

## TRUCKS GREAT ASSET FOR QUICK DELIVERY

Department Stores of America's Large Cities Find Motor Vehicles Invaluable in Developing and Maintaining Trade—Cars Last for Long Time

The modern department store knows how much it costs to sell a paper of pins. Accounting that goes into just about the most extensive detail imaginable and from beginning to end is rigidly, almost painfully, accurate is becoming the common and commonplace characteristic of department-store management. It is not surprising to find that the store that knows how much it costs to sell a paper of pins knows, also, the cost of delivering a washing machine—or any other article that the store sells.

Department store executives have worked out delivery costs not merely to the extent of showing what these costs total in a year, or a month, or a day, or for a certain line of merchandise or a certain department, but what they amount to per package—to three decimal places.

Delivery is a competitive point in the department store business. In the opinion of many customers, it's a part of the sale. Quality of goods being equal, the store that establishes and maintains a reputation for the promptness of its delivery is the store that will get and hold business. The motortruck that not only "makes good" in this sort of delivery but makes itself a business getter is the truck that keeps going, running high mileages every day, month after month and year after year. Truck dependability translates itself into terms of increased sales volume; and truck durability writes itself into the asset side of the balance sheet.

How well quality trucks are serving department stores is evidenced by the experience of Gimbel Brothers, who bought twenty-four trucks in 1911 as the nucleus of a fleet that has since been greatly enlarged. The twenty-four purchased in 1911 and one of the same make bought in 1912 have run more than 100,000 miles each, and are still in active service. Fowler, Dick & Walker, Wilkes-Barre, Pa., thus summarize their experience with high-grade trucks: "We have four trucks; one bought in 1911, one in 1912 and two in 1913. All are in good running order today and they have been running since we got them. The first one must have run over 200,000 miles. It has had one thorough overhauling, but other repairs have been few and not expensive. The three others are giving equally good service."

**Great Mileage**  
Of twelve trucks owned by the Higbee Co., Cleveland, Ohio, one has covered 285,000 miles, another 225,000 and another 100,946 miles. The others, which have been in service for various periods, have mileages ranging from 30,000 to 95,000. The first Higbee truck was bought in 1911. In eight years of service it has traveled an average of 35,125 miles a year, which amounts to about 110 miles a day. Concerning the performance of the fleet, Vice President W. T. Higbee said: "The twelve trucks have given excellent service and have had comparatively little or no mechanical troubles, in spite of the hard usage they have had."  
Department store service is the laboratory of retail delivery. Not only is a delivery truck can be put, but it is also the most sensitive recorder of results.

High mileages, run up by trucks in the typical instances cited above and in hundreds of other cases—as shown by the records of the White Co., from which these were taken—constitute but one characteristic of truck worth as brought out by this test of service.

### AUTOCAR FLOURISHING

Attracting Great Attention at Show, Philadelphia Product  
The exhibit of Autocar motortrucks is attracting a great amount of attention. Any one who has been in the city for more than a few minutes knows that Autocars are hauling goods in thousands of the business houses in and around Philadelphia.

The Autocar is really a Philadelphia-made product. Ardmore, where the factory is, is only nine miles from Broad street on the Main Line of the Pennsylvania Railroad. It would be well worth the while of any business man to visit this splendid plant that is known all over the country.  
Right in the city the Autocar Company owns and operates its own direct factory branch service station. Autocar users are sure of the most complete after-sale service at all times. This direct branch-service policy is followed out from coast to coast. It has been a real factor in the great development of the Autocar Company.

### Have Complete Line

The complete line of Bethlehem trucks includes a three-quarter-ton model, recently announced by the company in addition to the one and a half, two and a half and three and a half ton models. Specifications of the three-quarter-ton model include many interesting features—electric starting, electric lighting, Bosch magneto, a motor designed in particular for this truck, bronze-backed motor bearings, Spicer drive shaft, bevel gear rear axle, Ross steering gear, chrome vanadium steel springs, semi-flexible frame, Meyer's magazine oiling system and cord-pneumatic tires, 35x4½ front and 35x3 rear.

### Made in Harrisburg

The Hurlburt is made in two-ton, three-and-a-half-ton and four-ton capacities with the Buda motor of thirty-two horsepower, tubular radiator, Eisemann ignition system, Brown-Lipe transmission, four speeds forward, amidships, Spicer universal joints and uses the worm-type of floating rear axle; the springs are of their own make as well as their wheels and the wheel bases range from 152 to 156. This truck, formerly made in New York, is now made at Harrisburg, Pa.

### This Unit Made Here

The Truxton Unit made by the Commercial Car Unit Co., of this city, comes in a wide selection of models, from one-and-one-quarter-ton capacity up to three-ton capacity, and is so constructed in the various models as to be adaptable to any make of passenger car chassis, converting it into a truck by the addition of a truck body on the unit frame in place of the passenger car body.

### RED SEAL POWER

Stewart Truck is Made in Five Sizes for 1920 Market

The Stewart truck is made in five sizes, namely, 3/4-ton, 1-ton, 1½-ton, 2-ton, and 3½-ton. The motor power is supplied by Red Seal Continental Motors and the final drive is of the Clark internal gear type.  
The construction eliminates from six to seven hundred parts, creating a truck of utmost simplicity and strength, as well as economical operation and endurance.

### Four-Wheel Drive

The Duplex is a four-wheel drive truck made in three-and-a-half-ton size, with 130-inch wheelbase and a chassis length of 223 inches. The Buda motor is used, four cylinders, Eisemann magneto, Schebler carburetor, with choice of two speed reductions. It is internal gear driven, using their own type of rear axle, 130-inch wheelbase, Brown-Lipe transmission, Peters's universal joint.

### Great Variety Exhibited

Fitzgibbon & Crisp, Inc., are exhibiting a line of bodies on truck chassis that show the great variety of possibilities of the motortruck of today. Their line includes open and closed touring bus bodies, a glass roof body, demountable top body, panel-side delivery body, patrol, ambulance and undertaker's bodies in addition to platform stake bodies, screen-side bodies, etc.

### Columbus Jurist Holds Truck Drivers' School

What is perhaps the most novel truck drivers' school in the country was conducted recently by Judge Frank E. Ruth from his bench in the courtroom at Columbus, O. His honor requested Columbus motor-truck drivers to appear in his court for instructions in handling motor-trucks during traffic hours.  
"Drivers of heavy conveyances can save themselves considerable inconvenience if they acquaint themselves with traffic laws," said Judge Ruth. Traffic ordinances and state laws are so complicated, the court insists, that he expects to give similar lectures at intervals. Experienced and capable drivers are recognized by truck operators as being one of the greatest assets to the industry, and the judge's stand has been generally approved.

### THREE MODELS SHOWN

Rainier Follows Lines of Most Successful Trucks in Designing

The Rainier is shown in three models, three-quarter to one ton, one and one-half ton and two ton. They are all equipped with Continental Red Seal truck motor, Brown-Lipe clutch and transmission and Timken or Sheldon worm-drive rear axle.  
In design and construction they follow the lines of the most successful heavy trucks that represent high-grade engineering practice.  
They are composed of standard units, whose merit is generally recognized. Every unit is selected for its ability to stand heavy and severe strain. The Timken and Sheldon rear axle with David Brown worm and gear, were picked because of their wide use by leading truck makers.  
Other mechanical features include Sims or Rosch magneto, Zenith carburetor, Stewart vacuum system, Monarch governor, pressed steel frame, double safety spring shackles.

### Display Cushion Wheels

In the accessory department is seen an interesting exhibit of Sewell cushion wheels for motortrucks, employing a unique principle by securing resiliency in the wheel before the road shocks reach the mechanism and working parts. It is simply a wheel of rubber within a wheel. It has no springs or moving parts, they are built to hub specifications and can be applied without altering the design or construction of the truck. The same tires and hubs can be reapplied.

### Commercial is Electric

The Commercial truck is electrically propelled and made in 1000, 2000, 4000, 7000 and 10,000 pound capacities, using General Electric type of motor, giving an optional choice of battery, bevel gear, primary drive spur gear or chain gear, according to the model, and the final drive is either spur or chain, according to the model. They use their own type of axle with semi-elliptic springs.

## LET THE MACCAR TRUCK BE YOUR RAILROAD



### Worm Drive

## The Truck With the Demountable Power Plant Used on All Models

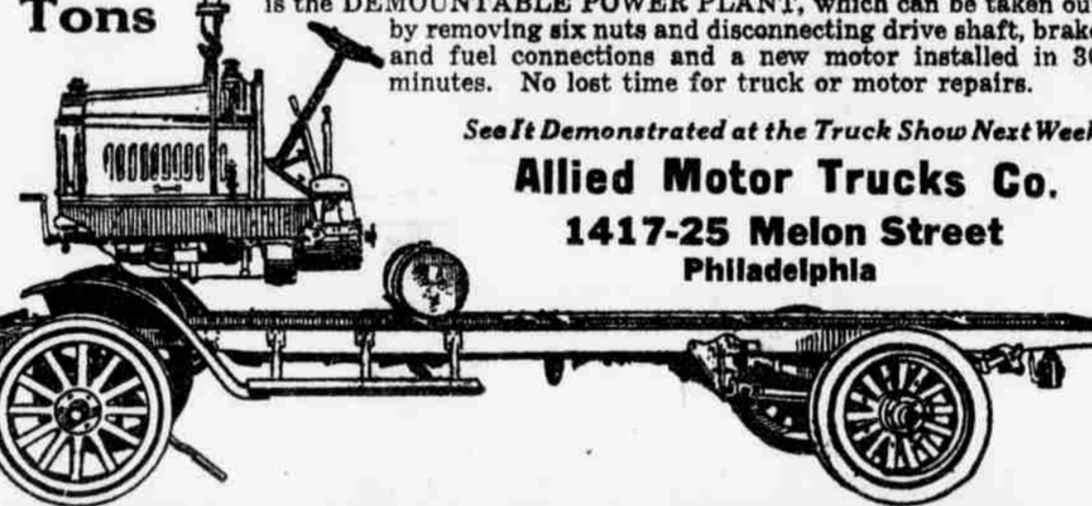
Maccar Trucks, made at Scranton, Pa., have been tried and tested for years over the mountain roads of that region.

They contain such proven units as Continental Engines, Timken Axles and Bearings, Bosch or Eisemann Magnetos, Stromberg or Zenith Carburetors, Brown-Lipe Transmission, Merrill Springs, six names that inspire confidence in the quality of Maccar construction.

But the outstanding, distinctive feature of Maccar construction is the DEMOUNTABLE POWER PLANT, which can be taken out by removing six nuts and disconnecting drive shaft, brake and fuel connections and a new motor installed in 30 minutes. No lost time for truck or motor repairs.

See It Demonstrated at the Truck Show Next Week

Allied Motor Trucks Co.  
1417-25 Melon Street  
Philadelphia



## LET THE MACCAR TRUCK BE YOUR RAILROAD

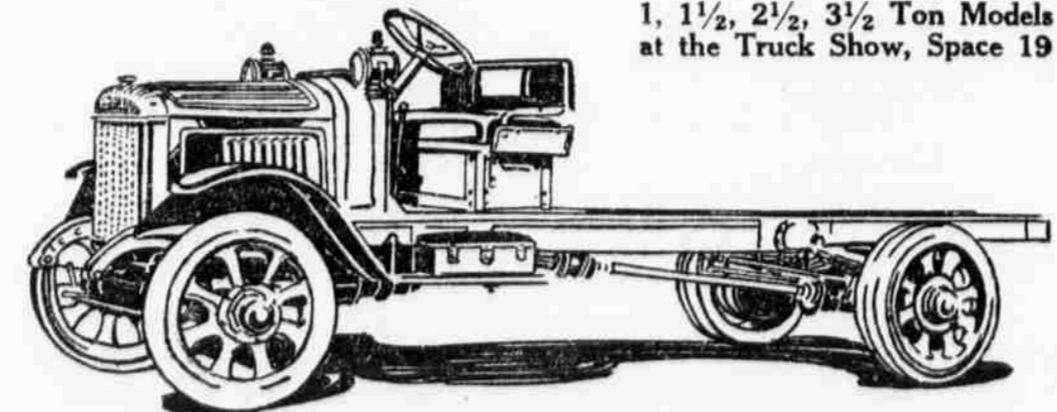
## REPUBLIC MOTOR TRUCKS

Alma Mich.

## Immediate Deliveries On These High-Grade Trucks

We are in the fortunate position of being able to assure immediate deliveries on our new models 10 to 11, respectively of 1 and 1½ ton capacities. They incorporate the mechanical features that have made Republic Trucks the most largely produced trucks in the world. Torbensen Internal Gear Drive, Red Seal Continental Motor, and other world-famous standard parts. Backed by over 1800 fully equipped Republic Service Stations, insuring immediate service whenever needed, wherever you are.

1, 1½, 2½, 3½ Ton Models at the Truck Show, Space 19

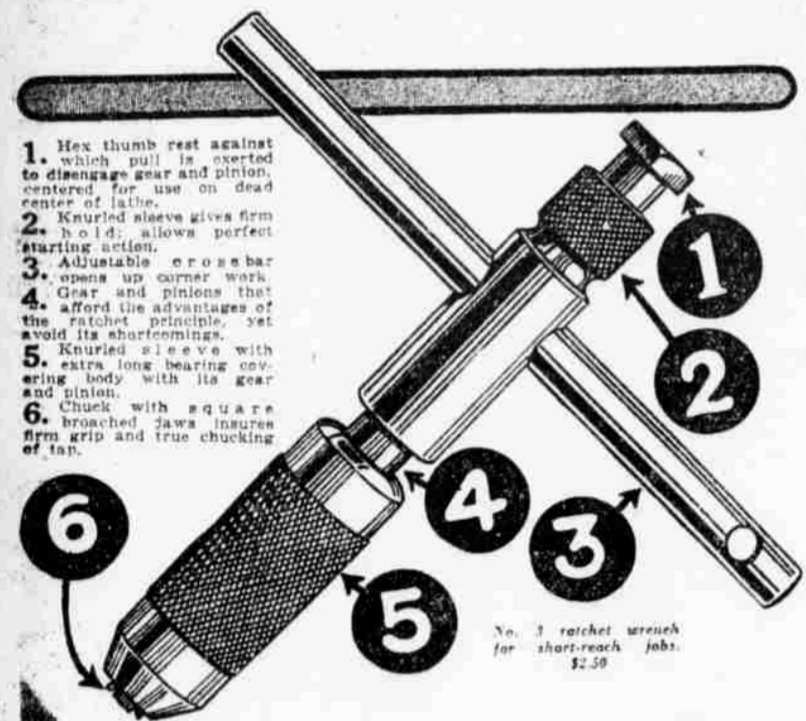


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It will do in a few minutes what requires hours by other methods, simplifying tapping and reaming in tight places where a revolving wrench is impracticable. Also used as a ratchet socket wrench, screwdriver and valve grinder. Alert wrenches are made in lengths and capacities to fill all needs. No. 365X extension set—\$6 complete—includes the ratchet wrench (illustrated above) and two extensions which fit the chuck jaws for long reach jobs.

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Parkway East of Eighteenth St.  
SPACE 34 AUTOMOBILE SHOW  
Spruce 1940

## Buy Your Truck on the Basis of Maximum Haulage Economy

The one true measure of a truck's value to its user is the actual cost of transporting his goods. The buying problem then resolves itself simply into finding the truck that works with least waste, requires least initial investment, least cost for upkeep and operation, greatest speed and endurance. So well has the Oldsmobile Economy Truck lived up to these specifications that the business public has learned to call it the truck of maximum economy.

BOOTH 38 AT THE SHOW

## Larson-Oldsmobile Company 800 North Broad Street

# Oldsmobile ECONOMY Truck