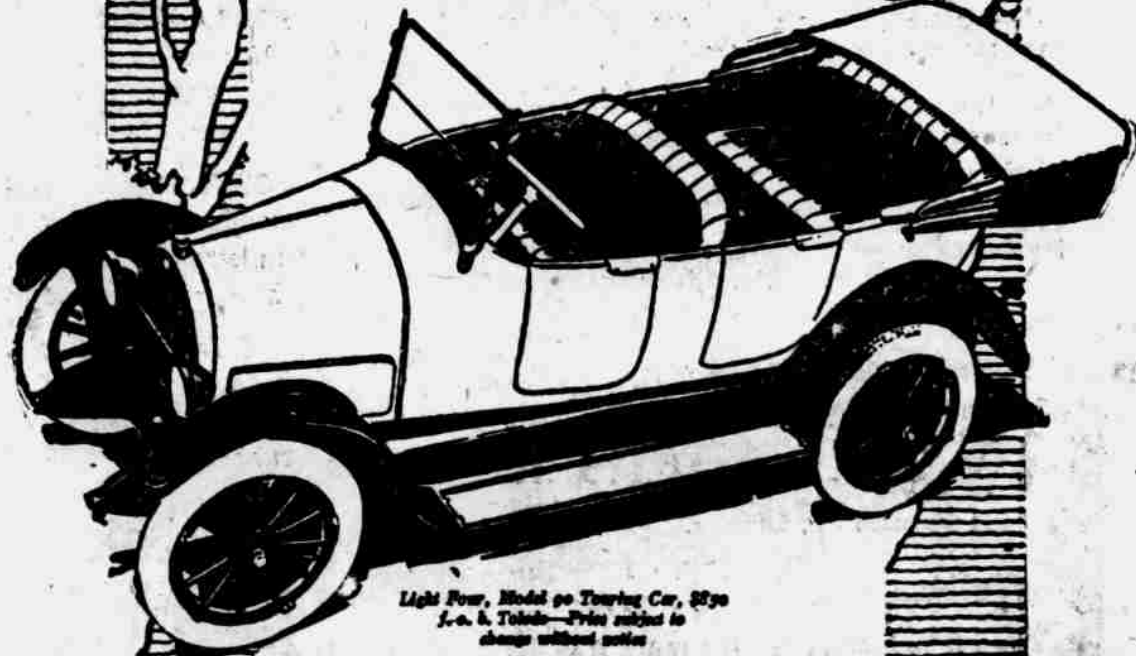
It is economical to buy and operate—frugal with fuel, saving of tires and backed by nation-wide service facilities.

Model 90 has electric Auto-Lite starting and lighting, vacuum gasoline system, 100-inch wheelbase, large tires non-skid rear, and rear cantilever springs.

Order your Model 90 while we can assure delivery.

The Points of Overland Superiority

Appearance, Performance, Comfort, Service and Price



Light Four, Model 90 Touring Car, \$275  
F. O. B. Toledo—Price subject to change without notice

VAN BRUNT AUTOMOBILE CO.,

Distributors

Omaha, Neb.

Council Bluffs, Iowa