926 G. V. Electric Trucks are operated by 25 firms

That's an average of 37.1 per customer. 100 firms use over 1300 G. V. Trucks. A horse and wagon is a horse and wagon, nothing more. An Electric Truck on the contrary may dump coal, hoist safes, warp its load on with a winch operated by its own battery, pump water from a deep manhole, tow a dead trolley car around the curve or take its load across the floor of a great loft after car and all have been taken up in the elevator. It shows better than anything else the possibilities of the new way of moving raw material and merchandise.

American Express Truck
One of 65 G. V. Trucks used by American Express Company

Let's forget the word "Automobile" and substitute "Transportation." Making Motor Trucks pay is a big, big science. The Electric for the city and the gasoline truck for long distance work beyond the radius of the Electric is the story. Efficiency engineers will soon tell you the same.

Scores of our 1902-03 models are still running, many of them working side by side with our 1912 product in these big fleets. Our newer trucks are standardized, have interchangeable parts, more mileage, low depreciation, low operating costs. 69.5% of 1911 business reorders. Age, prestige and ample capital back of everything we build.

G. V. Electrics are made in six capacities. 750 lbs., 1000 lbs., 2000 lbs., 2-ton, 3½-ton, and 5-ton. Thousands in use.

We aim to sell our machines only for work in which they will give the buyer absolute satisfaction. Correspondence solicited.

Write for "The Electric Truck As An Investment" or for illustrated catalogue 101

General Vehicle Company

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The Edison Storage Battery in the Electric Truck

Doesn't it seem a natural thing to use the EDISON BATTERY of half the weight per unit capacity of a fairly serviceable vehicle type lead battery, and, furthermore, with a guarantee to be capable of developing full rated capacity at the end of four years of active service, irrespective of the total miles traveled by the vehicle, or the number of charges, discharges and "boosts" which the battery has been given?

The business men in Chicago are alive to this situation. Out of a total of 115 electric trucks purchased in Chicago during the first six months of 1912, Edison Batteries were demanded on 95 of them. Chicago was "shown" last Winter, when the Edison equipped Field Buses and the Edison equipped trucks kept going through the blizzard weather when street cars, gasoline trucks and other trucks were stalled.

The Adams Express Co. is operating about 400 electric trucks equipped with Edison Storage Batteries as compared to about 30 equipped with other batteries—this after a test lasting nine years.

Points to remember about the Edison Battery when purchasing an electric truck are: Light Weight (a saving on tires) and Long Life; No injury from short circuiting; overcharging or from being left standing indefinitely in a charged or discharged condition; Low maintenance cost; No expert attention required; Operation and care simple.

Let our experts give you advice as to your battery equipment—don't hesitate to ask us questions.

You can see Edison Batteries being manufactured at the Boston Electric Show, September 28 to October 26, 1912.

The Edison Storage Battery Company
132 Lakeside Avenue, Orange, N. J.

mobile is merely a matter of proper construction and proper tire size. Hudson Maxim, the noted inventor, says, "If the load on pneumatic tires never exceeds the elastic limit of the rubber it will endure a very long time, whereas if loaded but slightly beyond the elastic limit, they soon go to pieces."

In overcoming tire troubles three things have to be considered: weight of the car, the size of the tires and the riding ease. The makers of the light trucks using pneumatic tires have in every way made light weight the strong point of their construction, using full-elliptic springs and a flexible frame to aid the tires in absorbing road shocks. On a car with a rigid frame and stiff springs all the cushioning of the road shocks must be borne by the tires. Consequently, the rubber and fabric are unduly strained and break down before their time.

That light weight has a marked influence in prolonging the life of the tire equipment is supported by results of careful experiments made by Michelin, the noted tire manufacturer. These experiments have proved conclusively that every five per cent increase in the weight of an automobile adds fifteen per cent to the wear on the tires. Hudson Maxim declares that every twenty-five per cent decrease in the weight of an automobile means one hundred per cent added tire service.

Pneumatic tires and resilient shock-absorbing construction overcome the destructive action of driving over rough streets and permit a good average speed which is necessary in efficient truck service. Not only do they save on the repairs of the car, but they take better care of the load carried, not causing it to endure a perpetual succession of severe road shocks. Pneumatic tires make the truck ride more easily, and it does not soon become a rattling old vehicle like many of the old-time horse trucks.

Subsidized Motor Trucks

By John R. Eustis

FRANCE was the first nation to recognize the motor truck for army transport service and has developed a subsidy plan which has been largely followed by the other governments. Under this plan the French government has now at its command in case of war upward of 2,000 motor trucks, or the equivalent of at least 12,000 horses or mules. These motor trucks are regularly engaged in private service, and the owners receive from the government for each vehicle six hundred dollars at the time of purchase and two hundred dollars for each of the three following years, a total of twelve hundred dollars. In return the owner agrees to keep the truck in good running order and to turn it over to the government, with its driver, any time on demand.

Motor trucks eligible for this subsidy must, however, be adapted for army transport service. There are held annually in France, under the direction of the War Department, trials in which all manufacturers of motor trucks are invited to participate.

Motor trucks which have qualified in these annual trials sell much more readily than those which fail or which did not participate. The manufacturers, therefore, spare no efforts to win, and the engineering and commissary departments of the French army do their best to make the requirements sufficiently severe to show up any and all weaknesses.

This year's trials have just ended. Sixty-two trucks participated, representing thirty-two distinct models, made by sixteen different manufacturers. They were under military supervision and observation for an entire month, during which they made twenty daily runs over routes radiating from Versailles, the total distance being 1,558 miles for single trucks and 1,225 miles for trucks hauling a trailer. The runs had to be made under full load, both singly and in convoy formation, without load, and with gasoline, benzol and alcohol as fuels. An officer rode on each truck as observer, and a careful record kept of fuel and oil consumption,

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as economy of operation played a part in the final award.

Following the road trials a careful examination was made of every part of each truck. One or more important units on each truck were dismantled, such as rear axles, jackshafts, gear boxes, road wheels, motors, and steering gears.

The French motor truck industry is greatly benefited by these annual trials. The army service requirements have tended to standardize wheels and tires, bodies and body fittings; under clearance and track; they have made radiator protectors an essential and hooks front and rear for hauling purposes; they have cut down fuel consumption and done a great deal toward developing accessibility.

One of the most important results of these requirements is the development of carburetors with which gasoline, benzol or alcohol can be used as fuel. It was not the price of gasoline, which is very high abroad, so much as the possible stoppage of the supply in case of war, that gave rise to this requirement.

In another particular, that of developing motor trucks which would run satisfactorily on steel tires, the French government has not been successful. At first only steel shod trucks were allowed to qualify for the subsidy, and now their use is encouraged by making wear and tear on tires count heavily in figuring the cost of operating, thereby giving steel tires a big advantage over rubber tires. Despite this, steel tires were used less this year than in any previous trial, and not one of the trucks shod all around with steel was able to qualify. A number used rubber tires in front and steel on the rear, and some of these qualified.

Outside of the purchase of a few score vehicles, most of which are used in the Philippines, the hiring of a few at different times in the past two years for use at various maneuvers, the promotion of two short tests and requesting manufacturers to furnish the names and addresses of all purchasers, our own Government has as yet done nothing toward utilizing motor trucks in army transport service. There are, however, more motor trucks in this country than in any two foreign countries combined; and in case of war our Government could purchase all it needed at a high price.

Discovery of a New People

(Concluded from page 261.)

Cape Bexley a recently abandoned village of forty snow houses was discovered on May 12th, 1910, with sled trails leading northward to Victoria Land. One hour later—in the middle of the frozen Dolphin and Union Strait—a man was discerned. He was sealing. Stefansson sent his Eskimo companion to interrogate him. The sealer drew his knife and awaited the attack of the emissary. After fifteen minutes of excited parleying in different dialects—for the sealer and the emissary spoke widely different dialects of the same tongue—peace was established. Stefansson then drew near. He speaks Eskimo himself; for the modern ethnologist is thoroughly acquainted with the dialects of the people whose customs and folklore he studies. Stefansson was the first white man the sealer had ever seen. Yet he was quite unmoved; he promptly concluded that the explorer was an Eskimo too.

The sealer turned out to be one of a small tribe numbering all told thirty-nine and calling themselves A-kū-li-a-kat-tāg-mi-ūt. Unlike the half civilized Eskimos with whom explorers have hitherto come in contact the Akuliakattamiut were honest and kindly. Indeed Stefansson's account of their traits bears but the general theory that the savage, uncontaminated by civilization is far more tractable, far more hospitable, far more considerate than his more sophisticated cousin who has come into contact with the trading station. No member of the Akuliakattamiut showed any disposition to pry into Stefansson's baggage; no one burst into his hut unannounced; and so far from denying him food, the tribe even supplied him and his men with choice parts of freshly killed seals and huge musk-ox

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It asks to be set apart and judged, not by the standards its price would suggest, but by that more microscopic analysis you would apply were a larger monetary investment involved.

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