

STAGEFOLK DEVOTED TO USERS OF MOTORCAR

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

To the Editor of the Evening Public Ledger: Sir—Not the least interesting among the many readable stories in the Automobile 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 names:

- Actors—David Warfield, Ethel Barrymore, Sam Bernard, Eleanor Brown, Nora Bayes, Essie Clayton, Russell Griswold, Colt, Wallace Bodinger, A. G. Field, Elsie Ferguson, Justine Johnson, Mrs. Oscar Lewisohn, Ann Murdock, Fred Stone, Lou Tullgren, Anna Wheaton, W. C. Fields, T. Roy Barnes, "Producers" and "Playwrights"—Otto Hauerbach, M. Elizabeth Marbury, Lee M. Bode, Alf Hayman, Harry J. Powers, Henry W. Savage, Robert G. Larsen.

Motion Picture Stars and Producers—Mary Pickford, Jack Pickford, Charlie Chaplin, Douglas Fairbanks, Arlene Buckley, Dorothy Gish, J. Warren Kerrigan, Kathryn Williams, Clara Williams, Julian Ellinge, Vivian Martin, William S. Hart, Cecil De Mille, Thomas Moore, William Parsons, Constance Talmadge, Charlie Williams, Robert Harron, Sidney Drew, June Elvidge, Dorothy Kelly, Edna Mayo, Bobby North, Olga Petrova, Henry B. Walthall, Emily Cohen, Earl Williams, Clara Kimball Young, Commodore J. Stuart Blakton, Esmayn Film Company, Hobart Bosworth, Oliver Morosco, Jesse Lasky, Donald L. Crisp, Mrs. G. W. Griffith.

These are all satisfied motorists. Each one of them owns a Cadillac.

JOHN A. CLEARY, Manager Sales Promotion.

PARADOX IN PRICES

Motorcars Cost More, but Sell for Less Than in 1914

Automobiles that have not been priced fictitiously are cheaper today than 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 picture there are vital facts to be considered. These relate to the average individual's earning power—the price he can get 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 point is found in the business of the farmer. The latter's wages or buying power lie in his crop or their market value. The staple article on the American farm is wheat. In 1914, or about four years ago, the farmer received nine cents a bushel for wheat. Therefore, if he wished to buy a car that then sold for, say \$1000, he practically breaking bread about 110 bushels of wheat for it.

Today if the car cost him as much as \$1500 he has to pay only about 200 bushels of wheat for it, because wheat now is valued at \$2.25 a bushel. In other words, while the car has apparently gone up 50 per cent, it costs the farmer only 18 per cent as much as it did four years ago.

TRUCK DIVISION FORMED

Stedman Bent Chairman of Commercial Car Board

New York, March 19.—The organization of a motortruck division by the American Automobile Association for the purpose of commercial car use in every state in the union, a move which will divide the industry into two units, one for the motorcar and one for the motortruck, was announced today by the association.

Stedman Bent, president of the Automobile Club of Philadelphia, chairman of the motortruck board, and John R. Egan, secretary, George H. Graham, chairman of the motorcar committee, of the National Automobile Chamber of Commerce, have also been asked to serve on the board.

TRACTOR RESEMBLES TANK

Lays Own Track and Does Work of Several Horses and Men

In a show on North Broad street is a short, stub-nosed machine, built on a same principle as the famous Holt Caterpillar. This machine, which is unlike anything in automobile row, has a hood like that of an automobile, but there the resemblance ceases. A straight steering wheel sprouts up from a barren jacket, and a slender seat protrudes from the rear. The wheels, however, are the real curiosity, because there are not any.

Instead, a steel belt extends from stem to stem, like the caterpillar tread on the Holt tractor. This machine carries and lays its own track on any kind of ground without sinking into it, and it is able to climb over a curb, or turn around in a 12-foot circle.

HAVE DIRECT SALES PLAN

Battery Service Corporation Deals With Ultimate Customer

Elimination of agents and distributors and selling direct to the consumer is the method by which the Battery Service Corporation, 618-19 North Fifth street, has saved the customer three profits he otherwise would have to pay on his batteries.

WILL MAKE 15,000 HUPPS

Detroit, March 19.—The Hupp Motorcar 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.

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 ushering in the "horseless age" for road transportation.

KNOW YOUR TRUCK NEEDS BEFORE MAKING PURCHASE

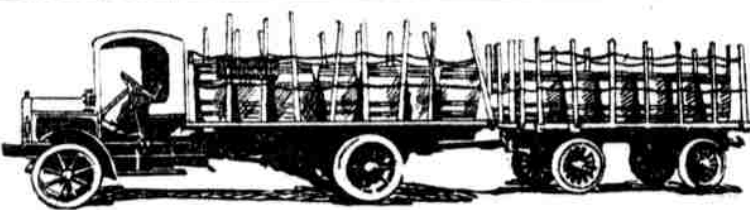
Many Factors to Be Taken Into Consideration When Selecting a Machine, and Expert Advice Should Be Sought on Capacity and Haulage

So many factors are to be taken into consideration in making the purchase of a motortruck, or changing from horse-drawn to motor equipment, that the prospective buyer will be well advised to avail himself of expert advice that is obtainable for the asking. No matter how much he knows about hauling or delivery work with horses, he is not qualified to make a final decision regarding motortrucks or wagons unless he has had experience with them or has such a simple proposition that there is virtually only one answer.

WARNER TRAILERS

"The Trailer Without a Sling"

E. F. Houghton & Co. use Warner Trailers, saving time, money and labor. See exhibit at the show. JOHN W. ADAMS, 1427 Melon Street



NO DRUG ON MARKET FROM ARMY TRUCKS

Hard Usage Leaves Them in Junk Piles When Discarded by U. S.

"Trucks used for the transportation of men and materials during the war will not find their way back into the market 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. Those that can be repaired are overhauled and kept in service; but many trucks are scrapped on the ground without even being taken to a salvage dump."

Not Enough for Needs "These war-worn trucks will have to be replaced by new trucks and it is doubtful if the number of trucks now contracted for will be sufficient to take care of present requirements."

The railroad system of France, even including the temporary military railways, is hopelessly inadequate, and motor transports are overlanded and driven at excessive rates of speed over roads that have been worn out by traffic night and day or ruined by bombardment.

The cessation of hostilities has not relieved transportation difficulties. Troops must be fed and clothed, and the large movements of troops now taking place in France add to rather than lessen the demand for transportation.

Factories, stores, homes and even farms must be rebuilt, and until the entire war-ravaged area is restored there will be no lessening of the tremendous demand for trucks.

TRUCK BESTS 18 MULES

Trustunit Can Be Attached to Any Passenger Car

Performing the work of eighteen mules is a feat claimed for a Trustunit two-ton truck, which is on exhibit at the fifth annual commercial car show, by Matthews, Nock & Hales, of Cranford, N. J., a letter to the Trustunit Sales Company, distributors, 1714 North Broad street.

HIGHWAY ASSOCIATION ELECTS

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

TRUCKING LINES' SUCCESS DUE TO MARKET BUREAU

New Concerns Advised How to Keep Down Operating Costs and Losses

New motor trucking concerns operating in the Philadelphia district are having their problems solved for them by the Bureau of Market, United States Department of Agriculture, through its Philadelphia office, which has recently increased its activities by supplying such 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 handled, the trucks are scattered and whether operated on regular routes and records are carefully studied to assist in solving the problems of the new motor trucking concerns. These confidential records would be destined to failure, due to insufficient attention being given to the proper method of keeping account of operating costs.

Recognizing the importance of the motortruck in transportation, the Bureau of Markets, after carefully studying operating conditions and records in use, evolved a system and such records, which is simple, complete, easily understood, and requires only a small amount of present time.

Operating records 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 service at equitable prices.

BEAM STARTS TRUCK LINE

Perry E. Beam has resigned as president of the Beam-Fischer Transportation Company, and is now conducting his own organization at 425 Market street. His new firm, the Philadelphia line is known as "Beam's Own."

BIG FOREIGN DEMAND FOR AMERICAN TRUCKS

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 on 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. Gomery at the truck show yesterday, adding that motorized transport service actually revolutionized military tactics and maneuvers.

"These men," he 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 captivity in the United States. While in the camps they saw virtually all of the transportation work done with motortrucks. It is only logical, therefore, that every one of these men will become a big asset of the motortruck industry when they re-establish themselves in civilian life."

Recent releases from captivity for American trucks in large numbers have come from China, Cuba, Japan, Argentina, Philippine Islands, Denmark, Dutch East Indies, Africa and Brazil, said Mr. Gomery.

Advertisement for Velie Motor Trucks. Features the text: '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' along with a large 'Velie Motor Trucks' logo.

Large advertisement for Republic Motor Trucks. Features the headline '10 QUESTIONS for the Truck Buyer to Ask at the Truck Show'. Lists 10 questions about truck specifications. Includes the text: '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.' and '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 ad also features the Republic Motor Trucks logo and contact information for Swain-Hickman Company, Inc. at 2116-18 Market Street, Philadelphia, Pa.

Advertisement for Cleveland Tractor. Features the headline 'Cleveland Tractor' and the text: '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 engine work.' Includes an image of the Cleveland tractor and contact information for the Philadelphia Tractor & Implement Co. at 318 N. Broad St., Phila.

Advertisement for Atterbury and Bethlehem tractors. Features the headline 'ATTERBURY' and 'BETHLEHEM'. Describes the Atterbury tractor as a 'four-cylinder, two-cylinder, horizontal water-cooled type' and the Bethlehem tractor as a 'four-cylinder, two-cylinder, horizontal water-cooled type'. Includes images of both tractor models.