

FARM WAGON MAKER NOW BUILDING MOTOR TRUCKS

Every Builder of These Aids to Transportation Has the Former in Mind Today.

A recent development in the motor truck industry, which shows the trend of things toward automotive transportation more clearly than anything else could possibly show...

For seventy-five years the name of this manufacturer has been a household word throughout the United States. The house of this manufacturer has been noted for its honorable dealings, and for the quality of its product, which is well known to farmers, both in this generation and in the past.

Truck for Short Hauls' idea, take the truck out to the farmer, show him its real worth and yearly savings. Another great study before the truck builder today is that of body design, and especially a properly designed body for the farmer, a body that will fit into the average farm work.

Vehicle manufacturers who think things through have already realized that the motor truck has supplanted the heavy horse-drawn wagon for use outside the farm. Today the farmer is thinking how he can make use of motor truck transportation.

Every motor truck builder today has in mind the farmer, and is constructing his truck along practical lines for use by the farmer. In conversation with Harry G. Moeck, general manager of the National Automobile Dealers' Association recently, says Mr. Stromeyer, one of the first questions asked was "are you selling the farmers in this section?" therefore, the "Ship-by-Truck" logo.

Ship by Truck

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Overspeeding Is Dangerous to Others and Seriously Detrimental to Machine

Overspeeding is not only dangerous to others, but like overloading, is a factor which greatly lessens the normal life of your truck. Most trucks are equipped with governors to prevent excessive driving speeds. It is just as essential to keep down the speed in coasting.

does not tend to increase gradually but is almost instantaneous in its action once the critical speed is reached. Much damage not only to itself but to surrounding parts may be the result of a shaft whipping out of its proper position. The engine flywheel and clutch parts may also be damaged beyond repair should they run at an excessive speed.

will be hauling in hay from the field. With the farm wagon he doesn't use the same rig for this work. If he is hauling gravel, he puts on the "dump" boards, if he is taking stock to market he puts on a "stock rack," while for drawing in hay he puts on the "hay rigging." Some of the bodies that are sold on farm trucks answer the purpose just as well as though the dealer who sold him a farm wagon expected him to haul his hay and do all of the other work on the farm, with the box with which the wagon was sold.

The farm field is so promising that the same attention should be given in designing farm truck bodies that has been given to bodies for other special work. It will go a long way toward motorizing the farm, which means a larger crop acreage and more food.

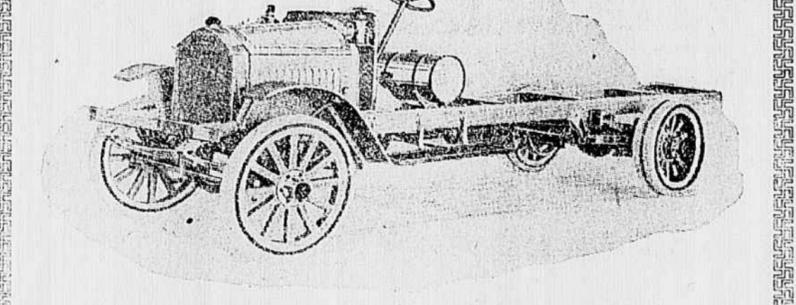
SATURATION POINT IN SALES OF AUTOMOBILES
"When Everyone Drives and No Automobiles Wear Out," Says G. S. Jordan.

In reply to the question, "Where is the saturation point in automobile sales?" Mr. Edward S. Jordan, president of the Jordan Motor Car Company of Cleveland, replied: "When everyone drives and no automobiles wear out."

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MACCAR MOTOR TRUCKS



TWO AND ONE-HALF TON WORM DRIVE—MODEL H

Simplicity is paramount in MACCAR construction.

All UNITS are so arranged as to work in perfect harmony.

This is the basic essential which has made the MACCAR the super truck of today.

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Shod for Might

The high standard of merit attained in the making of Gillette Cord Tires will be rigidly maintained. That is assured by the fact that every workman in the big Gillette factory has a voice in the management of conditions under which he works. He puts forth his best efforts — takes pride in production because he is a ruling factor in that production and works under ideal conditions.

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General Sales Office, 1534 Broadway, New York

Gillette TIRES AND TUBES

A BEAR FOR WEAR

Industry. With production still far behind orders, every effort is being made to bring the number of cars of each individual factory up to the maximum of production. Labor conditions in general, lack of materials, and a tightening of the money market, has caused many plants to fall below quotas set for this time or the year.

"Consolidation of plants is a problem of the future. The need of today that confronts the automobile manufacturer is not the market saturation but rather, how to produce cars to cover the orders already on file. No doubt the time will come when the automobile industry will shrink down to a few great controlling companies. This is seemingly a long way off, however.

"When the day comes when automobiles will be bought rather than sold, then the test period will have arrived to determine how many of the cars built today can survive without

Consolidating with other car manufacturers. Such a move would bring production up to a higher degree of efficiency and would minimize financial difficulties which are always so prevalent when supply exceeds demand."

HEADS TWO COMPANIES
President W. G. Buckner's Corporation Will Furnish Electric Power and Operate Flouring Mill. ORANGE, VA., May 15.—The Somerset Light and Power Co., recently chartered by the State Corporation Commission with \$75,000 capital stock, proposes to build and equip at Somerset in this county an electric power plant with sufficient horse-power to furnish both light and power for the towns and villages of Orange, Green and Madison Counties and perhaps Louisa also.

mill at Somerset to be operated by electric power. W. G. Buckner is the president of both companies.

Scouting via Motorcade.
About eighty Akron Boy Scouts who will travel via motorcade to Roosevelt's home at Oyster Bay in July, will carry their own band of forty pieces. They are routed over the Lincoln Highway in pneumatic tired trucks and after three days camp at Bear Mountain in New York, the national Boy Scout camp, they will return through Central New York, stopping at Niagara Falls.

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The Determining Influence Among Motor Cars

ONLY things of acknowledged worth can acquire and retain the prestige of leadership. The world is not disposed to patronize failures; but it is quick to emulate success. Consider the recent marked changes in the design and construction of motor cars. Then recall which car it was that first introduced these striking advancements.

Cole Creations Strike New Note

The low bevel-edged body panel; the high cowl; the square corners at the rear; the valanced top; the keen aeroline from stem to stern have become the outstanding characteristics of motor car designing.

Aerotype construction with its attendant 15,000 miles on tires; its wealth of reserve power; its tenacious road adherence; its increased gasoline economy; its swift acceleration and wide range of performance have elevated automobile standards.

And aerotype construction was first applied to the automobile by Cole engineers.

Acknowledged as the sponsor of the present vogue in motor car design as well as a leader in mechanical achievement, the Cole Aero-EIGHT is seasons ahead.

Its prestige is being retortified again and again by the determining influence it continues to exercise over the works of its contemporaries, who have accepted Cole standards as the ones to which they, themselves, would build.

And with the ownership of the Cole Aero-EIGHT goes that feeling of pride in the possession of a thing whose worth is acknowledged by the eagerness of others to follow its example.

GIBSON MOTOR CO.
1011-13 West Broad Street, Richmond, Va.
1121 Connecticut Avenue, Washington, D. C.

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U. S. A.

THERE'S A TOUCH OF TOMORROW IN ALL COLE DOES TODAY