

ENGINEERING GENIUS SEEN AT TRUCK SHOW IN MOTOR TRANSPORT

Manufacturers Warn Prospective Purchasers of 1919 Car Shortage Labor and Material Costs Will Keep Up Commercial Vehicle Prices

Modern transportation vehicles in the highest degree of engineering perfection and efficiency, and farm tractors that have been developed so as to reduce manual labor in agriculture to a minimum are the headline attractions at the motortruck show in the Commercial Museum, thirty-fourth street below Spruce.

The exposition opened Monday morning at 10 o'clock and will run continuously until 10:30 o'clock Saturday night. It is being held under the auspices of the Philadelphia Automobile Trade Association, which sponsored the passenger-car show last week, and is endorsed by the Motortruck Association of this city.

Among the fifty-two makes of trucks exhibited, every type of commercial car from the light delivery wagon to the dreadnoughts of the road, such as contributed so largely to the defeat of Germany in the war, is represented on the floor.

As a result of this situation the supply of motortrucks during 1919 will not even approximately fill the demand. Aside from underproduction, the high cost of labor in the automobile plants of the country, and of materials, the manufacturers say, will keep the present prices up indefinitely.

Not at any previous occasion has there been assembled in this city such a variety of makes, capacities and designs in commerce-carrying vehicles, as were gathered together for the fifth annual truck show.

While the war may not have caused entirely radical changes in motortruck designs, its influence nevertheless is noticed in many cases where models have been strengthened and built more substantially than at any time in the past.

Service, stability, comfort, safety, and economy are the things emphasized at the motortruck show. The comfort of the driver is now a prime consideration of truck builders.

POINTS SOLUTION OF FREIGHT JAM

Relief From Congestion at New York Is Seen in Motor Transport

Trucks Carry Big Loads in Faster Time, Says Edwin L. Lewis

Freight transportation by motortruck lines is nearly eight times as fast between New York and Philadelphia as the ordinary movement of shipments by rail and water, and could be utilized to relieve the freight congestion at these two ports, according to Edwin L. Lewis, manager of the freight transportation department of the Packard Motorcar Company.

Congestion of freight shipments at the port of New York at the present time is worse than it has been for many months, resulting in long and costly delays.

There are at this time eleven lines of motortrucks operating on a daily schedule between Philadelphia and New York, and Mr. Lewis' schedule lists at least six other lines making two or three trips a week on schedule.

There is an interesting comparison between motortruck shipments and rail or boat freight. The average time required by rail, including delays at the Brooklyn and Philadelphia terminals, is 151 hours.

The cost of shipping by rail, including the haulage from plants to terminal and delivery in Philadelphia is 20 1/2 cents per hundredweight. The boat cost is 22 1/2 cents per hundredweight, being more than the rail cost because of a longer haul to and from the docks at both ends.

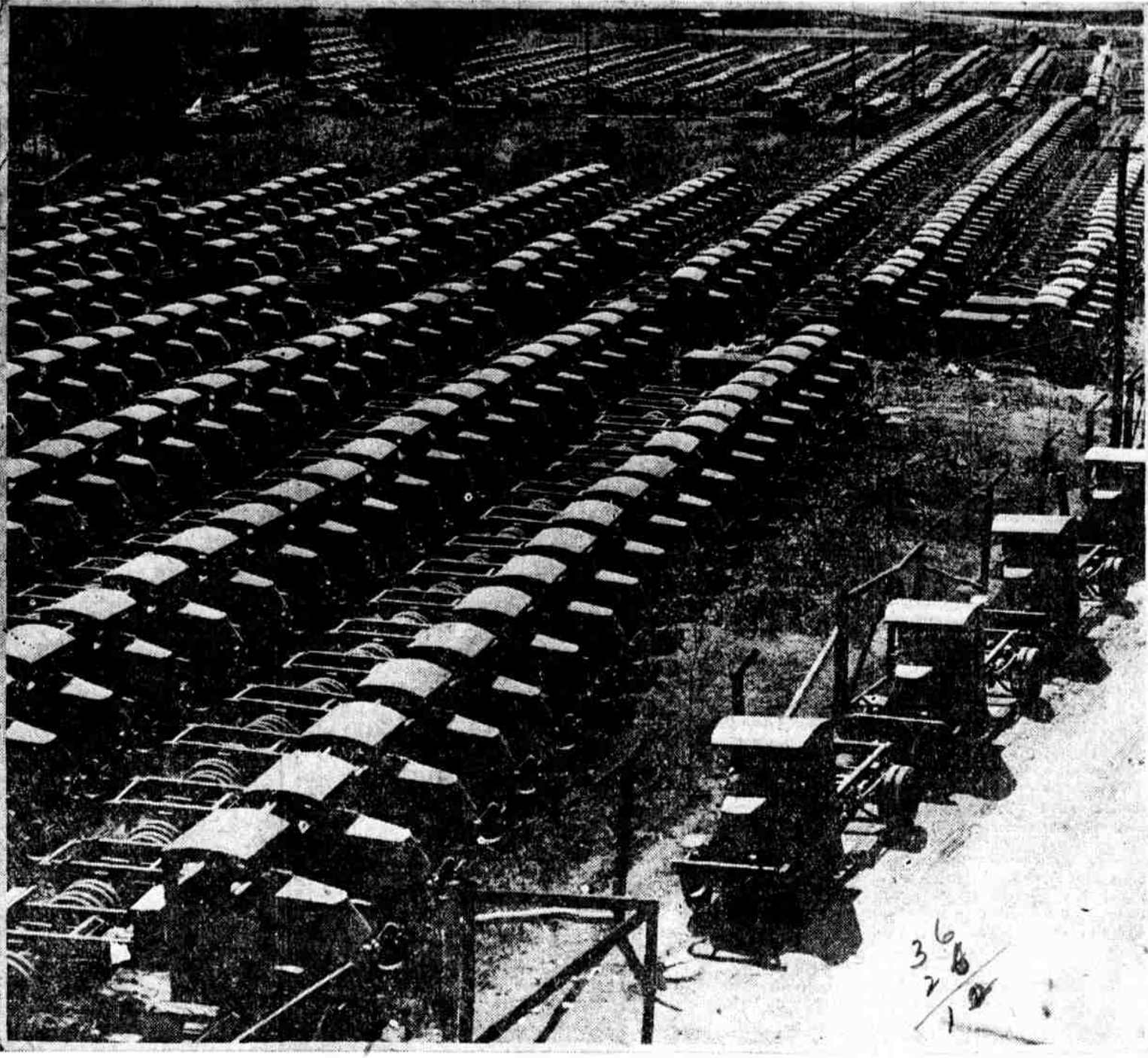
Shipping by motortruck means express speed with very little more than ordinary freight cost. Delays at terminal are reduced to a minimum.

DEMAND HIGH-GRADE CARS

Business Men Want Best in Motortrucks Obtainable

Business men nowadays no longer purchase a cheaply constructed motortruck, rather than buy a high-grade machine. A few dealers here have more, declares H. A. Neill, manager of the Philadelphia GMC branch.

CAMERA PROVES IMPORTANT PART MOTORTRUCKS PLAYED IN WAR



Hundreds of the great leviathans of the road, built at a Pennsylvania plant for the army, photographed while they were parked to await shipment overseas.

WANT NO CHANGE IN JERSEY LAWS

Motortruck Owners Satisfied With Legislation on Commercial Cars

Motortruck owners of New Jersey are very well satisfied with the laws governing commercial vehicles in their state, and as a consequence they will not ask their Legislature for any changes at the present session.

ROUTING NATION'S BUSINESS A RECONSTRUCTION PROBLEM

Interests Controlling Motor Traffic, Now Regarded as Fundamental to Civilization, Urged to Back Plan for Network of Federal Highways

It is reconstruction with a vengeance—this business of scheming a layout of national highways that will serve the nation's business to the best advantage, says Automobile Topics.

Weights of Motortrucks With Loads to Be Limited by Law to 26,000 Pounds

Philadelphia Automobile Men and Backers of Dithrich Bill in Legislature Reach Compromise on Disputed Provisions

At the conference particular objection was raised to fixing truck lengths at twenty feet. It was suggested that twenty-eight feet would be more economical not only for operators but for customers.

TRUCK OPERATION A TRADE SCIENCE

Commercial Car Owners' Association Absorbed in Its Problems

The Motortruck Owners' Association of Philadelphia has before it a very busy and active program. This association, composed of operators and owners of motortrucks, while young, has made a great stride in the activities it has performed.

GENERAL PRICE REDUCTIONS ON CARS DISTANT PROSPECT

Buyers Must Determine Whether Dealers Are Giving Them What They Order at Prices Consistent With Existing High Labor and Material Costs

change in raw material prices and labor conditions for some time to come. Take, for instance, the electrical contractors in the cost of any commodity—they can be summed up as follows:

ANCESTOR OF AUTOTRUCKS TO TRAIN TRUCK DRIVERS

University Course in Mechanics an Early Probability

Exhibition at the truck show of the Selden trucks by the Selden Philadelphia Sales Company, 3435 Broad Street, recalled to the minds of pioneer automobile men here the once famous "road locomotive," built in 1877 by George B. Selden, of Rochester, N. Y., and which was grandfather of the powerful motortrucks of the present day.

PENNSYLVANIA ADOPTS GREAT ROADS SYSTEM FOR NEEDS OF FUTURE

MOTOR EXPRESS TO REDUCE H.C.L. Six Hundred Miles of Highways to Be Built by Next Winter

A. C. Burch Suggests Use of Truck Lines to Get Produce to Market

DEFENDS MIDDLEMAN Half of Farm's Products Wasted Because of Slow Movement

Rural motor express lines as a means of reducing the cost of living are advocated by A. C. Burch, vice president of the United Cares Company, who says that 50 per cent of the produce raised in this country is wasted because the growers cannot get it to a market.

Mr. Burch, attending the truck show here this week, in defense of the middleman, Mr. Burch declared that "the vast difference between the consumer's price and the farmer's price of produce in our markets is due largely to wasteful transportation methods, causing spoilage on the way to market.

"Rural express companies offer an outlet for an enormous production of motortrucks in this country," said Mr. Burch. "It is a good thing to get below the surface and study any prospective market from the inside. I believe in the motor express business because it seems to me to be fundamentally right."

While not much given to quoting statistics, there are a couple of figures which seem so vital to the motor truck industry that I cannot forget them.

The Agricultural Department reports that only about 50 per cent of the produce raised in this country ever sees the market. The balance is wasted because of inability to get to market and because transportation delays allow it to spoil on the way.

"The rural motor express line will absolutely correct this trouble," says Mr. Burch. "It will shorten the distance between producer and consumer, and allowing him to ship to the best market at the time when his produce ought to be shipped."

"Another tremendously important set of figures involves the fact that every dollar which the consumer pays for food in this country, the farmer gets from thirty to forty cents."

"There has been a great cry raised against the middleman and the enormous profit he makes. I don't believe he is responsible either for the high price of food products or for the low price paid to the farmer."

"We always will need the middleman, for food products must be distributed and stored until such time as the market calls for them."

The vast difference between the consumer's price and the farmer's price is largely made up by the wasteful transportation methods, by spoilage on the way to market. There has been too many middlemen, but this is only one more count against our present inadequate transportation methods.

It has been necessary to pass food products through a great many hands from farm to table, simply because of inadequate transportation methods.

The motortruck will eliminate this waste, giving the farmer more for his produce and the consumer more for his money, and cutting the cost to the ultimate consumer.

"I believe that every man in the truck business should go behind the rural motor express proposition."

"It is the greatest outlet for trucks in this country today. But it won't grow to the proportions it should unless the truck industry gets behind it enthusiastically—unless manufacturers, dealers, government, state and county authorities who are rightly interested in the welfare of the country may be provided with a network of roads over which to operate the rural express lines."

At a banquet to be given at 7:30 o'clock on the evening of April 11 for accredited delegates and others associated with the automobile business, speakers of national prominence will address the gathering on subjects pertaining to the post-war program and of vital importance to the automotive industry.

Following is the program as announced today by the convention committee:

Friday morning, April 11—Business session, for delegates only. Friday afternoon—Business session and general discussions, for delegates only. Saturday morning, April 12—Business session, open to those associated with the automobile industry, in the Red Room at the Bellevue. Many widely known automobile manufacturers and dealers will attend the convention. Covers will be laid at the banquet for 500 guests.