

AUTOMOBILE NEWS

TIMELY LOCAL FEATURES OF INTEREST TO AUTOISTS

BY ALFRED P. DAVIES, AUTO EDITOR.

"SHIP BY TRUCK" MOVEMENT OPENS NEW AVENUES

Brings Farmer, Market and Consumer Into Closer Relationship

By HARVEY S. FIRESTONE
The ship-by-truck movement is opening many new avenues of profit to the shipper. The entire new field of resources is being tapped, bringing the farmer, market and consumer into close relations. And in this marvellous development which motor express has seen in the last two years, the value of the ship-by-truck movement to the manufacturers should not be overlooked.

To manufacturers, the motor truck of to-day is as important a unit of their production facilities as the very machines which make their goods. The use of the motor truck has wrought changes in every department of their business and has done much to increase their production capacities and to lower their overhead expenses.

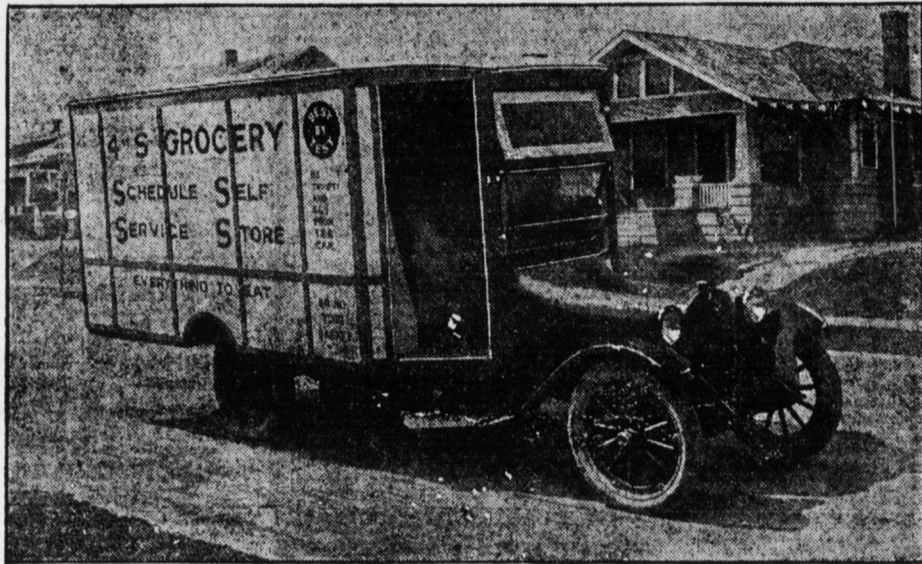
Let us compare the cost of horse transport with that of motor shipments. When the manufacturer was wholly dependent on the former method, he either had to hire his horses by the day, or else he had to maintain horses and stables of his own. The latter course entailed quite an outlay in buildings and drivers. It involved the use of a large amount of valuable floor space for horses, wagons, repair and paint shops. Furthermore, there had to be a blacksmith shop as well as lofts for hay and grain.

When he had made all this investment, what did the manufacturer have? He had nothing better than slow-moving horse-driven vehicles, whose actual capacity for service was limited to the physical endurance of the animal; and not a machine, can be subjected to only a few hours of hard labor daily if he is to remain fit for continuous work. When the manufacturer displaced the horse equipment, with its accompanying paraphernalia, and turned to motor trucks for his means of transport, he was able for the first time to get the transportation end of his business down to an efficient working basis, where haulage cost per mile could be determined accurately.

Some startling facts were revealed. It was apparent that, on the average, one motor truck would do the work of from three to four wagons, and do it more quickly. In this way alone there was effected a tangible saving at the start represented by the cost of extra drivers, horses, and wagons, as well as of the facilities necessary for their maintenance. The manufacturer further observed that he could house and care for a fleet of motor trucks in less than half the space and with far less labor than was required for the same number of wagons with a relative tonnage.

The capacity of the truck for work is unlimited. There is no limit to what it can do, and the limit of where it can go is determined only by the condition of the roads. You can and

GROCERY STORE ON DODGE BROS. MOTOR TRUCK CALLS ON HOUSEWIFE IN SCHEDULE TIME, SOMETHING NEW EVERY DAY



The Keystone Motor Car Co., local distributors for Dodge Bros. motor cars, are in receipt from the Dodge factory of a photograph of the first grocery store on wheels, a likeness of which accompanies this article. This grocery store is a idea of a Dallas (Texas) man. It carries a complete stock of fresh and smoked meats, groceries, green goods, fruits, etc. It makes regular trips to all parts of the city and saves the housewife a lot of time in eliminating the necessity of dressing and going to her regular store.

should exact duties from your truck that are entirely beyond the potentialities of horse and wagon transportation. You can give your trucks new transportation duties, a wider radius, and special responsibilities that no other transportation method can assume.

One year ago highway transport had arrived nationally, the few of us knew it. It took the war to wake us up to its possibilities. To-day it is known, discussed, praised, criticized, encouraged; and every month sees it grow in volume. In five years there will be a network of rural express lines on all the main highways of this country that will cut down the cost of food, increase the quantity of food, and still create more profit for the farmer.

Volume of business in dollars and cents is usually the criterion of profit on an enterprise. If we furnish better and quicker transportation to our rural districts it will add greatly to the wealth of the country as a whole, while we stimulate an increased production and bring the market closer to the purchaser. When we realize that the farmer is the only big business man who is forced to supply his own transportation, and this rarely on an economical basis, we can see the great fields that are open to rural development. The motor express lines of the future will make a shipping platform of every farmer's gate.

Other industries are being benefited, and benefited greatly. Even now in the far west trucks are boring their way into the forest, and, with the aid of trailers, bearing off the logs to the mills, the lumbermen have

reported as high as fifty per cent saving over any other method. Packing companies have begun to transport fresh meat in huge refrigerated trucks. Live stock is being brought to market in Omaha, St. Louis, and Cincinnati. Instances of the utility of motor trucking could be multiplied indefinitely.

In particular, the Government has resolved to take a hand. Already mail routes run from Portland, Me. to Hartford, New York, Philadelphia, Baltimore and Washington to the Plains, Virginia. Between January first and June thirtieth, 1918, the national mail routes averaged more than twenty-six hundred miles daily, cleared over \$125,000.00 and justified their being extended to the Pacific coast.

C. H. SCANDALLIS NOW WITH AMERICAN AUTO CO.
C. H. Scandallis, manager of the Penn Harris Taxi Company has become associated with C. A. Slough in the American Auto Company, the local distributors for the American Six. Mr. Scandallis is well known in Harrisburg due to his connection with the Penn Harris Taxi Service. He is spending part of his time in the sales of the American car and has opened an office in the Penn Harris in connection with the Taxi Company.

DON'T WAIT FOR PRESENT PRICES TO DROP

Haas, proprietor of the Square Deal Auto Supply Company, one of the leading uptown accessory stores, located at 1412 North Third street, in talking about the present conditions and whether there was any hopes of a drop in the near future, showed the writer the following article on present prices. This article comes as near touching the true condition as possible:

When will prices go down? This is a question which is, to-day, in the minds of most business men. Probably we are all agreed that the present high level of war-time conditions. Probably we are also agreed that prices will not return, at least for a long time, to the level of pre-war conditions. Somewhere in between is the point to which we may expect a gradual reaction within a reasonable period of time.

The one big difficulty in the way of price adjustment is that everyone expects the price of other commodities to go down before he decreases his prices. The manufacturer cannot reduce his prices until the price of labor is reduced. The laborer maintains that his wage must not be cut until the price of commodities is cut. You know that the price you have to pay for labor has not decreased and that your cost of raw materials is practically where it has been for some time, or even higher. You are not able to reduce your charge for service to your customers because of these factors. Your situation is probably exactly like that of every other business man in the United States.

Every business man is confronted with high labor costs, high taxes, high transportation rates. Transportation rates not only increase the cost of manufactured goods, but have a material effect on the price of raw materials. The only result can be a high cost of manufacture—a high price to the consumer. Wheat is always a barometer of business conditions. To-day the price of wheat, higher than at any time since Civil War days, is guaranteed by the United States Government. As a result of this guarantee, it is certain that we shall be paying present prices for wheat for a long time.

The business man who goes ahead on the assumption that present prices will remain for at least eight or ten months, is playing the game with a reasonable margin of safety. W. T. WADE SELLING STANDARD EIGHT MACHINES
W. T. Wade, a well known local automobile salesman has secured the position as assistant sales manager of Chevrolet Taylor & Company, local distributors for the Standard Eight. This agency was just opened a couple of weeks ago in this territory. The Standard Eight is made by the Standard Steel Company, of Pittsburgh, and is fast gaining an enviable reputation.

In an interview with Mr. Wade yesterday he said, "The Standard is a car that measures up to the average person's expectations of a motor car. It develops 30 horsepower and is as pretty a car as you want to look at. We expect big things in Harrisburg for this car and will go right after sales. About the middle of July or the first of August the Standard Steel Company expects to place a four-cylinder car on the market that will sell for a medium price. When this car comes out, competition will surely be keen in and around Harrisburg."

LOOKS FOR LARGER TRUCK SALES AT ONCE
"Now that the Government has announced a definite policy for the disposal of its surplus trucks, I look for a distinct increase in truck sales," says Harry M. Lee, President of the Duplex Truck Company of Lansing, Michigan.

"The various stories as to what the Government was going to do hurt the truck business. Many business men who were ready to buy trucks held off in the hope of getting an army truck cheap. Now that it has been decided that the surplus army trucks are to be used in road building and Post Office work and will not be offered to the public, I believe that the truck prospects who have been holding off will now purchase."

"The bad weather of the spring has also hurt all business but this is passing. Despite the Government trucks that are going into work, the highway builders who have had experience are buying Duplex 4-Wheel Drive trucks because they know that where the going is bad the Duplex will get through with a load where the ordinary truck would be stalled light."

(Continued on Page 14.)

LICENSES SHOULD BE ANNULLED FOR RECKLESSNESS

Drivers Who Are Careless and Indifferent Should Be Punished

It is becoming more apparent every day that the one sure way to curb the reckless driving that has been on the increase in this city and vicinity for some time is to take the license away from every man who operates a car with all disregard for the property and lives of others. There are any number of drivers who try to operate their car in a legitimate manner and who become the victim in a smashup because some other fellow is trying to beat a world's record or else is not looking where he is driving.

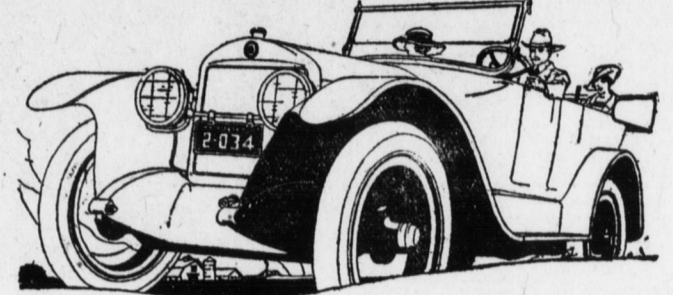
There are certain arteries in the city where crossing intersections requires an undue amount of caution because of heavy traffic. Certain other streets on a straightaway invite speeders to tryout the speed of their car with the result of a smashup to some fellow who tries to cross, and does not reckon on the speed of the other car. Another bad feature of motoring is the fellow who tries to run around everything on the road when out in the country. This fellow not only endangers himself but often times forces the other fellow down into the ditch. It is all right to pass another car on the road if all conditions are favorable but not when it requires an excessive speed on a narrow road. Another cause of accidents on highways are the glaring headlights that blind the

fellow coming towards you and cause him to lose the road. There is a gentlemen's agreement between regular drivers on the road to turn off the bright lights when another car is approaching and the fellow who wants to be smart is the fellow who won't turn them off, thereby

causing accidents. It is high time that every driver of a motor car use a little caution when out on the road. If he has a desire for speed and recklessness it would be well for him to hunt out some lonely road forty miles from nowhere and then let her go. If he kills

himself or smashes up his car it will be his own fault and he won't endanger anyone else. In many states an examination is required before anyone is allowed to operate a car and such a law should be passed in Pennsylvania.

STANDARD EIGHT A Powerful Car



A HILL becomes only a bit of scenery to the driver of a Standard Eight—the powerful car.

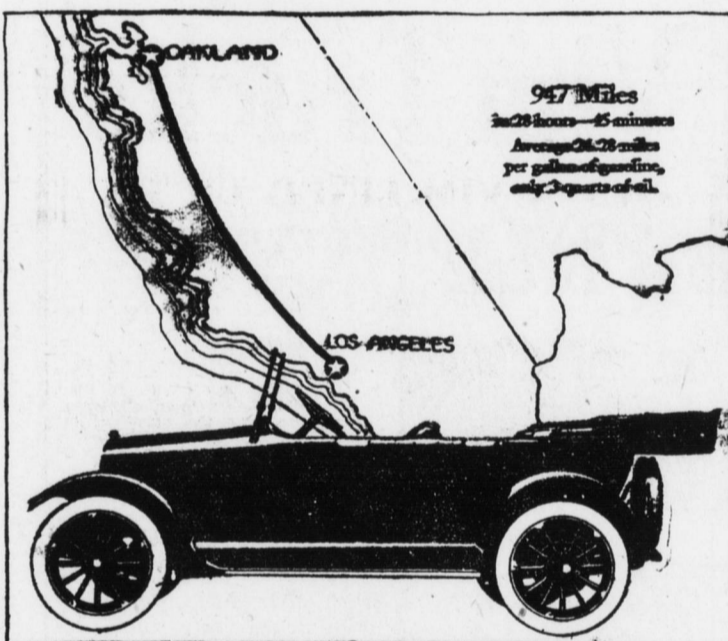
The Standard Eight "picks up" on hills that other cars barely "make." Its eight cylinders with eighty-three horsepower and its light weight combine tremendous power with great flexibility.

A demonstration—with yourself at the wheel—proves this.

CHESTER TAYLOR & CO.

DISTRIBUTORS
Seventeenth and Derry Streets
BELL PHONE 2781

Made by the Standard Steel Car Co., Pittsburg, Pa.
One of the world's largest industrial institutions



947 Miles
in 28 hours—25 minutes
Average 26.28 miles
per gallon of gasoline,
only 3 quarts of oil.

An Owner Test The Kind That Counts

It is the day-in-and-day-out record of stock cars in the hands of owners that has built up the public appreciation of Overland.

A recent demonstration of Model 90 power, endurance and dependability was an impromptu round trip between Oakland and Los Angeles.

It was a most severe test, over mountain roads, through a blinding storm, with mud hub-deep in places. The Model 90 never faltered, never failed!

The performance of the car and the time made is the most remarkable because it is what more than 150,000 Model 90 owners know their cars are capable of.

This run, on the heels of the Oklahoma victory—where Model 90 stock car set the world's Non-Stop High Gear record, 4370 miles in 7 days, readily shows why owners are proud of their cars—and why you will be proud of a Model 90.

Let us show you a duplicate of the cars that made these records.

The Overland Harrisburg Co.
212-214 NORTH SECOND STREET

YORK BRANCH: 128-130 West Market St. Open Evenings Bell 4370
NEWPORT BRANCH: Opposite P. R. R. Station

Overland Model Twenty Five Passenger Touring Car, 1918, Lab. Table

DUPLEX TRUCKS Cost Less Per Ton-mile

The Duplex Always Saves

We can learn of no single instance wherein the Duplex 4-Wheel-Drive Truck has not reduced hauling costs.

Its savings run from 20 per cent. to 60 per cent., in comparison with horses and mules and other trucks.

Duplex owners all report that the ton-mile cost is less, both on city streets and in roadless country. Duplex savings are positive. They can be counted with the same certainty that Duplex four-fold pulling power can be counted on to take the load through.

We ask business men to request a comparative demonstration.

We know the Duplex will win; that the figures are sure to show a lower ton-mile cost.

Harrisburg Auto Co.

Fourth and Kelker Sts., Harrisburg, Pa.

DUPLEX TRUCK COMPANY, LANSING, MICHIGAN

