STAGE FOLK DEVOTED **USERS OF MOTORCAR**

John A. Cleary Sends Impressive List of Those Who Drive a Cadillac

the Editor of the Evening Public

Ledger -Not the least interesting among the many readable stories in the Autonobile Show number of the Evening PUBLIC LEDGER, issue of Wednesday, March 12, was Mark Wilson's commentary on the theatrical profession's devotion to King Gasoline.

Perhaps it is too much to expect that even a man of Mr. Wilson's intimacy with footlight favorites should know the automobile choice of every one of the stars of the profession, yet it seems that any treatment of the subject would be glaringly incomplete without the mention of at least a few of the following

Actors-David Warfield, Ethel Barry more, Sam Bernard, Eleanor Brown fora Bayes, Bessie Clayton, Russell Griswold, Celt, Wallace Eddinger, A. G. Field, Elsie Ferguson, Justine Johnson,

Mary Pickford, Jack Pickford, Charlie Chapfin, Douglas Fairbanks, Roscoe Arbuckle, Dorothy Gish, J. Warren Kerway rigan, Kathlyn Williams, Clara Williams, the Julian Eltinge, Vivian Martin, William 8. Hart, Cecil DeMille, Thomas Incc. William Parsons, Constance Taimadge, Earle Williams, Hobert Harron, Skiney Drew, June Elvidge, Dorothy Kelly, Edna Mayo, Bobby North, Olga Petrova, Henry B. Walthall, Emily Wehlen, Earl ms, Clara Kimball Young, Commodere J. Stuart Blakton, Essanay Film Company, Hobart Bosworth, Oliver Morosco, Jesse Lasky Film Company, Miss Blanche Lasky, Donald L. Crisp. Mrs. G. W. Griffith. These are all satisfied motorists. Each one of them owns a Cadillac.

Respectfully yours.

JOHN A. CLEARY.

Manager Sales Promotion

INNOVATION IN MOTORS

Fulton Locomotor, Truck-Tractor, on Exhibit at Show

A new product of the Fulton Truck Company, 2330 Market street, and a departure in motortrucks, being exhibited at the fifth annual truck show is the Fulton locomotor, which was built in the factory at Farmingdale, L. It is a combination truck and tractor.

The locomotor is the first vehicle of its kind to be produced in America. It consists of the Fulton truck and the trailer attachment, with a capacity of three and one-half to four tons with its trailer unit. It has a tractor and trailer in one, and its uses are unlimited in the matter of hauling and tractor work.

The Fulton locomotor, with its tractor

matter of hauling and tractor work.

The Pulton locomotor, with its tractor and trailer attachment, can essay almost 160 per cent of any job of transporting, hauling or pulling. The tractor has a wheel base of 110 inches and will turn in a circle of thirty-five feet. The frame is of pressed steel, while the transmission is of the unit power-plant type, with three speeds forward and one reverse. Its lensth is 172½ inches; its width is sixty-six inches. The extra equipment for the tractor includes metal doors—made to fit the dash, of seasoned panels or heavy glass, mounted in hardwood frames.

Extra tractor wheels can be attached.

Extra tractor wheels can be attached

AUTOCAR

The exhibit of the Autocar Company, of Ardmore, comprises a two-ton chassis, and other chasses equipped, respectively, with a large six-post open body, a standard stake body, a high lift coal-chute tower hoist body and a three-way rotary tower holst body. The motor is mounted on a subframe under the driver's seat, making it readily accessible for adjustment or repair. It is of the for adjustment or repair. making it readily accessible for adjust ment or repair. It is of the four-cycled two-cylinder, horizontal water-cooled ment or repair. It is of the four-cycled, two-cylinder, horizontal water-cooled type. Its moderate power, ample for all normal conditions, it is claimed, makes for economy of gasoline, tire wear, mechanical replacements and overhaul. It is equipped with double fly wheels to insure smoothness of action. The Stromberg carburetor is used. The front axie is of the Elliott type, the wheels being mounted on adjustable Timken roller-bearings. The rear axie is the Autocar double reduction, full floating construction, obtaining low reductions without the sacrifice of road clearance and reducing the angularity of the propeller shaft. The motor speed is controlled by high-terisin magneto and the transmission is a title progressive silide gear type. The Addicar utility three-way body is built on the standard Autocar rotary dump understructure, especially useful

ATTERBURY

Atterbury trucks, made at Buffalo. N. Y. are produced in four models, namely, one and one-half, two, three and one-half and five tons capacity, and their exhibit at the show includes the one-and-one-half-ton model, a two-ton model with hydraulic dump body; three and one-half ton and five ton, all chassis. These manufacturers particularly emphasize the sturdiness of their design and the quality of the units which enter into construction, as well as the well-balanced make-up in the general assemblage. One feature that contributes to the strength of the Atterbury truck is the Driggs-Seabury hydraulic pressed steel plate. The metal is of equal thickness throughout. The frame construction as a unit is of the fiexible type. They also lay emphasis on the use of Archibald wheels made by the same corporation that makes artillery wheels for United States Government, being he artillery type assembled under great pressure. Among other important stand-redized unts are Zenith carbureter and he Continental motor of proven four-ylinder "I." head type, of three-point universal suspension, obviating broken stank case arms and general racking of the motor.

The Bethlehem Motors Corporation, of lentown, Pa., produces three different odels—one and a half tons, two and half tons and three and a half tons, are are built in one of the largest exhaute truck plants in America. All odels of this year's series are identical design except for the size and strength the respective parts used, and each masis is a complete chassis, designed in the particular strain to be placed for it. The Bethlehem radiator is a satuctive feature, being of the armored me, made by the Fetters Manufacturity longing. It is suspended on lumifated felt and coil aprings. The Monrels of the master was a strain to be placed may be a sufficient of the series of the series of chrome nickel steel. They are ampped with Gray and Davis electric arting and lighting system, which they are as yital in a truck as on a passers car, insuring gasoline economy BETHLEHEM

PARADOX IN PRICES Motorcars Cost More, but Sell for

Less Than in 1914

Automobiles that have not been priced fletitiously are cheaper today that they were four years ago, says the president of a motorcar concern. This statement sounds like a paradox, because there have been some advances in that period.

The price tag on a car today as compared with the price on the same car four years ago does not tell the true story, he says. To get a fair idea of the present price there are vital facts to be considered. These relate to the average individual's earning power—the price he can got for the things he sells to make a living and the amount of the commodity he makes which he must exchange in the open market for the article he wishes to purchase.

The best illustration to explain this

ticle he wishes to purchase.

The best illustration to explain this point is found in the business of the farmer. The latter's wages or buying power lie in his crops or their market value. The staple article on the American farm is wheat. In 1914, or about four years ago, the farmer received ninety cents a bushel for wheat. Therefore, if he wished to buy a cur that then sold for, say \$1050, he, practically speaking, paid about 196 bushels of wheat for it.

Today if the car cost him as much

TRUCK DIVISION FORMED

Stedman Bent Chairman of Com-

Wheaton, W. C. Fields, T. Roy Barnes.

Producers and Playwrights—Otto
Hauerbach, Miss Elizabeth Marbury, Lee
M. Boda, Alf Hayman, Harry J. Powers,
Henry W. Savage, Robert G. Larsen.

Motion Picture Stars and Description

ng to sum-near future.

Truck developments already under way, such as the rural motor express, the bond-building movement, etc., will be bond-building movement, etc., will receive the co-operation and help of

the bureau.

A fact bureau will be established, through which companies interested in motorizing their businesses can obtain data free of charge.

Motortruck conferences in the different state are being planned, and are designed as an educational movement of the economic value of trucks for hauf-

Stedman Bent, president of the Automobile Club of Philadelphia, we casirman of the motortruck board, and John R Eustis, secretary. George M. Graham, chairman of the metortruck committee of the National Automobile Chamber of Commerce, has also been asked to serve on the board.

Capacity and Haulage

So many factors are to be taken into certainly save the prospective prosideration in making the purchase of from making a serious and consideration in making the purchase of take in selection of equipment, that the or take in selection of equipment, and the prospective purchase of the notor proposed to be taken into certainly save the prospective purchase of the motor proposed to be taken into certainly save the prospective propose

TRACTOR RESEMBLES TANK

Battery Service Corporation Deals With Ultimate Customer

Extra tractor wheels can be attached over the solid rubber tires as quickly as Weed chains. The trailer has a wheel base of 114% inches. Its tread is fifty-nethed by which the Battery Service would need be consumed in the study of traffic conditions and resulting of the study of tr

Detreit, March 19.—The Hupp Motor-car Corporation will produce 15,000 cars in 1919. This is an increase of 5500 cars over last year. During the last half of January this company ran up its production to forty cars daily, and further increase is contemplated.

engine work.

HORSE TAKES COUNT WHILE MOTORTRUCK STANDS BY



This photograph, made by an Evening Public Ledger staff photographer, strikingly portrays the inevitable passing of the horse as a beast of burden and the supplanting of these long-suffering, patient, faithful animals by the more powerful, sure and efficient motortruck. Scenes such as this are the final argument usbering in

BEFORE MAKING PURCHASE Many Factors to Be Taken Into Consideration When Selecting a

KNOW YOUR TRUCK NEEDS

Machine, and Expert Advice Should Be Sought on Capacity and Haulage

So many factors are to be taken into certainly save the prospective purchaser

WARNER TRAILERS

"The Trailer Without a Swing"

JOHN W. ADAMS, 1427 Melon Street

F. F. Houghton & Co. usa Warner Trailers, saving time, money and

unsideration in making the purchase of from making a serious and costly misdrawn to motor equipment, that the It is natural that the transportation prospective buyer will be well advised to avail himself of expert advice that is obtainable for the asking. No matter beyond this predisposition his recombed Lays Own Track and Does Work how much he knows about hauling or of Several Horses and Men how much he knows about hauling or delivery work with horses, he is not dired. Many such experts are so honest

Lays Own Track and Does Work
of Several Horses and Men
In a window on North Broad street
is a short, stub-nosed machine, built on
the same principle as the studies anything in
the same principle as the studies and studies anything in
the same principle as the studies anything in
the same principle as the studies anything in
the same principle

Get Expert Advice Without Cost

As these men are engaged constantly in the study of traffic conditions and requirements in all lines of business and the make suggestions.

abor. See exhibit at the Show.

Cleveland Tractor

14 Cleveland Tractor

The Cleveland Tractor

taken into consideration are the follow-

Third. Highway surfaces, grades and climate.
Fourth. Frequency of delivery stops. repair stations.
Eighth, Loading and unloading fa-

gine experts. Tenth. Dependence of business on railroad and steamship freight and exress service.

laws.

The importance of these points will vary according to circumstances and the nature of the prospective purchasers

ries. Kinds and quantities of ma-terials or goods to be hauled. Second. Distribution area.

Fifth. Properly values and rentals. Sixth. Advisability of electric charg-ing facilities and comparative prices of current and gasoline. Eeventh. Manufacturer's service and cilities. Ninth Drivers and battery and en-

Eleventh, City ordinances and state

he ignored. If he maintains a large department store, he may need several large trucks to haul goods to outlying distribution depots and a corresponding number of light delivery wagons for house-to-house deliveries.

Highway Association Elects

Detroit, March 19.—At the annual meeting of the Lincoln Highway Association held at the Detroit Athletic Club, the following officers were elected for the year 1919; F. A. Seiberling, president; Henry B. Joy, Roy D. Chapin, Carl G. Fisher, H. C. Osterman, vice presidents; A. F. Bement, vice presidents; A. F. Bem

TRUCKING LINES' SUCCESS DUE TO FROM ARMY TRUCKS MARKET BUREAU

NO DRUG ON MARKET

Junk Piles When Dis-

carded by U. S.

says a former member of the 102d En-

gineers, recently returned from France nd now with the International Motor

being taken to a salvage dump.

care of present needs.

of transportation.

ment.

Not Enough for Needs

night and day or ruined by bombard-

feeding of the Central Empires also adds

greatly to the burden of transportation, for they as well as the Allies are short

"Then the return of the refugees to the

devastated regions where railroads and nearly all roads have been badly dam-

aged by shell fire requires an enormous

amount of motor transportation. These people require supplies of all kinds, in

addition to clothing and food, with which

to rebuild or restore their ruined prop

"Factories, stores, homes and ever

entire war-ruined area is restored there

TRUCK BESTS 18 MULES

Truxtun Unit Can Be Attached to

Any Passenger Car

will be no lessening of the tremen demand for trucks."

Hard Usage Leaves Them in Keep Down Operating Costs and Losses

New motor trucking concerns operating in the Philadelphia district are hav-"Trucks used for the transportation of men and materials during the war will the Bureau of Markets, United States not find their way back into the market." Department of Agriculture, through its says a former member of the 1024 No.

Department of Agriculture, through its Philadelphia office, which has recently increased its activities by supplying sugar concerns with free advice and forms on the proper method of keeping account of operating costs.

The motor transportation division has records of hundreds of motor trucking concerns and owner operators in the Philadelphia district, showing how many trucks each concern operates, the total capacity, the principal commodities hauled, to what points outside of Philadelphia, the trucks are operated and whether operated on regular routes and daily scheduler. These confidential records are carefully studied to assist in solving the problems of the new motor trucking concerns and such concerns as would be destined to failure, due to the insufficient attention being given to the proper use of an operating cost system.

Recognizing the importance of the "There are two reasons why this so," he explained. "One is that the trans-portation problem is equally as difficult now as it was when the war was reachnow as it was when the war was reaching its climax. The other is that the
trucks have been subjected to such hard
usage that when discarded from military
service they are junk.
"When units are broken up and returned for muster out, motor transports are turned over to a base motor depot.

proper use of an operating cost system.

Recognizing the importance of the motortruck in transportation, the Bureau of Markets, after carefully studying operating conditions and records in use, evolved a system of cost accounting which is simple, complete, easily understood, and requires only a small amount of time. Operators now using these records know their cost of operation and are able to fix their rates so as to make a profit and at the same time give logical, therefore, that every one of these logical therefore, the continued, "are returning to their home lands and, of course, cannot help but advocate the use of motortrucks in industry and tractors in agriculture.

"Nearly a million American boys have been released from cantonments in the United States. While in the came is the course, and th "These wormout trucks will have to replaced by new trucks and it is ubtful if the number of trucks now ontracted for will be sufficient to take "The railroad system of France, even including the temporary military rail-ways, is hopelessly inadequate, and motor transports are overleaded and driven at excessive rates of speed over

Beam Starts Truck Line Perry E. Beam has resigned as presi-

"The cessation of hostilities has dent of the Beam-Fletcher Transportation of trucks in large numbers have come from trucks in large numbers have come from China. Cuba, Japan. Argentine, Philippine Islands, Denmark, Dutch East In-phia line is known as "Beam's Own." place in France add to rather than les-sen the demand for transportation. The

BIG FOREIGN DEMAND FOR AMERICAN TRUCKS

New Concerns Advised How to Industry Advanced Ten Years in Four Years of War, Says

J. E. Gomery

America's motortruck industry has been advanced ten years by the war over what its normal increase would have been, according to J. E. Gomery, president of the Gomery-Schwartz Motor Company, 140 North Broad street,

distributors here for the Stewart trucks. The war, Mr. Gomery believes, made the superior qualities of American-made trucks known the world over and, as a result, large orders are being received by manufacturers here for trucks and

tractors from all parts of the globe.
"Millions of men from many countries saw the wonderful performances of American motortrucks on the fighting lines in Europe," said Mr. Gemery at the truck show yesterday, adding that motorized transport service actually rev-

men will become a big asset of the mo-tortruck industry when they re-estab-lish themselves in civilian life." Recent foreign orders for American

The choice of a dependable motor truck is a problem to most men—until they see the Velie.

At the Show of course

La Roche Brothers, Inc. 1214 N. Broad Street

10 QUESTIONS

for the Truck Buyer to Ask at the Truck Show

Here's a word of advice to prospective buyers of motor trucks who have waited for the truck show to reach a decision because of the opportunity it offers to study all trucks from the same viewpoint on one common ground.

Don't allow salesmen to waste your time and their own with the recitation of carefully planned "sales talks" made up largely of non-essentials.

The ten questions which follow'cover the essential features of a motor truck - and the exhibitor who answers them most satisfactorily is fairly entitled to your business:

No. 1—How are you equipped to give me "SERVICE"?

No. 2-What type and make of drive do

No. 3—What is the make of motor, its size?

No. 4—By what means is the power transmitted; what make of transmission?

No. 5—Describe your rear axle, its make, size of spindles and tell how the load

No. 6-What make of bearings do you

No. 7—What make of ignition?

No. 8-What make of carburetor?

No. 9-What type of radiator?

No. 10—What is the make of your frame?

Assume the initiative and "BUY" the truck you want. Do not allow yourself to be ''sold.''

You will meet many clever salesmen at the truck show-and see many good trucks -but a quiet determination to get the most possible for your money will lead you from one booth to another and finally—to the truck that you will BUY.

Seven Models



Swain-Hickman Company, Inc.

SERVICE STATION

2116-18 Market Street PHILADELPHIA, PA.

TRENTON SERVICE STATION 9 and 11 Fair St.

1 to

is an all-purpose machine that does a wider range

of work than is possible with other types. It plows,

harrows, sows, reaps, does hauling of all kinds, and

in addition performs a vast amount of stationary

Available territory open for reliable, progressive dealers in Eastern Pennsylvania, South Jersey and

To the right type of dealer this is an opportunity seldom equall-ed, for the continued demand for increased harvests and the wide ly known efficiency and acknowl-edged supremacy of the Cleveland Tractor are certain to bring an ever increasing amount of busi-ness to our dealers.

By traveling on its own endless tracks the Cleveland goes practically anywhere—over practically any kind of ground—without miring or packing the ground. It is small—weighing only 3200 pounds—yet it develops 12 horse-power, at the drawbar and 20 at the pulley. It is sturdy and durable, built to stand the strain

> Call or Write for Agency Proposition

Philadelphia Tractor & Implement Co.

318 N. Broad St., Phila. PHONES:

Bell-Locust 4354 Keystone-Race 2029.