

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 practicability of long-distance freight hauls by motor trucks 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, 2,887 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 222 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 slight increase in cost of operation. Recently one truck, running from Dallas to Fort Worth, Tex., hauled four trailers. It carried 70 head of sheep, 29,500 pounds—net weight, 29,500 pounds—a distance of 50 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 network 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, birdie 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 met 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 roadside 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 Bolsheviks 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 counsels with him concerning the intended purchase. This is a new idea in automotive lines when all cars are generally good.

The article in the automobile magazine deals with the experiences of L. J. Casbon, the proprietor of the new 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."

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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 that it 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."

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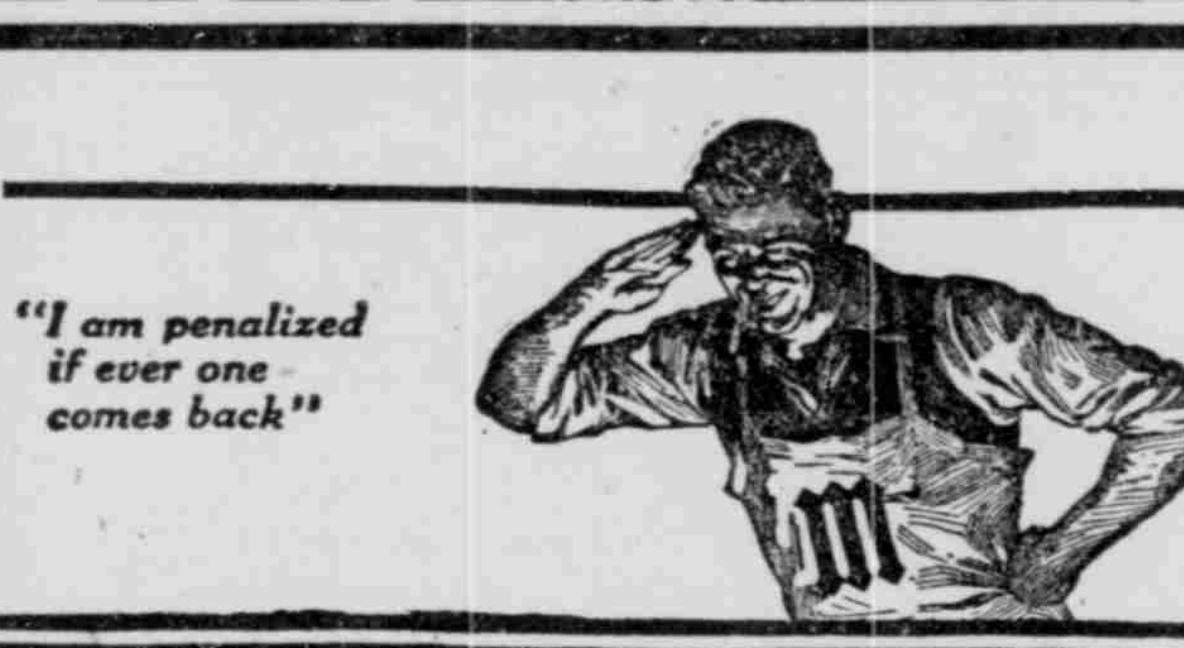
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done.

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.



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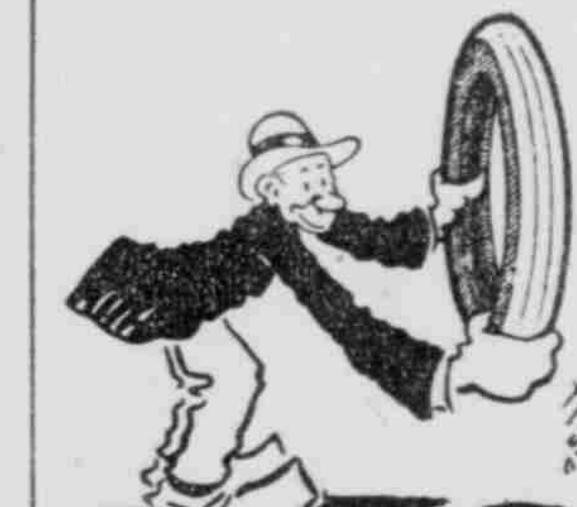
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