



# Ship by Truck

## A New Force in Omaha's Continuing Prosperity

**S**HIP by truck, as a movement, has taken vital hold on our American life and has promoted motor trucking as a means of solving the short-haul transportation problem of today.

Omaha, the center of a rich farming country and prominent in the manufacturing world, offers splendid opportunities for the most thorough application of Ship by Truck. The factors which have made Omaha commercially important, the many thriving cities nearby and its large agricultural resources, presage an exceptional amount of short-haul tonnage.

Omaha as a city--Nebraska as a state--were pioneers in their application of Ship by Truck to practical commercial uses.

Individual firms of Omaha are now delivering direct by truck to jobbers, dealers and consumers, who but recently were being served from this center by rail alone. Motor express lines have received generous patronage. Hitherto these "short haul" deliveries represented a loss to the railroad, a hindrance to commerce, an inconvenience to the public.

What Omaha has done and is doing with Ship by Truck is being done to a relative extent by a number of other Nebraska cities. The field is broadening constantly.

The Firestone Tire & Rubber Company has dedicated to the trucking industry and the general public all the Ship by Truck elements it has created and gathered. It will continue to contribute all it can to any individual or organization interested in an intelligent application of Ship by Truck activities to a business or community.



## Firestone Ship by Truck Bureau

**U**SE the Firestone Ship by Truck Bureau that has been established here at Omaha to serve motor truck transportation in this city and territory. This bureau is one of sixty-four that Firestone has established during the past year in various trucking centers. The list of bureau cities in this section includes Des Moines, Kansas City, Davenport Ia., Wichita, Oklahoma City and St. Louis.

These bureaus are working with Chambers of Commerce and other civic organizations, as well as individual firms, toward relieving the delivery tie-up that has resulted from greatly increased business activity in every community.

Your Omaha Firestone Ship by Truck Bureau can give you the benefit of this large contact and experience as well as its specific knowledge of Omaha and this territory.

Ship by Truck is as broad in its meaning as the use of the motor truck itself. In the case of Omaha the motor express phase has attained real importance and deserves the attention of every manufacturer, jobber, dealer, farmer--in fact

all who have to ship to nearby points.

Your local bureau has published a list of routes and schedules of motor express companies, also motor transfer companies who Ship by Truck "anywhere, anytime."

Make sure that your traffic department has or does study the motor truck routes and operating schedules. Your sales department, too, can study them to advantage. Many firms are using this new opportunity of quick delivery--and are increasing their business accordingly.

Call up the bureau about this branch of Ship by Truck if you are not familiar with it. A copy of the latest schedule will be given you on request.

If your interest extends to the use of the motor truck by farmers, send for the first bulletin issued by the Bureau's Research Division, covering investigations just completed.

Address: FIRESTONE SHIP BY TRUCK BUREAU.

Telephones: HARNEY 210-211-212.

2566 FARNAM ST.

Other Ship-By-Truck Bureaus in this section: Des Moines, Ia., 1013-15 W. Walnut St.; Kansas City, Mo., 2001 Grand Ave.; Davenport, Ia., 418-26 E. 2d St.; Wichita, Kan., 123-25 S. Lawrence Ave.; Oklahoma City, Okla., 212 W. First St.; St. Louis, Corner of Compton and Locust Sts.

Motor Express Operators: Send to the Firestone Ship-By-Truck Bureau all information of interest to shippers, such as the route or routes you cover, tonnage capacity of trucks, schedules under which you operate, rates, etc. We shall be glad to list this information for your benefit and that of the general public.

# Firestone