

WE FOR TRUCKS FOR MARKETING FARM PRODUCE

Already 600 Motor Transport Lines Established—
Means Enormous Savings to Consumers.

(Reprint From New York Times, June 8, 1920.)

"A new and scientific method of marketing is a problem that surpasses every other economic development in its importance," declared Congressman John M. Baer of North Dakota in a recent speech in the house of representatives. Investigators have protested for some time that the trouble lay somewhere between the farm and the table. According to congressional figures the people of the United States have been paying more than \$500,000,000 a year in excessive costs for transportation of food. The chief of the bureau of food and markets in New York City produced figures to show that two-thirds of every dollar is paid by the consumer to the present system of distribution.

In this connection an investigator, Muriel Bailey, for the Pan-American union, lifted this burden from the shoulders of the farmer and the consumer. There are now 600 motor truck lines in operation not under the jurisdiction of the government, and more than 150 of these are in California, it is said.

Rural Truck Routes.
"Certain states have already been mapped into districts, and each district mapped out into rural truck routes," says the writer, "and over these dozens of lines are running, making money for themselves, for the farmers and for the little villages around the central cities. These truck express lines send big motor trucks out on a regular schedule to cover a prescribed route. Anyone on any of these routes can have anything from a package of needles to a tractor delivered to him from any point on the line, and it will reach him on the day it was ordered, and when the truck arrives the vegetables, grain, fruit, eggs, butter and live stock of the farmer can be loaded and shipped away to market."

The efficacy of the motor truck for this task was recently tested in a demonstration which was undertaken by the United States postoffice.

"At 6 o'clock one morning a motor truck was loaded at Lancaster, Pa., with 18,000 eggs in crates, 1,000 chicks a day old, and started for New York City, 100 miles away," says the writer. "At the same time a similar shipment was sent to the consignee by railroad. It took the truck 12 hours to reach New York. Four of the little chicks were dead and nine eggs were broken when the goods were delivered at the door of the consignee."

Delays by Railroad.
The train shipment was four days in reaching Jersey City. It took another day to send a notice to the consignee that the shipment had arrived. He was then compelled to send his own truck to Jersey City for the shipment. When it reached his door thousands of the eggs had been smashed and half the chicks were dead."

One truck line of Cleveland, O., has in operation a fleet of 10 six-ton trucks. Last spring a large business developed in the handling of hot-house vegetables and later, when fruits and vegetables began to come in the regular season, these trucks handled 20,000 crates of berries, 25,000 bushels of tomatoes and 20,000 bushels of apples, peaches and beans, while in the fall during the grape season they handled 84,000 baskets of grapes—an average of 3 1/2 miles at an approximate charge of \$7 a ton.

Another company in Pennsylvania has been hauling potatoes 35 miles, over mountainous roads. The motor trucks are carrying 115 bushels to the load in a little over three hours. It formerly required at least two horse teams. In a few months one rural express line, operating 157 motor trucks of all makes and sizes, hauled from Council Bluffs, Ia., to Omaha, Neb., 18,498 head of cattle, 158,019 head of hogs and 37,130 head of sheep.

Truck Exhibitions Recall Trip Made By First Pierce-Arrow

Ship-by-truck demonstrations which are being staged in various cities attest to the rapidly growing adoption of the motor truck for intercity haulage. The widespread activities of the truck in this phase of transportation, says a Pierce-Arrow Motor Car company official, makes it difficult to realize that it was only nine years ago that the first practical and successful intercity truck demonstration was made in America.

"At that time," said the official, "few dreamed that the day would come when thousands of motor trucks would be utilized in ridding the railroad of one of its most vexing problems—the transportation of less than carload lots over comparatively short distances. Indeed, it was said that the motor truck as then built was not reliable enough, staunch enough or economical enough to attempt intercity work."

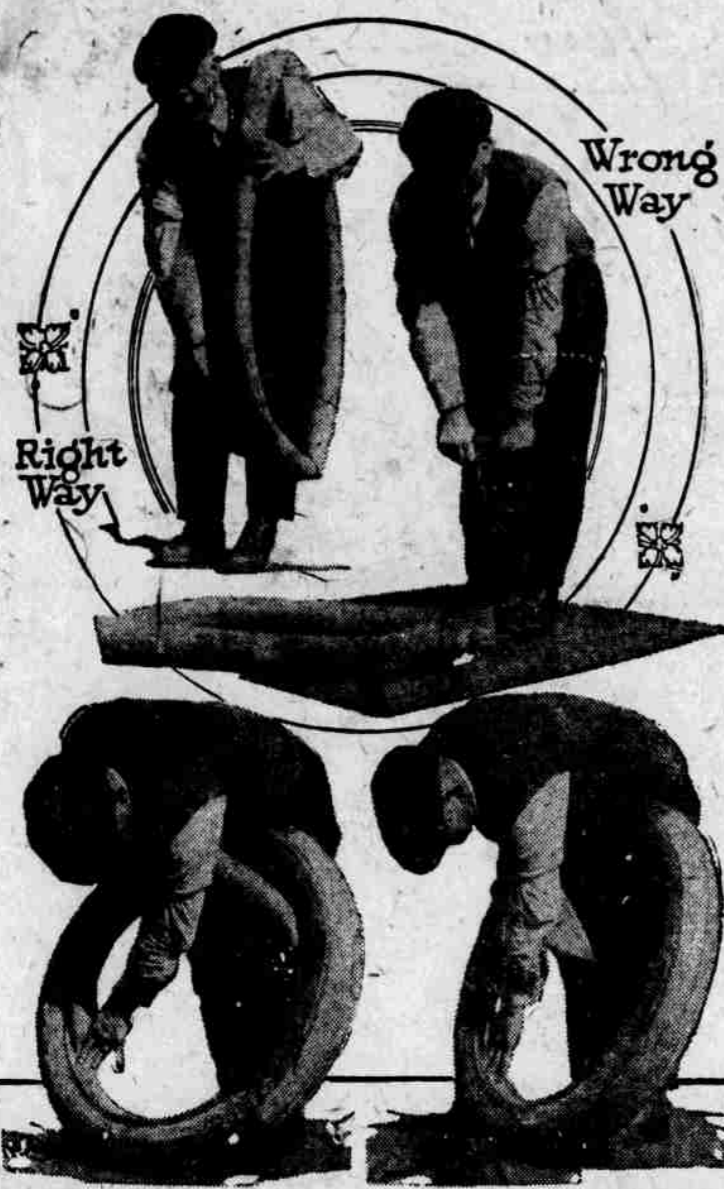
"To disprove this belief, the Pierce-Arrow company put the first truck it built for sale to a test that even today would demonstrate the worth of any truck. This unit, the first worm-drive truck of American design, in the spring of 1911 journeyed overland from city to city throughout the eastern states. And then, to cap the climax, it was run, fully loaded, from New York to Boston."

Reo Trucks Driven From Lansing Factory to Denver

A caravan of 18 Reo trucks passed through Omaha last week on their way to Denver, Colo. These trucks were driven from Lansing, Mich., to Denver for the Graham-Jones Motor company.

A Nebraska inventor's automobile thief alarm utilizes the drive shaft of a car to sound its horn or bell if the car is improperly moved.

How to Replace Your Tube



Unexpected outbursts from inner tubes originate from sins of omission and commission. By emphasizing the more glaring ones the F. Goodrich Rubber company believes it can save the motorist dollars that would otherwise be wasted. Haste in replacing punctured or blown out tubes is responsible for a multitude of these sins. The right way to place a tube into a casing is to first partly inflate it. Then it should be applied carefully, the side bearing the stem always being kept in sight. When it is in the casing it should be talked carefully and the fingers forced all around the tire to make sure the talc has been evenly distributed. A tube never should be inserted unless being partially inflated.

PACKARD BUSES COMPETING WITH RAILROAD LINES

All Interurban Traffic in Southern California by Motor Is Prediction.

Records for long-distance travel and continuous service by passenger automobiles, probably unrivaled, are offered by the A. R. G. Buses company of Los Angeles, which is daily operating a Packard car that has run up 346,000 miles, and several cars that have passed the 300,000 mile mark, according to J. E. Hoyt, general sales manager of the Packard Omaha company.

Every car in its fleet of 52 Twin Sixes is expected to run its 270 miles a day, with from nine to eleven passengers, and from 500 to 800 pounds of baggage. Many of them do 405 miles.

General Use Is Prediction.
E. S. Goode, president of the company, has had such great success with his buses that he predicts that within ten years all interurban traffic in southern California will be by this means. Already he is handling traffic between Los Angeles, Ontario, Riverside, San Bernardino, San Diego, Bakersfield and half a dozen other towns, while by connection with another bus line passengers can

go straight through from Los Angeles to San Francisco.

Run On Schedule.
On these runs the Packards keep regular schedules which beat the time of all but one train, and of all interurban cars. The bus fares are slightly lower. Mr. Goode claims that to many of the towns named he is already carrying from three to five times as many as the interurbans are. The buses run in trains of from eight to twenty, keeping schedule time, and the fact that they use the main roads, instead of sliding into the "back doors" of the towns, he believes gives him a great advantage over the electric cars.

Elgin Road Race to Attract Best List of Entries Since 1913

Chicago, July 31.—The Elgin national road race on August 21 has assumed a national importance which has been absent from it since the discontinuance of stock car racing several years ago. This year's race assumes the importance of the real road racing championship of America and has, accordingly, brought together the best list of entries for an affair of the kind since 1913. Award of championship points by the American Automobile association has brought about this result.

A Brazilian railroad has met with success in experimenting with pulverized coal, blown into the locomotive fire boxes, as fuel.

PREDICTION OF 50-CENT GAS IS PURE NONSENSE

Conference of Oil and Automobile Men Finds That Shortage Is Only Temporary.

(Reprinted from New York Tribune, May 16, 1920.)

At a recent meeting attended by representatives of the Society of Automotive Engineers, the American Petroleum Institute and the National Automobile Chamber of Commerce the following points were brought out:

1. The present shortage and necessity for increasing the price of gasoline are the result of too little drilling last year and are, therefore, only temporary. There may be temporary shortages on the Pacific coast and here and there throughout the country.

2. The figures show that of the crude oil refined last year the gasoline from each gallon was 22 per cent. In the eastern section it was 22 per cent; on the west coast only 12 per cent, whereas in the midwest, where production is biggest, 35 per cent of gasoline was taken from each gallon of crude oil. With the east and west coast companies using the cracking process, so generally used in the midwest section, a great increase in the quantity of gasoline is assured.

No 50-Cent Gasoline.
It is not believed that gasoline will go above 35 or 36 cents at retail. The 50-cent talk is nonsense.

3. Gasoline consumption during the last 12 months was less than production.

4. One prominent oil man stated that, as the present situation is the result of an emergency, the bid price on oil will remain high, but with the present bid price of \$3.50 per barrel for crude oil in the midwest field more active drilling, with the resulting increased production, will follow.

5. The same oil man stated that with this increased production will come a lower price for gasoline. He believes that next year, 1921, gasoline should again sell at less than 30 cents per gallon.

Advise Economy.
7. The oil men advise the use of gasifiers; more careful designing of motors for greater economy in fuel consumption; that truck users should be warned against running motors when trucks are not moving, and that carburetor adjustment for economy should be a general practice with all cars.

8. The automobile manufacturers suggested the need for a better grade of gasoline, as the present fuels of clean combustion and reaches the crank case, diluting the lubricating oil, with resultant damage to bearings; that the oil people should inform us at least a year or two in advance of the quality of gasoline that will be offered.

Promotions Made in the Studebaker Corporation

Harry A. Biggs has been appointed a director and vice president of the Studebaker corporation in charge of domestic sales. E. H. McCarty, Mr. Biggs' chief assistant, will hereafter have the title of assistant to the vice president.

L. J. Ollier, a director and vice president of this corporation, who has just returned from a trip around the world, during which he has studied conditions and organized the export business in a thorough manner, will hereafter be in charge of export sales, including Canada.

H. S. Welch, Mr. Ollier's chief assistant, will hereafter have the title of assistant to the vice president.

Comes From Denver to Manage Local Branch Of Miller Rubber Co.



Robert C. Burlan of Denver has recently been appointed manager of the Miller Rubber company factory branch, and has been here for the past 10 days organizing the sales force for an energetic canvass of the entire territory under the jurisdiction of the Omaha office.

Mr. Burlan has been connected with the Miller Rubber company for a number of years. Burlan has been a close associate of Charles C. Collins, district manager of the company, with headquarters at Denver.

CAN THE AUTO BE RIGHTLY TERMED NON-ESSENTIAL?

Estimated That Autos Are Saving Farmers 2,250,000 Hours Every Week.

Is the motor car a "nonessential?" We are hearing a lot of talk along this line just now, but let's stop and consider a few pertinent facts.

There are 2,250,000 motor cars owned by farmers in the United States. Supposing that each car saved its owner but one hour's time a week compared with the old horse and buggy.

That would mean 2,250,000 hours per week, or a grand total of 9,750 full days of 24 hours saved to the farmers of the United States in these days of scarce and high-priced farm labor.

Railway passenger cars for suburban service out of large cities, and street car equipment in these cities is so inadequate as to make travel highly uncomfortable due to overcrowding. Think what it would mean if motor cars were suddenly withdrawn from service and the greatly added burden were placed on these public carriers.

And the restricted activity of hundreds of thousands of doctors who are able to care for many times the number of patients by reason of the quick means of getting about afforded by automobiles.

Applying the test right in your own territory. Just consider how many business and professional men and farmers use their motor cars largely for business. Suppose that every car were withdrawn from service for a week or a month—just how would it affect the local situation?

Hamilton Motor Co. Distributors for All-American Trucks

Announcement was made recently to the effect that the Hamilton Motor company had taken on the distribution of All-American trucks in the eastern three-quarters of Nebraska and the western one-quarter of Iowa.

The All-American is not new to this territory, and there are already a number of operators who are getting entire satisfaction from trucks which they have operated for several months. The All-American is made in three different models—a 3,000-pound truck for farm use and two 5,000-pound trucks for heavier hauling.

It is the plan of the Hamilton Motor company to equip such trucks as they sell here with built-to-order bodies. The company will determine the character of hauling which is to be done, and have a body built which is best suited to the work which will be done.

FOR MOTOR PEP Use



GILL PISTON RING CO.
S. E. Cor. 20th and Farnam
OMAHA, NEB.

Motor Company Adds Large New Building Unit To East Plant

In order to meet the ever-increasing demands and also facilitate production under the adverse present-day conditions, the Briscoe Motor corporation has just completed another building unit to their enormous east end plants.

In keeping with the other units, this new building is concrete-steel construction throughout, costing approximately \$25,000.

Twenty-one semi-automatic machines for machining gear blanks from rough forgings have been installed. One man can operate three machines.

TIRE SALE For Short Time Only

Presented in half an hour of time only. We have a special double tread tire on new rubber machinery on five extra motors with special prices on tires. Call early at 1556 Ogden Ave. or 1764 Chicago St. for a list of tires and prices.

Guaranteed 6000 Miles

Speeding Tires are the highest quality in the market. We build special double tread tires on normal wheels to give you extra mileage with practically no blowouts. High quality at low prices in 7 months. Call today to learn season's supply.

Tires	Price
30x3 1/2	\$5.50
30x3 3/4	\$5.50
32x3 1/2	5.75
32x3 3/4	6.00
34x3 1/2	6.25
34x3 3/4	6.50
36x3 1/2	6.75
36x3 3/4	7.00
38x3 1/2	7.25
38x3 3/4	7.50
40x3 1/2	7.75
40x3 3/4	8.00
42x3 1/2	8.25
42x3 3/4	8.50
44x3 1/2	8.75
44x3 3/4	9.00
46x3 1/2	9.25
46x3 3/4	9.50
48x3 1/2	9.75
48x3 3/4	10.00
50x3 1/2	10.25
50x3 3/4	10.50
52x3 1/2	10.75
52x3 3/4	11.00
54x3 1/2	11.25
54x3 3/4	11.50
56x3 1/2	11.75
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**Railcar Free
with
Every Tire**