PHILADELPHIA, WEDNESDAY, JANUARY 21, 1920

PRICE TWO CENTS

SHIP-BY-TRUCK" MOVEMENT GRIPS PHILADELPHIA

THIS PHOTOGRAPH. SNAPPED IN MONDAY'S BLIZZARD, SHOWS HOW THE BIG TRUCKS ARE TAKING CARE OF THE CITY'S COMMERCE



UTOMOBILE FANS FLOCKING TO SEE DISPLAY OF TRUCKS

Keep Up Interest in Exhibition at Commercial Museum Building

AND IS A FEATURE

xperts and Laymen Look Over Varied Types of Machines for City and Rural Work

By SPICK HALL ONTRARY to many predictions the

metertruck show, waving its promive ship-by-truck banner, does not imax to the passenger car exhibition sections than has been generally apat passed off the stage at the Comceial Museum Building, Thirty-

the last year are proving just as voived in a truck whose mission in life that the ways are found to the layman as the is to move and not to stand still. New has been a show that afforded such a vast opportunity to har progress in the automotive interprogress in the automotive interpro

meciation composed of E. J. Ber-being president of that association, as brou-larman; W. H. Metcaif, secretary of the white truck association, and J. Harry

work of these two committees 105. All of the lavish decorations the which the museum was arrayed it week have been retained and the lift Resimon hard in will on the ird Regiment band is still on the betery day and every night lending at irresistible air of enchantment to be show that was one of the predomialling features of the passenger car ex-

bits, including forty-nine different akes of trucks, six different makes of tin and garden tractors, three makes of tin and garden tractors, three makes I trailers, three body exhibits, and are track building units, this being se largest individual representation of sch of these classes of motor-driven which was all the proposed by the control of the control of the classes of motor-driven which was disclosed in one building the largest individual representations and of these classes of motor-driven shides ever displayed in one building shides ever displayed in the thirteen different shides are consistent to the constant of the

Variety of Exhibits

great variety of exhibits in the make it impossible to cor

extend from light delivery f 700 and 800 to the dreadnought type of eight to loss espacity, built almost us heavily locomotives tons expacity, built almost as heavily iscomotives, and capable of going atte a locomotive could not travel. It these vehicles that have opened up a highways and hyways that have stelofore been inaccessible, and they see had a tremendous influence on state falatures throughout the country as all as on local government bodies in is on local government bodies in the immense appropriations for shellding improvements. They have set the small hamlet and outpost in circlinations into direct and transmittations with the largest

uctors and Accessories | Facts About Truck Show Taken at a Glance

Place: Commercial Museum Building. Thirty-fourth street below Time-Daily, January 19 to 24.

Number of makes of trucks..... 49 Number of trucks exhibited....170

ment itself in the nature of an anti-keep down the cost of living in both

It is of Tractors

A big increase is seen in the number of farm and garden tractors and trailers exhibited this year, both of these annual largely attended and as enthusiastically welcomed by Philadelphia's aumbile public as its more luxurists predecessor last week.

While much of the beauty of connects in secessarily lacking at the last year are proving just as the last year and how to stand still. New the mode and not to stand still. New the mode and not to stand still. New the mode and new and new forms of motor vehicles having shown are exhibited this year, both of these ann ing an election is predecessor last week.

While much of the beauty of connection is necessarily lacking at the last year and having an election is predecessor last week.

While much of the beauty of connection is necessarily lacking at the last year and having enjoyed within the last year and having an election is predecessor last week.

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While much of the beauty of connection is necessarily lacking at the within the last year and having and new are exhibited this year, both of these ann ing an election is predecessor last week.

While much of the beauty of connection is necessarily lacking at the within the last year and having enjoyed and corresponding increase in general use.

Mr. Blor of Tractors

A big increase is seen in the number forms of motor vehicles having shown are exhibited this year, both of these ann ing an election is predecessor last week.

While much of the beauty of connection is predecessor last week.

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While much of the trac

as that now being conducted the land the transfer of automobile manufacture to war munitions, brought the production for 1918 down to 1,153,638, of which 926,388 were passenger cars, and 227,250 motortrucks, nearly double Same Committees

The same committee of the trade assistion who had charge of the passing rear show and of which Louis Beck, is chairman, is working with special show committee of the truck show committee of the truck special show committee of the passing special show committee of the truck special show committees the production record of 1,891,929, exceed
The passenger can production. however, was actually less than in 1917, being but 1,586,787, but the total was special special show committees and the production record of 1,891,929, exceed
The passenger can production. brought to its new high record through the large increase in motortrucks, of which 305,148 were made last year. The value of America's motorcar output for 1919 was close to \$2,000,000,000 being estimated at \$1.807.594,580. Manufacturers are looking forward to a product of the state of the s ben exceedingly tedious, but the facturers are looking forward to a pro-tilts have justified and rewarded their duction of 2,250,000 passenger cars this ufacturers' Modern of 2,250,000 passenger cars this or facturers' Modern of 2,250,000 passenger cars this passenger cars this passenger cars the passenger cars the

limit set for the minus-initiation-fee drive.

AUTOMOBILE CLUB HERE OPENS

DRIVE FOR THOUSAND MEMBERS

The Automobile Club of Philadelphia has inaugurated a ten-day drive

Facilities now available in the club's large garage and office building at

In a circular letter to members asking them to lend their aid in the mem-

to obtain 1000 new members. During the membership campaign the club's usual initiation fee of \$10 will be remitted and membership dues from January

until the end of the present fiscal year will be assessed on a half-yearly basis

23 South Twenty-third street will permit accommodation of approximately 1000 more members, and the club expects to fill this quota within the time

bership drive the club officials summarize the advantages of membership as

follows: Free storage privileges worth, on the basis of present garage charges

\$75 a year. Free legal advice and representation. Free touring information.

A free copy of the Blue Book. Free assistance in putting through license ap-

plications. A discount to members on supplies. Membership in the American Automobile Association and the Pennsylvania Motor Federation.

to membership in the club. Motorists of this city who have been elected to new membership include Harry C. Dana, J. T. Dee, Ross S. Fleming, Willium F. Gunthorp, Jr., Walter Ross McShea, J. Brooks Parker, Irwin T. Reiter, John H. Rosen, William F. Schoell, George E. Stiteler and F. H.

Out of town motorists elected include Sheldon Catlin, St. Davids; C. J. Craft and C. J. Craft, Jr., Lansdowne; Horace W. Smedley, Ardmore; Harrison B. Wright, Bala, and John S. Wood, Millerstown, Pa.

William E. Baily and F. R. Savidge, of Philadelphia, have been re-elected

PASSENGER CAR

Trade Association President Says Exhibition This Year Was Well Worth While

expense of the 1920 passenger automobile show was fully justified is attested Saturday evening the passenger car ex-

and new makes of cars exhibited, to have made it a well-worth-while show. These annual exhibitions, while affording an element of entertainment, undoubtedly are also an important busi-ness stimulus at this season of the year, and we have not fallen short in that re-

Mr. Block's fellow committeemen were equally pleased with the success of the show, for which they had been direct

Not alone in attendance was it a remarkable show, but in volume of business done, both wholesale and retail. The retail selling did not become really spirited until about mid-week, but the dealers from the outlying sections seemed to pour in in a regular stream

NEW POST FOR FRAZER

Vice President and General Manager Manufacturers' Motor Sales Co.

TO OPERATE CARS

opinion expressed at the tenth annual job-the motortruck." truck owners' conference, recently held at Chicago.

the conference that Chicago already has tion gained by the motortruck today. motortruck transportation company Mr. Burkhartsmeier, who experiwhich is co-operating successfully with mentally purchased a five-ten truck in signees in the city. By this arrangement large freight receiving and storage courses are unnecessary, terminal con-restion is avoided, and delivery is speeded to the benefit of the consigner. The motortruck functions most effi

he expensively maintained light traffic the expensively indicates branch lices.

C. A. Morse, sof the United States railway administration, assistant director of operation, is quoted as saying economical to deliver less than a carrecently that when the development of load lot, 500 barrels. Now, instead of two, three or even five-day freight serving barrels can be delivered the same side of a trunk line has required the construction of light branch lines, it is a question whether this policy should be continued or whether the products of the farm should not be handled by motorcar to the maju lines.

It we, three of even we-day freight service, barrels can be delivered the same day they are ordered.

"In fact, during the freight service, barrels can be delivered the same day they are ordered.

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Burkhartsmeier.

MANY HOG ISLANDERS SHOW A SUCCESS RIDE TRUCKS TO WORK

Other Big Industries Find This Mode of Travel Quick, Reliable and Economical—Some Factories

Operate Own Busses

N LARGE industrial centers the Carlisle, sixteen miles from Springfield That all of the trouble, work and ty of housing facilities is a common concountry—employes often are compelled to go to the outlying districts to live.

Value of exhibits.......\$850,000

Value of exhibits.......\$850,000

Value of exhibits........\$850,000

Third Regiment Band trumpets and a feeling of entire satisfaction among the members of the Philadelphia Trade Association, whose vision made the show such a remarkable success.

According to Louis C. Block, president of the trade association, there has never been the interest shown in the serious than has been generally appreciated.

Lots of Tractors

A big increase is seen in the number of farm and garden tractors and reality and new makes of cars exhibited, to farm and garden tractors and reality and new makes of cars exhibited, to have made it a wall a black of tractors.

Akron, O., for example, has added approximately 50,000 persons to its working population in a year. Total monthly expenditure for building, as disclosed by permits, is exceeding the working population in a year. Total monthly expenditure for building, as disclosed by permits, is exceeding the working population in a year. Total monthly expenditure for building, as disclosed by permits, is exceeding the working population in a year. Total monthly expenditure for building, as disclosed by permits, is exceeding the solution, whose vision made the show such a remarkable success.

According to Louis C. Block, president of the trade association, there has added approximately 50,000 persons to its working population in a year. Total monthly expenditure for building, as disclosed by permits, is exceeding the working to houses continues far below the demand. For housing rubber factory workers are turning to towns ten and even fifteen miles from Akron. Numer-working population in a year. Total monthly expenditure for building, as disclosed by permits, is exceeding the working population in a year.

Small Charge
Only twenty-five cents is charged for botal for Cleveland, a much larger city, tentional for Cleveland, a much larger city, we the supply of houses continues far below the demand. For housing rubber factory workers are turning to towns ten an

them to work each day.

Many employes at Hog Island are carried to and from the big shipyard down in Delaware county.

Typical Case

The motorbus is not, however, an adjunct of factory life in the larger industrial centers exclusively. A typical case of its employment in one of the smaller centers which has a number of investigators in the field studying the economical uses to which the truck may be put, is found at Springfield, O.

In that city one concern recently

found that increase of business demand-ed that twenty women workers be added to the factory force. But all available

RAILROADS LIKELY

ing and the fare charged was eighty by the huge attendance all last week at the Commercial Museum Building. On Saturday evering the passenger car ex-

This means that it is only necessary to charge approximately \$2 to factory labor evpense each day. This amount, plus the \$1.35 difference between operating expenses and income, covers depreciation and interest on the truck. The expense for driver is low for the reason that the driver is a factory employe who lives at New Carlisle. By taking this job and storing the truck

wages than they could get at New Car-lisle," said a factory executive. "We should judge that their pay there would be from \$8 to \$10 a week. They are sources of labor supply in Springfield be from \$8 to \$10 a week. They are bad been exhausted. Only at New earning from \$12 to \$18 a week here.

BUSINESS VOLUME SHOWS INCREASE

This statement, made by Daniel

Burkhartsmeier, president of a cooper-It was brought out in discussion at age firm of Chicago, indicates the posi-

the interurban lines entering that city in the handling of freight. The trucks sick up outgoing freight for delivery to the interurban cars at the city limits and receive Chicago freight carried by the interurbans and deliver it to considered in the city. By this arrange, in the city. By this arrange, in the city. By this arrange, if the city. By this arrange, in the city. By this arrange, if the city. By this arrange, if the city is the city in the city. By this arrange, in the city is the city in the ci operates one five-ton and six two-ton units. His factory, located about eight miles south of the Chicago "loop" district, limited deliveries to that distance in the days of horses. Now deliveries are made twelve miles north of the "loop" and as far as South Bend, Ind. sixty-five miles from the plant. "Trucks cover a much larger area.

ciently in the short haul transportation enable quicker deliveries, permit a fester field, where railroad experts themselves turnover, effect the economy of a larger are inclined to the belief that it can production fostered by them, and give enable quicker deliveries, permit a faster freight to better advantage than us direct advertising through pensively maintained light traffic buckhartsmeier.

NEW YORK ROAD

Heavy Traffic to and From Philadelphia Offers Attractions to Bandits

DANGEROUS AT NIGHT

and New York, which make the trip at night, are menaced continually by highgested in transportation circles in this of the state of New Jersey be patrolled special motor police to guard against

The rapid growth of motor transportation between the two cities, and the valuable loads which the trucks usually Assistant General Manager Philadelphia Branch Packard Automobile Co. carry make the trips constantly dan-gerous, and the apparently harmless five-ton cargo carriers which make their way along the Roosevelt Boulevard at lusk are generally equipped for a stiff

of a transportation firm which has sey of a transportation firm which has several trucks plying between here and the metropolis, told of an experience one of his company's drivers had not long and Philadelphia has been aided by it.

The mutual benefits accruing from hauler, manager of the Philadelphia bureau ley, manager of the Philadelphia bureau

The truck was lumbering along slowly a few miles this side of New Brunswick,

ahead.
"There's a man in the road. Stop, or you'll hit kim," he shouted. The driver of the truck had to do some quick thinking. If the man were really helpless, and he failed to stop, he would be crushed beneath the wheels of the big truck. On the other hand, the driver felt sure that it was only a ruse to bring the truck to a halt, in order that confederates hiding by the road-side might seize the opportunity to rille its contents. There were thousands of dollars' worth of valuable plush in the car.

In the distributing agency for the Mandratucks. The realization will depend trucks. The realization will depend to the realization will depend to the realization will depend to the market.

In the distributing agency for the Mandratucks than any includes the first than the fi

SHIPPING BY TRUCKS GROWS MORE POPULAR HERE YEAR BY YEAR

Movement in Philadelphia "Dispatch by Lorry," Has Been Beneficial to Both City and the Motor Industry, Expert Says

Trucks plying between Philadelphia ARE IDEAL FEEDERS

Many Lines Out of Quaker City Offer Huge Opportunities for Expansion of Automobile Industry

By EDWIN L. LEWIS

NOWHERE in the country has the ship-by-truck movement made more progress than in Philadelphia. This district and this great progressive move-Steven Fletcher, the local manager ment have had a reciprocating effect on age by automobile is incalculable to the community and to those engaged in the many branches of automotive industry.

The expense for driver is low for the teason that the driver is a factory embedding can be seen except the ploye who lives at New Carlisle. By taking this job and storing the truck and portion of the blackness that is cach night in his garage he adds \$6 cut into by the glaring lights of the workly to his pay.

Thus the factory ebtains workmen. The driver's helper, peering forward, called his mate's attention to a form lying in the roadway a few yards along the workmen themselves benefit. "Undoubtedly they are receiving higher ward, called his mate's attention to a form lying in the roadway a few yards along the further development of the workmen themselves benefit. "There's a man in the road. Stop, ward, called his mate's attention to a form lying in the roadway a few yards along the further development of the ship-by-truck movement. Already there are a score of regular truck lines out of Philadelphia L Others will be added as have thus been tersely stated by Ernest. are a score of regular truck lines out of the problems and business interests in manufacturers and business interests in Farr, chief of the bureau:

"The definite aim of the bureau is to the problems relating to the enment, one that is destined virtually to revolutionize the transportation of freight, not only in America, but in the entire civilized world.

"The definite aim of the bureau is to study the problems relating to the entrance, on a sound business basis, of the motortruck into our national commercial and economical life; to promote the

Express Lines

Besides the many truck lines running out of the city there are nearly 200 truck express companies doing a rushing Trunk Lines Could Benefit Materially by Running "Feeders"

Benefited by Use of Trucks,

on Regular Schedules

Chicago Cooperage Man Greatly

Benefited by Use of Trucks,

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On Regular Schedules

When the machine was but a few feet away from the man benefit Ma
On Regular Schedules

On Regular Schedules

He Declares

the speed which the governor on the car would permit, and got safely trucks. In order to further stimulate the

"Ship by Truck," the slogan which H. S. Firestone, president of the Firestone Tire and Rubber Co., of Akron, originated and which the company has given a national circulation, has been adopted by the National Association of Motortruck Sales Managers. The company's symbol incorporating the slogan—a wheel in motion, with the slogan written across it—has also been adopted by the association. This action of the association, which is the organization that put on the national development tour of motortrucks last summer and which is recognized as the official representative of the motortruck industry, was taken at a convention it held recently in Detroit for the purpose of considering ways and means of prompting the increased use of

OF THE NATIONAL ASSOCIATION

SHIP-BY-TRUCK OFFICIAL SLOGAN

According to J. E. Tracey, president of the association, the action of the convention means that the association will concentrate the full strength of its influence and prestige behind the ship-by-truck movement.

"A review of the past activities of your company," he wrote Mr. Fire-stone, "indicates excellent results in the use of the slogan 'ship by truck," coupled with the work of your ship-by-truck bureaus throughout the country. Your 'ship-by-truck' slogan and the design in which it is incorporated are looked upon as a most apt presentation in the briefest possible form. The three words, 'ship by truck,' constitute, in our opinion, the keystone of all efforts that have been made to bring favorably to the attention of the people

of this country the great utility of the motortruck.
"The Association of Motortruck Sales Managers has taken upon itself the full responsibility of furthering the ship-by-truck movement throughout its membership."

British Phraseology "Ship by Truck," the nationally known slogan which is coming to mean improved transportation and better roads to the American people, is unknown in England and the

English provinces outside of Canada A similar campaign is being undertaken in those countries. But the phrase "Ship by Truck," which is so expressive to the American, had to be translated into English. In England, Australia, India and the English African colonies they "Dispatch by Lorry."

This adaptation, it is said, is proving quite as popular as is the original in this country, as witness the universal application in England during the recent railroad strike. The change is explained by the fact that the English name for the automotive vehicle which Americans call a "truck" is a "motor lorry."

tour has been planned by C.*C. Burke-ley, manager of the Philadelphia bureau of the association. The tour has been heartily indorsed by the Philadelphia Motortruck Association, which will co-

cial and economical life; to promote the use of the motortruck where it is cconomically feasible; to analyze efficient cost, operating and business methods, with a view to advocating their general adoption; to plan co-operation with other forms or agencies of transportaother forms or agencies of transporta-tion so that our country may have a complete, efficient and economical scheme of transportation; to promote the construction and maintenance of roads, adequate for the proper use of the motortruck and the legitimate ex-pansion of its service; to encourage uni-form and suitable legislation solutions. form and suitable legislation to the use of motortrucks, trailers and the line of motortrucks, trailers and the highways; to co-operate, where ad-visable, with other agencies, having all of these policies or any one of them as their object."

That the truck is being universally recognized as a medium to relieve congested transportation is evident from the following statement of Walker D. Hines, head of the railroad administra-

"An unusually heavy grain and coa movement, deferred repair and con-struction of public highway in all sections of the country, and the concen-trated requirements of suddenly reviving ousiness combined with usual transpor tation requirements of this year, threat en a serious lack of transportation fa cilities, unless all parties interested co operate in securing the greatest possi-ble utility from the existing limited

transportation facilities.

"All shippers should assist in this work by leading all cars to capacity; by prompt leading and release to the carrier; by ordering cars only when actually required, and by eliminating the use of railroad equipment in such service where the tonnage can be handled by motortrack."

Help to Highways

It has been erroneously argued that the constant use of trucks on the high-ways of the country have had the gan-eral effect of putting the roads in had condition. As a matter of fact, the advent of the truck has done more to