

ENGLAND'S RAIL TIE-UP BROUGHT TRUCK PRESTIGE

Ship-by-Truck Advocates Point to Wonders That Could Be Accomplished In U. S.

A conspicuous feature of the earliest news of the tie-up caused by the railroad strike in England was that motor truck service would furnish supplies to the cities and towns whose teeming population would, without such timely and efficient help, quickly be reduced to the verge of famine.

Ship-by-truck advocates in the United States point to this emergency service of the motor truck in England as a striking illustration of what the truck can do. The educational campaign they have been carrying on since the signing of the armistice, they further point out, is for the purpose of bringing the truck into use in normal times in this farm-to-city service in which it is proving its capacity in an emergency.

Trucks Growing Popular. "The ship-by-truck movement is growing in popularity daily by leaps and bounds," writes E. Farr, chief of the Firestone Ship by Truck bureau, at Akron, O. "There is now no doubt that this newest method of transportation will be adopted in the short haul field in all sections of the United States just as quickly as road improvement and truck production will permit."

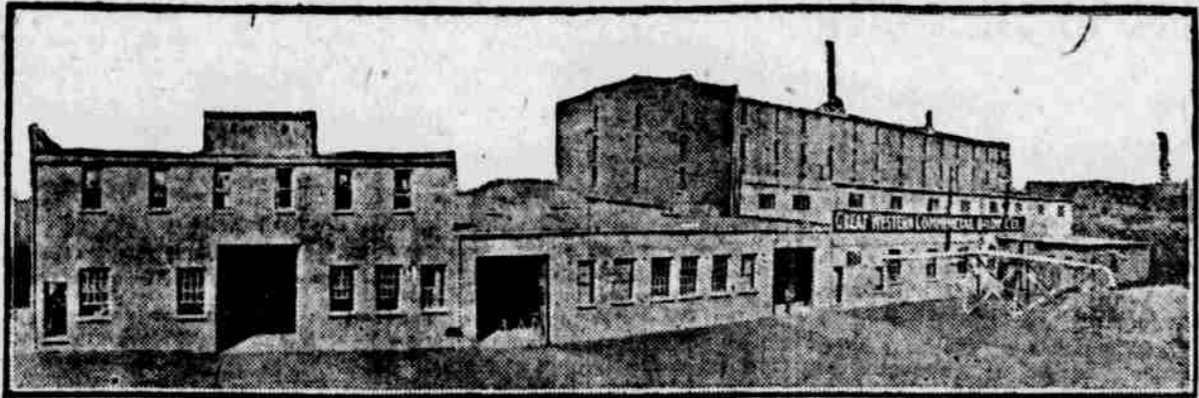
"Highway improvement is progressing well in all sections of the country," our reports show. The states are eagerly taking advantage of federal aid, and the townships are doing much on their own account. At to truck production, much depends, of course, on the outcome of the present industrial unrest. Steel is needed in considerable quantities if the truck manufacturers are to keep their production up to capacity. On July 1, according to reliable statistics, there were 609,407 motor trucks in operation in the United States. It was estimated that 180,000 would be produced in the next 12 months.

Might Happen in United States. "The fact that the railway strike in England caused that country to rely upon the motor truck for the transportation of daily necessities from the farm to the city calls to our attention that the United States might at any time be required to do likewise."

"In this eventuality we would have available a total motor truck tonnage of 1,860,000, the statistics as of July 1, 1919, tell us. This tonnage would be far from adequate, but would do much in saving our cities from an actual food famine. A few more years and the truck tonnage developed should be such as would insure plenty of food for the cities of the United States in a crisis."

"In this connection I wish to make it clear that the ship by truck movement as initiated by H. S. Firestone does not picture the motor truck competing in the future with the railroads.

Great Western Commercial Body Is Forced to Again Enlarge Plant



Bird's-eye view of the new plant of the Great Western Commercial Body company, Fourth and Pierce streets.

With the completion next fall of a new factory building covering an acre of ground at Fourth and Pierce streets, the Great Western Commercial Body Co. expects to have the most completely modern manufacturing establishment in the field of commercial motor car body production.

An indication of the rapid expansion of the company's business is the fact work on this new building was started immediately after completion of one new five-story building, which greatly added to the capacity of the company's plant.

The Great Western, only a year old, has made rapid strides under the direction of R. C. O'Bryan, secretary and treasurer, and Sales Manager Lampert, formerly connected with the Buick Motor Co.

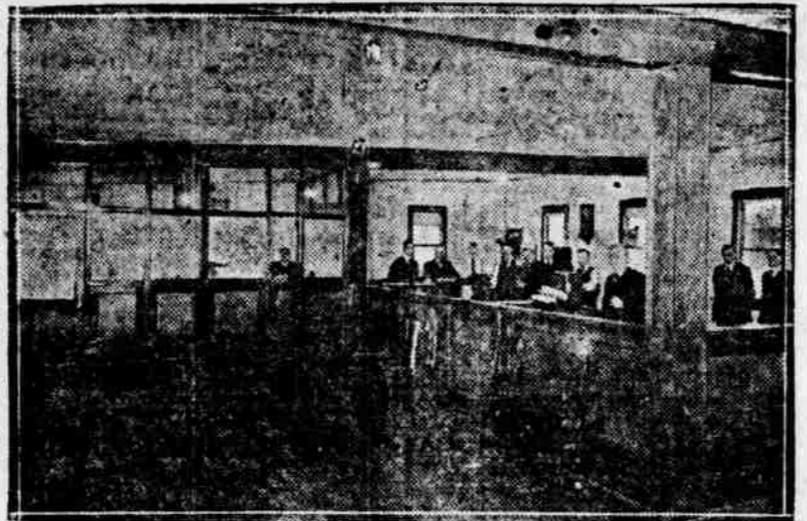
In addition to the large factory capacity, new offices have just been equipped. One of the features pointed out by factory officials is the fact the offices are trimmed with the same solid oak used in the factory in production of commercial car bodies.

Mr. Lampert has instituted a sales policy, the chief basis of which is protection for distribution of Great Western bodies. Contracts are made with distributors for the exclusive sale of bodies for specified cars in their territory and dealers

always find in the long haul field as much business as they can handle, and this business will be supplemented by motor trucks acting as feeders, and made more efficient by motor trucks taking from the railroads the vexatious and, to the railroads, unprofitable short haul business, only part of which is now handled by light traffic and expensively maintained branch lines.

"The motor truck means a revolutionizing of the transportation system of the country, but a revolutionizing which will spell only greater efficiency for the railway systems. It means both highways and railways as a solution of the freight traffic problem, one a complement of the other, and both taking care of the ever-increasing traffic demands of the country."

Entry of R. Clifford Durant, son of W. C. Durant, head of the General Motors corporation, is announced for the Indianapolis 500-mile race of May 31 next. Mr. Durant will drive one of the four Chevrolet racing cars now being built at the plant at Oakland. His entry will give him the No. 1 which he had last year.



View of the general offices of the Great Western Commercial Body company. The interior trim of these offices is in solid oak. This wood was selected from the regular stock that is used in the manufacture of their product.

are given credit for all sales made in that territory. This system, Mr. Lampert points out, eliminates competitive scrambling for business by factory and dealer.

A contract recently was closed for \$50,000 worth of bodies to be handled by a Kansas distributor. This and other contracts, it is an-

nounced, will keep the factory working overtime at top speed.

Company officials state the present force of 150 employees is to be increased soon to 300.

AIRPLANE SHOW TO EXHIBIT ALL KINDS OF SHIPS

Many New Aerial Luxuries for Passenger Service to Be Featured at Great Western Exposition.

San Francisco, Cal., Feb. 28.—Preparations are being made for the first great western aeronautical exposition to be held in San Francisco, April 21 to 28.

The San Francisco exhibition will surpass the Chicago show held in January and that to be held in New York next month, both in number and novelty of exhibits, according to S. S. Bibbero, secretary of the Pacific Aero club and assistant manager of the coming air show. Several Pacific coast firms engaged in the manufacture of aircraft or aircraft accessories will participate.

There will be everything from the ponderous transcontinental passenger liner and the many-motored "freight-train" of the air, built for use as a commercial cargo carrier, to the almost "vest pocket" size cloudster for use by one passenger on short sky excursions.

Exhibits will include relics of early flying days as well as types of machines now being built which will first be shown to the public at the San Francisco show, and which are said to feature structural improvements never before applied in the building of aircraft.

There will be famous battleplanes of the stripped-for-action variety, and alongside of them will be parked luxurious air limousines and coupes equipped with the conveniences that are lacking in even the most elaborately appointed automobile. Aerial telephones, typewriters, card and luncheon tables,

vanity cases, cigarette lighters, and heated compartments are among the luxuries included in some of the latest "flying palaces."

In addition to many varieties of land planes, sea planes and flying boats, a model of the famous ice plane, equipped with side-like landing gear, will be shown. This plane is of the type proposed for the flight over the North Pole and around the "end of the world."

Car Owners Use an Ocean of Gasoline In U. S. Every Year

The average consumption of gasoline in the United States during the last year has been more than 8,500,000 gallons daily and is constantly increasing. To realize what this means it is necessary to consider that the supply of crude oil is limited and that only about 20 per cent of it is available as gasoline. The remainder is kerosene, fuel oil, lubricating oil and residue products. It is many years since enough gasoline could be produced to meet the needs of motor car users.

To supply the deficiency it has been necessary to "crack" that is to distill under pressure, some of the heavier oils into what now is known as gasoline.

Ten years ago if you took a quantity of gasoline and heated it to say 100 degrees Fahrenheit it would all have boiled away. But heat some of the gasoline of today to the same temperature and but a small per cent will evaporate. Raise the heat to 200 degrees and a greater part will boil away. It will be necessary, however, to increase the heat to from 350 to 375 degrees before it all disappears.

A. L. McMeans, secretary of Dodge Brothers, has resigned. Mr. McMeans has not made known his plans for the future as far as can be learned, and members of Dodge Brothers staff can give no information other than that of the resignation.

Need Judgment In Buying Auto Same as In Picking a Horse

Next to the house he lives in, a man's automobile is one of the most important purchases of his life, and there is a good deal of similarity between the two. Not only does an automobile represent a considerable investment, but the average car is utilized by some member of the family nearly every hour of the day. Therefore it is necessary to use the same good judgment in buying an automobile that you would in the purchase of a horse.

That is why you see so many thousands of persons attend the automobile exhibits each winter. Everyone is anxious to get a glimpse of every car on the market, so that he can take his pick of the lot.

When a man buys a car he wants to be sure that he will be able to spend long hours in it with the greatest of comfort, and also that good material has been used in the construction of the machine.

A man nowadays does not buy a house unless it has all the conveniences. So he also makes it a point to see that his car is complete in every respect in the matter of lights, starter, top, windshield, speedometer and all other conveniences which contribute towards comfort. The far-sighted man is quite particular in the selection of a good heater for his house. Neither does he buy a house larger than he needs. This also applies to an automobile. Much care is necessary in looking into the fuel situation when buying a car. It may result in the reduction of the motive expenses.

Hugh Chalmers was much missed at New York and especially at the annual banquet of the National Automobile Chamber of Commerce. From friends at the banquet it was learned that Mr. Chalmers, since his return from Minnesota, has been again confined to a hospital and that he will shortly leave for California on a health-seeking trip.

"STURDY CAR" IS NAME GIVEN TO THE DIXIE FLYER

Beauty, Power, Economy, Comfort and Reliability in Nichols' Exhibit at the Show.

Sturdiness and reliability are the characteristics of 1920 Dixie Flyer models emphasized by W. R. Nichols, 2520 Farnam street, Omaha distributor. Primarily the Dixie is "the sturdy car," he says. "Beauty, plus power, economy, comfort and reliability form the ideal motor car combination and the Dixie Flyer is constructed to fulfill this ideal," Mr. Nichols asserts.

"Its sturdiness and thoroughness of construction have given users everywhere unbounded confidence in the Dixie. Road tests have branded it as dependable under all conditions. There are never anxious moments, never uncertainties, never bothersome body rattles in the car's operation."

New Dixie models will be exhibited by Mr. Nichols at the auto show and at his salesrooms.

They include the touring car, with new low hanging top and sloping windshield; an adaptable and versatile sedan type, with four wide doors, soft, deep cushions and rich upholstery; and a coupe model built for snug comfort and especial appeal to professional and business men and their wives and daughters.

At Allentown, Pa., the Bethlehem Motors corporation is again cutting into the side of a great hill to make land on which to build the additions to the plant which will bring it to a size two and one-half times its present dimensions.

New Models of Trucks To Be Shown by the Standard Motor Co.

Carl Changstrom, president of the Standard Motor Car Co., 2020-22 Farnam street, announces the company will have in its truck exhibit at the automobile show this week one of the three new models being produced this year by the Defiance Motor Truck company, Defiance, O. Mr. Changstrom has just returned from a visit to the Defiance plant.

"The new models," he says, "include a big, sturdy, two and one-half-ton truck that undoubtedly will give unsurpassed service. Pneumatic tires are standard equipment for all of the 1920 Defiance models." The Standard company will have on display later at its salesrooms a new model Indiana truck, of two tons capacity, equipped with 40x8 cord pneumatic tires.

Motor trucks were first introduced into Turkey during the world war.

GORDON TIRES

More than merely a tire!

Gordon Tires are built with one idea in view---superb service and endurance. Correct materials are selected to accomplish these ends.

Gordon Tires have done better than 15,000 miles; some have run 20,000 miles. As near as can be determined, 10,000 is really only an ordinary performance for a Gordon.

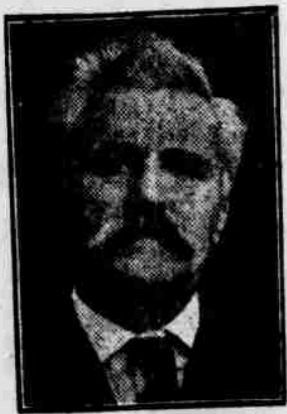
Since these tires are built to attain superb service and endurance and every process of construction assures these---more miles for less money.

Buy just one Gordon. Let us register it. Keep track of its mileage yourself. Make Gordon establish its reputation with you on your car. It's the logical and safe way.



DEALERS:
Get the Gordon Line for Your Town

Gordon Tire Company
Southeast Corner 20th and Farnam Streets
Phone Douglas 7574
OMAHA, NEBRASKA



CARL SONDEREGGER
President

All Visitors to Omaha

During the Auto Show

are most cordially invited to visit the great tire and rubber factory lately put in operation by



SEN. J. M. GRACE
Vice President

The Overland Tire & Rubber Co.

To reach the factory take 42d and Grand Avenue car any place on 14th Street, get off at 30th and Ames and walk one block south.

All stockholders are especially invited.

Do not leave Omaha until you have made this inspection. You will see the largest and most modernly constructed and equipped factory of this kind west of Akron, Ohio.

If you have a little spare time I would be glad to have you call on me at my new location, 701 W. O. W. Building.

Yours respectfully,
J. C. BAKER,
Manager Fiscal Division.