

## LONG DISTANCE HAULS BY TRUCK PROVE PRACTICAL

Motor Transport Convoy  
Opening New Field for  
These Rail Feeders.

BY LOUIS LUDLOW.

WASHINGTON, D. C., Aug. 30.—The worth and practicality of long-distance freight hauls by motor truck are being demonstrated as never before by the motor transport corps' convoy of huge trucks on its coast to coast trip.

In government circles, as well as quite generally in transportation circles, the trip is held to be as significant and as historic an event in its way as was the first transatlantic flight. It illustrates the ultimate possibility of a revolutionizing step in the development of transportation, and the translation of that ultimate possibility into dollars saved for producer and consumer. Experts see among the far-reaching results of this tour the freight totals of America increased, the markets grown fuller, and thereby greater comfort, greater happiness and greater living possibilities for the people.

### Railroads Inadequate.

Transportation men argue that it has been fully and clearly demonstrated for several years now that the railroads cannot completely meet the demands of traffic. They see no future hope of relief through the railroads themselves. It is physically impossible for railroad rolling stock and terminal facilities to meet the fluctuating requirements of demand and supply. There comes the season for "moving the crops." That job alone, which demands speed, would tax the capacity of the railroads for several months practically to the exclusion of all other business. Then comes the season when coal must be moved in vast quantities and quickly.

And thus it goes, transportation men point out. The railroads work most of the year on thousands of little jobs under the handicap of big jobs.

They point out that trucks can move in large or small fleets according to demand; that they are not restricted to central terminals for loading or unloading, but can overcome congestion by moving freely from one to another of the final destinations of their loads.

### Good For Livestock.

There is also a certain class of freight which, because it demands special speed in handling or special care, can best be handled on long as well as short hauls by motor truck. Livestock is in this classification.

Already some live stock raisers have realized the value of the motor truck in the handling of their shipments. Cincinnati, Indianapolis, Louisville and Kansas City markets are receiving an increasing proportion of their hogs by motor trucks. During 1918, in eight months, 72,887 hogs were hauled at Kansas City, an increase of 21,505 over the same period in 1917. At Denver the haulage of sheep increased more than 223 percent, and approximately 13 percent in cattle and 12 percent in hogs. In a single day at St. Joseph, Mo., 130 trucks brought in 1,400 hogs, 200 cattle and a large number of sheep.

Trailers practically double the value of the truck, with but slight increase in cost of operation. Recently one truck, running from Dallas to Farmersville, Tex., hauled four trailers. It carried 70 head of sheep and 17 head of steers—net weight, 29,500 pounds—a distance of 90 miles. Of this distance 29 miles were over black soil roads.

### Feeds Rail System.

Even if the practicability of the commercial motor truck is still in the first stages of demonstration, its great value as a feeder of the railway systems and for bridging the gaps between farm and near-by market has been clearly demonstrated. There is a net-work of motor truck freight and express from practically all local markets throughout the United States today. New operators are coming into the field daily as new possibilities unfold themselves. Vast quantities of cream, butter and eggs that would have wasted on the farms are being marketed by the trucks which carry to the farmer his requirements in furniture, binder twine, groceries and a thousand and one of the every-day necessities of life on the farm.

In this territory the interests of the truck operators and the shippers are watched over by a branch of the nation-wide organization of a ship-by-truck bureau, with headquarters at Akron, O. The bureau acts as a clearing house of information, bringing operators and shippers together.

### NEW GENERAL MANAGER FOR BETHLEHEM MOTORS

H. F. Harris has been appointed General of the Bethlehem Motors corporation at Allentown, Pa. This announcement has just been made by Arthur T. Murray, president of the Bethlehem Motors corporation, who states that this is just one more step in welding together nothing but the highest type men in building the Bethlehem organization. He states further that this is not a forerunner of any reorganization plans but merely the result of the growth of the organization which calls for additional administrative forces of the highest calibre.

The Bethlehem truck is handled in South Bend by the E. A. Bennett Overland Co.

## Roadway Markets Cause Congestion Near Los Angeles

LOS ANGELES, Calif., Aug. 30.—Eastern auto tourists feasting along the roadsides on California fruits threaten to cause a revision of the traffic laws in the vicinity of Los Angeles.

A curious situation has developed as a result of what are called "highway markets." These are fruit and vegetable stands scattered throughout the suburbs on the edges of orchards and truck gardens.

The trouble comes from auto parties stopping on heavily traveled highways to purchase the tempting displays fresh from the fields. Congestion and delay result, especially where the little markets are opposite each other, as is frequently the case. There is no law to enforce a motorist to shorten his stay or move off the road.

In the case of repairs on a car, or other necessities for stopping, the law decrees that the four wheels of the car must be off the road. In buying fruit and vegetables, however, the car may stop as long as the owner desires, in the roadway. The tourists are delighted with the present arrangement, while the natives, although not wanting to displease their guests, are appealing to the chamber of commerce, and the Automobile club of southern California for some sort of relief.

### LONDON WILL NOT TRY TO BOOST EXCHANGE

LONDON, Aug. 30.—The financial section of the London chamber of commerce which has been considering whether special steps should be taken to improve the rates of exchange on America, has announced its conclusion that there should be no attempt to use artificial means of stabilization. Hard work and national economy are recommended as the only remedies.

### SAFE ANYWAY.

It costs a lot more to live in the penitentiary now, but if the bolshheviks ever get control of things it will be worth it.—Buffalo Courier.

## SEE DEALER, THEN CAR, BUYING PLAN

Pick One You Believe in, is  
Advise of Bennett, to Secure Satisfaction.

"Start with the dealer, not with the car," is the advice of E. A. Bennett to prospective purchasers of automobiles. "The conventional process by which the car buyer works up to a deal is to select the particular car which he thinks he wants—then to find the local agent."

I believe that a more enduring satisfaction will result if the prospective purchaser thinks first of that local dealer in whom he can have confidence and consults with him concerning the intended purchase. This is a new idea in automotive lines when all cars are generally good. The importance of the dealer is growing at the same pace with which the manufacturer is climbing into ever greater production.

"Why should any man buy two or three automobiles in order to find out things which a conscientious and square dealer can tell him at once? Consult the dealer first, is the new slogan in the automobile game."

### Business Is Good

An unusually satisfactory volume of business is reported by the distributor of Willys Overland motor cars of this city. "One interesting angle of this remarkable volume of buying," says E. A. Bennett, "is the amount of patronage coming from old customers."

"It has been a policy with us ever since we started this business to make every customer a life time customer. Our theory has been to give such attention to the wants of those who deal with us that they will always come back. We spend more effort on our regular customer than we do in missionary work on new deals. That sounds revolutionary but its merit has been demonstrated to our satisfaction. The man who buys an auto is never going to be without one. That has been

demonstrated now beyond peradventure of doubt. We try to exceed the usual limits of an ordinary sale. We exist for the convenience and comfort of our patrons. For that reason we go very thoroughly into the subject from every angle with every new customer who comes to us. When he buys a car he knows exactly what he is getting, knows all its comparative points, thoroughly understands it. Then we regard it as our business to see that he gets the comfort and pleasure from it that he has a right to expect."

### SOUTH BEND GARAGE MAN DISCOVERS IT PAYS TO BOSS OWN BUILDING JOB

Complete plans and details of the construction of the new Casbon garage, which will open tomorrow at the corner of Jefferson blvd. and Lincoln way E., are shown in the Aug. 21 issue of Motor Age, a national automobile publication. The architect's drawings, showing the exterior and interior construction of the building, are carried in an article entitled "It Paid This Garage-man to Boss."

The article in the automobile magazine deals with the experiences of L. J. Casbon, the proprietor of the new garage, in building his new place. When Mr. Casbon opened the bids of seven different contractors he found that the lowest was \$27,000, while the highest was approximately \$35,000 for the construction of the building without a heating plant. This difference was considered to be too great and he decided to build by day labor, throwing out all bids and calling in the assistance of his architect to supervise the work.

With the exception of a few minor details, the building is now completed and will be opened to the public tomorrow morning. At the same time the local branch of the H. Paulman Co., Pierce-Arrow distributors, will be opened in a part of the building.

### OF COURSE.

At Newport they are already putting vintage nut sundaes on ice against the coming of the Prince of Wales.—New York Herald.

A severe headache is a common complaint with the bear. A bee sting is its antidote.

"I am penalized  
if ever one  
comes back"



## From the Very First Miller Tires Have Been Backed By An Unlimited Guarantee

Miller gave to the world *uniform long distance mileage* when the first *Geared-to-the-Road Tire* was built. It was then that limited mileage figures no longer counted. Because even those first *Miller* tires marked a new era in mileage standards. Never has that been altered. Every tire is built to out-run all makers' guarantees. Each is made up to a standard and not down to a mileage guarantee. And having set that pace, *Miller Geared-to-the-Road* tires have kept it.

Therefore if ever a *Miller Tire* shows an imperfection either in workmanship or materials, regardless of the mileage run, fair and liberal adjustment will be made.

The constitution of the Miller Rubber Co. always has provided for *maximum mileage* into Miller tires, and for giving every purchaser of any of its manufactured rubber products the greatest return for his money. Its entire organization of many thousands of skilled workers is pledged to give you the best of their ability in connection with the finest materials properly handled *that can be furnished them*.

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will be glad to tell you all about Miller Tires. They have a lot to tell you, too, because there are so many good points about a Miller tire. Two of these points are the *Uniform Mileage* and the *Geared-to-the-Road* tread.

Being live automobile men, these dealers have other good lines of accessories that will help you.

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You can get anything you need for your car in our accessory department. We have a lot of specials we are offering and it will pay you to see them.

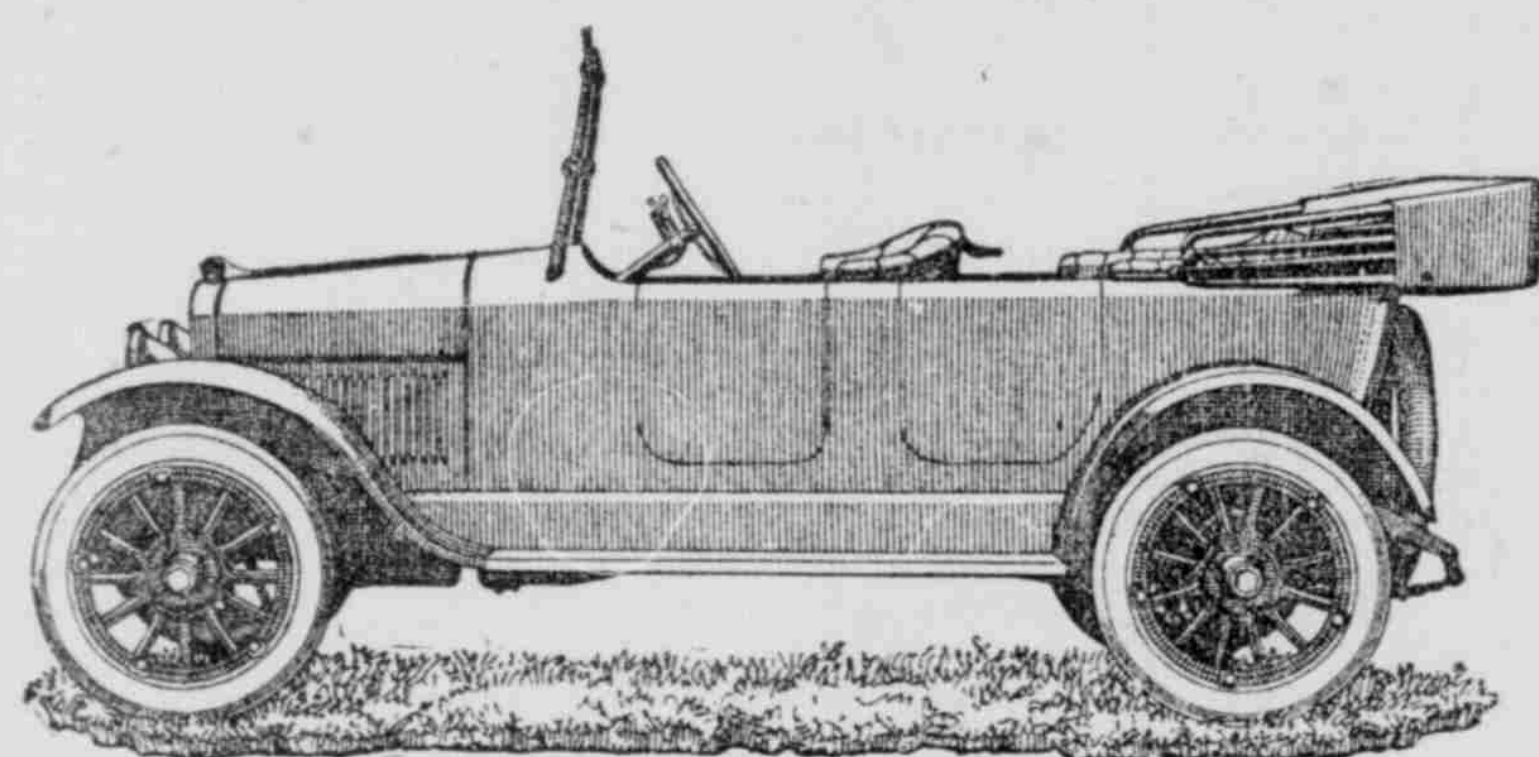
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## This Post-War Maxwell is a Rare Study in Automobile Development



WHILE the great plants of the Maxwell were busy in war production the engineering laboratories were working night and day on a Post-War Maxwell.

Today this car is in our salesrooms. It expresses in a decisive way the progress of automobile making in this country.

Unquestionably it leads the way among cars selling under \$1200.

There's a new type radiator, larger, more efficient, more handsome; a new Elliott type front axle, which makes steering now a tireless pleasure; a new rear axle, heavier, with an indestructible four pinion differential; an improved electric system; a new idea in an instrument board; a larger and more convenient gear shifting lever; full crown fenders with wire edge reinforcing, (the front fender aprons are crowned to eliminate all vibration and rattle); a new way of anchoring the running board; a larger gas tank, and hung in the rear; a new tire carrier; a new emergency brake, located at the transmission, and not on the rear wheels; a heavier service brake, and equipped with equalizer to prevent any tendency to skid. Also equipped with Hot Spot and Ram's-horn.

These are but a few; and yet it is the same fundamental chassis on which 300,000 Maxwells have been built.

To miss seeing this Post-War Maxwell is to miss the motor car treat of the year.



## J. W. NIKART

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