

### NASH VIEWS OF TRUCK MARKET

#### Firms Forced to Motorize Transportation During War Are Now Increasing Fleets

"The new field which has opened for the motortruck is so large that it is difficult for any one to comprehend its full magnitude," says C. W. Nash, president of the Nash Motors Company. "The events of the last two years have brought the truck as a means of commercial transportation to a point which might have taken years in ordinary times to accomplish. For the old adage that necessity is the mother of invention has worked out perfectly in the case of trucks.

"If you will consider for a moment the situation of this country when Government demands virtually usurped the railroad facilities, you will see what I mean. The Nation generally had to look for a new way to deliver goods, especially over the shorter haul. True, the motortruck had been used for inter-city work and there had been some suburban trucking, but the greater bulk

of the shippers had as yet found no pressing reason to take up motortrucks. When it came, they had to try out trucks or do without. We, as truck builders, knew what the result would be in advance, but even we had no thought of some of the business uses to which the motortruck was to be put.

"The situation opened the eyes of every one to new and greater possible uses for motortrucks. And more than that, it demonstrated the use of motortrucks in a practical way. The motortruck arrived on the scene to help business out of its difficulties, and it is going to stay on the job.

"There are many firms in this country which probably would not have a single motortruck to-day if necessity had not forced them to motorize their transportation. Now, having found by experience the benefits of motor transportation, they will not again be without it. Instead they are planning to enlarge their facilities. There is no one particular class of firms or style of truck which will be affected by this new development. Every business will want trucks of whatever particular type is best suited to it. Moreover, many firms who were not so situated that motortrucks were essential during the war are going to find them essential now. Competition will determine their needs.

"The next few years, I believe, will see bigger gains in the truck industry and in the use of trucks than has ever before been seen. I believe that with it will come improved roads and better facilities for using motortrucks to their full value. Moreover, I think we, who are building trucks, already are prepared to meet the demand prepared by years of manufacturing experience which have made the motortruck what it is to-day—a vital part of our national transportation system."

### PRINTER TELLS OF BETHLEHEM FEAT

#### Story Which Reveals Unusual Interest and Shows Worth of Strong Chassis

A representative of the Bethlehem Motors Corporation while compiling a new catalog was conversing with the foreman of a large printing shop in New York. The printer is a man of considerable ability and in addition to handling the details of a type setting and printing establishment, also runs a farm not far from Elizabeth on what he calls the "tiantic City road."

This road, according to description, is one of the ideal State roads of New Jersey, constructed of cement and lined by tall shade trees and winds up and down picturesque hills. The narrator of the story describes his farm as being situated a little below the top of a hill so that he can see for a considerable distance down the State road and very often watches the string of cars and trucks running between Atlantic City and New York.

was driving on the crown of the road, apparently to minimize slipping. Just as the Bethlehem truck neared the crest of the hill near the farm, a Ford car swung over to the right to get out of its way, in doing so his car skidded and made a complete circle striking a concrete electric light pole with sufficient force to snap it off clean about two feet above the ground.

The car, however, was not damaged with the exception of one or two spokes broken out of a rear wheel. The accident is made even more interesting by the fact that the truck was heavily loaded with bags of cement and had made the hill easily in high gear and was running at a very rapid rate when the accident occurred.

#### BOISHEVIKI DEFEATED

By Associated Press.  
Archangel, Thursday, March 20.—Patrol activity has increased considerably along the Volodga rail-

#### U. S. Halts Japanese Attempt to Acquire Land in Lower California

By Associated Press.  
Washington, March 22.—As a result of telegrams from Senator Phelan, of California, giving information of a proposal by Japanese interests to acquire a large tract of land in Lower California owned by Americans, the State Department has called the attention of the owning corporation, the California Mexico Land Company of Los Angeles, to the attitude of the United States government toward such sales of property which might be used for military or naval purposes.

### GARFORD WINS IN SECRET TEST

#### American Truck Exceeds Those of Foreign Make in Trials Made by Danish Military

News of a secret test conducted by military authorities of Denmark and involving 20 American and foreign built motor trucks has just been received in the United States.

The trials resulted in a victory for American automotive engineering. A Garford truck won first place in the competition.

The information concerning the investigation comes in a letter to President E. A. Williams, Jr., of The Garford Motor Truck Company from F. Bulow & Company of Copenhagen.

The test was a unique one, secretly conducted. Without announcing their intentions Danish military officials obtained one each of 20 different makes of trucks, both American and foreign. These trucks were disassembled and accurate and minute measurements were made of cylinder bores, bearings, gears and various parts were made as before, there supposedly is much wear.

The trucks were then reassembled and placed in regular military service. For two months the trucks underwent the most rigid tests. Over roads which in this country would be impassable and in all sorts of weather they hauled heavy materials for gun factories, munition works, etc., for great distances. The work was proportioned evenly among 20 trucks and accurate records were kept in order that all should cover the same mileage and operate under the same conditions as to load, road and weather. At the end of two months the trucks were torn down a second time

and accurate measurements of the various parts were made as before. This, of course, was to ascertain the results disclosed that the Garford led all competitors.

strenuous service with the least evidence of wear. The results disclosed that the Garford led all competitors.

"The Beauty Spot of the Show"



## APPERSON 8

"The Eight' With Eighty Less Parts"

### KEYSTONE SALES CO.

Distributors. 108 MARKET ST.

K. S. Co. K. S. Co.



A SEA OF SELDEN TRUCKS TO BE DRIVEN OVERLAND TO THE COAST AND SHIPPED TO THE BATTLEFIELDS OF EUROPE.

## To Help the Allied Nations Bring The World War to a Successful End

Shipload after shipload of SELDEN TRUCKS was transported overseas—to England, to France, to Italy, to Russia, to Japan—and mile after mile of SELDEN TRUCKS were driven overland to army camps and industrial plants in this country.

Economy, speed, rugged construction, power, absolute dependability and endurance to the limit were the requirements of war service. Selden "IN-BUILT QUALITY" met them all.

One to Five-Ton Models. Write for complete information.

IT HAS BEEN SELDEN SINCE 1877

## SELDEN TRUCK DISTRIBUTORS

1017-25 Market Street Harrisburg

We have a fully-equipped machine shop and can give immediate service on all repair work.

# Trucks

## SELDEN TRUCKS ARE ON EXHIBITION

AT OUR SPACIOUS SALESROOMS 1017-21 Market Street

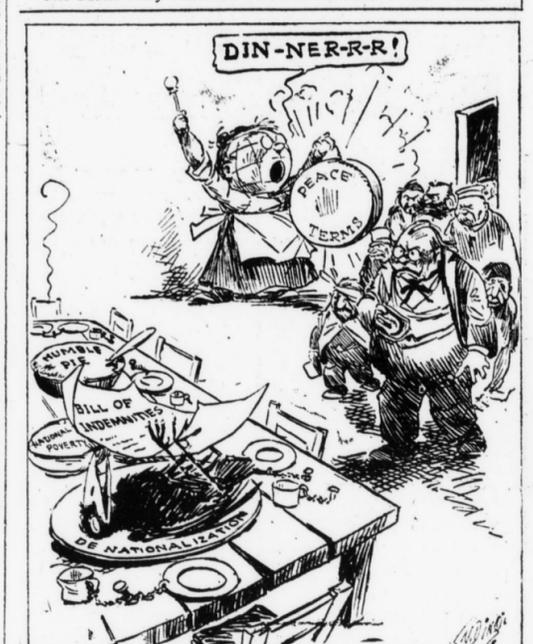
Next week we specially request every person interested in Motor Trucks in any way to come to our salesrooms at the above address where we have on display the various SELDEN models. We will be glad to demonstrate the many salient qualities of the SELDEN and at the same time show you our large repair shops where we do every kind of machine and motor repair work known.

DON'T WAIT FOR A SPECIAL INVITATION—COME

### SELDEN TRUCK DISTRIBUTORS

Sales and Service 1017-21 Market Street

### The Meal They Planned to Feed the Rest of the World



### NEWS OF THE WEEK BOILED DOWN FOR OUR BUSY SOLDIERS

Saturday, March 15

The ninth annual exhibition of the Harrisburg Motor Dealers' Association opens to-day with an unusually large exhibition of automobiles and accessories.

It is announced that almost 10,000 income tax returns are filed at the local income tax offices.

Sportsmen of upper Dauphin county have started a vigorous fight to prevent the closing of the thousands of acres of land, which is being planned.

The Harrisburg Hospital rummage sale will be held on April 7.

The last livery stable where horses have been rented for thirty-one years, will shortly be out of business and be turned into an automobile livery.

Edward Bailey, president of the Harrisburg National Bank, is named to serve on the housing committee of the Harrisburg Chamber of Commerce.

Monday, March 17

Local Red Cross issues appeal for more women workers to aid in making refugee garments.

St. Patrick's Day is quietly celebrated here.

Blame for the Pennsylvania Railroad wreck which resulted in the deaths of five men is placed by Public Service Commission on engineer and fireman.

Ralph D. Gettler is instantly killed when he steps in front of train.

Automobile show proves to be big success both from number of sales made and the attendance.

Local breweries plan making of beer with alcoholic contents small enough to come under the prohibition rulings.

Revised figures show that approximately 13,000 persons filed income tax returns in the Harrisburg district.

William H. Snyder wins the E. J. Stackpole cup in the annual Harrisburg Academy debating contest.

Eddie Gilroy was not worried when his lawyer failed to turn up in court; he pleaded his own case and was acquitted, the jury placing the costs on the county.

Tuesday, March 18

Harrisburg gets first sight of army tank when it rattles through streets on way to automobile show.

## CONTROL YOUR DELIVERIES

### BETHLEHEMS SATISFACTORILY ANSWER THAT MATTER OF DELIVERY EXPENSE

A Bethlehem Truck gives you independence—freedom from delay in waiting for somebody else's truck to haul your goods—relying on outside labor to handle your products—to come in contact with your customers.

A Bethlehem makes you independent of delays—limitations of motor fags and layups—Bethlehem Trucks keep at their jobs.

Bethlehem is the truck built for big business—strong where the load and road require strength—powerful where the grade and distance need power—service where improved features can best be employed.

Trucks are reliable road representatives of hundreds of concerns in hundreds of different lines—they have the respect of the men who drive—they keep on going without roadside halts or tinkering in the garage.

Bethlehem Internal Gear Drive Motor Trucks not only give you control of your delivery problem—they also increase your selling radius without increasing your expenses.

Bethlehem Trucks are dependable delivery—light on tire, gas and oil. Gray & Davis Electric Starting and Lighting. Examine a Bethlehem and know why.

1 1/2 Ton Chassis \$1965  
2 1/2 Ton Chassis \$2365  
3 1/2 Ton Chassis \$3465

F. O. B. Allentown, Pa.

### THE OVERLAND-HARRISBURG CO.

212-214 North Second Street  
OPEN EVENINGS  
YORK BRANCH 128-130 West Market St.  
NEWPORT BRANCH Opposite P. R. R. Station  
TELE 4370



BETHLEHEM MOTOR TRUCKS  
Dependable Delivery  
BETHLEHEM MOTORS CORP'N. ALLENTOWN, PA.