

YOUR FORDSON will operate an **AMERICAN SAW-MILL** and turn out 3,000 to 5,000 feet of lumber a day.

WHY BUY LUMBER?

Your timber tract can be made to pay big dividends. See this Mill in operation at the Fordson Demonstration this week Long Island City.

AMERICAN SAWMILL MACHY. CO.
Hackettstown, N. J.
50 Church St., N. Y.

"MOREWOOD" SAW

See This Big Time Saving-Money Earning Big Capacity Wood Saw at the

FORDSON Industrial Tractor Show

See how "Morewood" Saw can cut poles with one man operating it—something no other saw can do.

All other sawing with same big saving and speed up in efficiency.

Daily Demonstration

Take Brooklyn Rapid Transit or Interborough (Queensboro line) to Bridge Plaza—Hellman Motor Corporation.

W. C. Meadows Mill Co.,
North Wilkesboro, N. C.

Roar of Engines Drowns Radio Magnifiers at Tractor Show

Gigantic Tasks Performed by Ford's "Mechanical Mules" in Midst of Din of Hoisting Machinery and Whine of Huge Saws

Probably the largest exhibition of tractors and tractor equipment ever seen in this city is the show which opened yesterday in the buildings and grounds of the Hellman Motor Corporation, near Queensboro Plaza, Long Island City. While known and advertised as the first National Industrial Tractor Show, it also is identified as the "National Industrial Exposition"—the name of "Fordson" applying to the tractor products of the Ford Motor Company and more particularly to Edsel B. Ford, son of the millionaire manufacturer of the same surname.

The show opened with the muffled roar of heavy duty engines, the whine of huge saws and the grinding of chains as hoisting machinery was put into operation. To one who had never seen anything like this show the whole impressed him primarily by its formidableness. Then he was struck by the gigantic tasks that can be performed by little machines no larger than the Ford motor car itself, and finally by the tremendous efficiency and the economy of what is frequently referred to as the "mechanical mules" regardless of make or brand of manufacturer.

A Curious Conglomeration

"A curious conglomeration," the observer says to himself as he watches these superman devices in demonstrations of pushing, pulling, swinging, hoisting, dumping and achieving other industrial feats of transport. The thought is emphasized by the noise which, with the music that came from radio tone magnifiers and sought bravely to compete with the roar of the tractor engines yesterday, conveyed the observer into the cyclotron midst of industrial Bedlam.

One thinks of such exhibitions in connection with agricultural expositions or county fairs, but this show obviously is of broader scope. The tractor's utilization in winter as well as summer, for interdepartmental communication by a locomotive attachment pulling trailers of every capacity, and the use of this tractor as a power plant for the operating of machinery of various types—these and numerous other functions are depicted in realistic fashion.

Contractors are shown how it is possible to use the tractor in every branch of their work from the initial excavation through the various stages of handling the raw materials and up to the transporting of the equipment to the next job. Special winches and cranes are displayed in operation, lifting and transporting quantities of material from one part of the job to another and even to the loading of the wagons that carry the dirt away from the excavations and, finally, to clean up and grade ground. Seemingly im-

possible loads are swung into motion under the most adverse conditions.

The possible combinations of truck and tractor in the various phases of transportation are also demonstrated day and night, and suggest to what degree mechanical engineering and invention have served as a stimulus to production and distribution.

Flags of various nations, the inescapable radio and the interest revealed by its patrons give the mechanical exposition a true show character. Although yesterday, for an opening day, was anything but an in-ducement for a general patronage, there were many visitors from all parts of the country, from as far West as Milwaukee, in fact, who came with the definite objective of buying.

One of the machines is labeled "Push and Pull Mule," another is called "The Grader," another the familiar "Caterpillar," one a "Rotary Sweeper," one a "Portable Crane and Winch" and another a "Semi-Trailer." There are also graders, snow ploughs, lawn mowers, air compressors, sawmills and an industrial railway for demonstration purposes. It is a strange family, but as one exhibitor explained, "One of a common genus." The visitor to the show will no longer think of Henry Ford as the mere manufacturer of the "fiver."

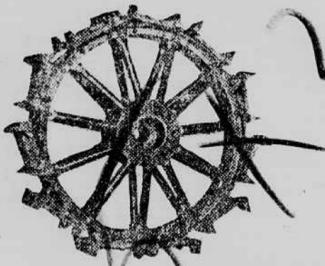
A three-masted tent houses a big section of the exhibits of tractors and tractor accessories or equipment. This is directly in the rear of the building where the other exhibits are displayed. The show is easily reached via the subway from Grand Central station or Fifty-seventh Street. The exhibition will continue through the week, the doors being open from 10 a. m. to 10 p. m. daily. There is no admission charge.

Edsel B. Ford, president of the Ford Motor Company, made a special trip to New York to be present for the formal opening. The industrial possibilities of the gasoline tractor as demonstrated in the exhibition are opening up new opportunities to contractors, builders and to general business. Mr. Ford said: "They have come to look upon the gasoline tractor, adapted to industrial service, as one of the big factors to be reckoned with in our national development," he added.

Finney's Revue at Columbia
Costumes Best Part of Chorus; Scotch Dance Pleases

Frank Finney's Revue, with Finney himself as the featured comedian, is at the Columbia this week. Marie Worth, Althea Barnes, Pauline Hinman and Laura Houston fill the feminine roles acceptably and William Evans, Jack White, Paul Yale, Barnes Mack, Roger Little and Vincent Scanlon do well with the rougher stuff. There are three or four exceptionally well set and sung musical numbers, chiefly the Scotch dance in the first act finale. Marcia Compton and Earnest Mack do a good specialty. The chorus is unusually well costumed, but—well, devote most of your attention to the costumes.

GRID-IRON GRIPS AND WHEELS



Put any tractor on a sure footing wherever it is drawn.

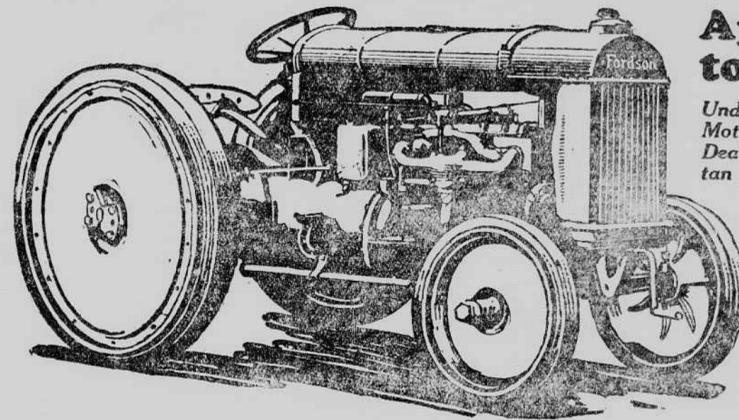
Road builders and contractors, see it in operation at National Industrial Tractor Show.

Takes the tractor through mud, into and out of excavations, over snow—wherever other wheels slip and lose traction Grid-Iron Grip hangs on and pulls the load.

Come to National Industrial Tractor Show—Hellman Motor Corporation—Long Island City—at Bridge Plaza.

The Grid-Iron Grip Wheel Co.
Toledo, Ohio

See this Great Fordson Dollar-Defying Industrial Demonstration



April 17th to 22d Inc.

Under auspices of the Ford Motor Co. and the Ford Dealers of the Metropolitan District of New York and New Jersey, at the Two-Acre Building and Grounds of the

Hellman Motor Corp'n
End of 59th St. Bridge
Long Island City

10 a. m. to 10 p. m. Daily

Admission FREE

Learn What You Can Do With a Fordson

THE UNIVERSAL TRACTOR
To Reduce Overhead
Cut Time Charges
Cut Labor Costs
Speed Up Heavy Work



Take a little while off—away from puzzling over costs that won't come down.

Stop Figuring—Actually See at this huge National Industrial Show—how overhead charges will come down immediately in all work where heavy loads must be handled.

Demonstrations going on from 10 a. m. to 10 p. m.—doing the kind of work which is costing you too much money with your present methods.

Manufacturers in every line—see how time and labor costs, from loading platform to pick-up station to delivery points, can be cut.

Contractors in every line of building and construction work—see how all costs, excavating, dumping, power winch, loading crane, material hauling can be cut.

Operators, Steel Mills in every line from mining to finished product, dock or yard hauling—see how the cost per ton for moving can be cut.

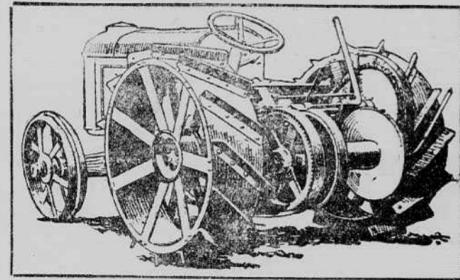
Lumber Yards see how all hauling charges in all the work you do can be cut.

Municipalities see how street cleaning, sprinkling, park maintenance, garbage disposal and other costs can be cut.

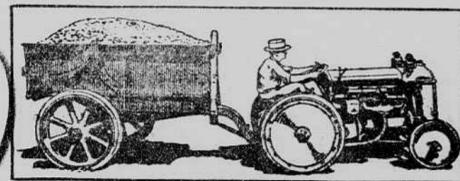
Warehouses—Shippers See how all load moving can be speeded up, man personnel on a more efficient basis and all costs be cut. Traffic Superintendents, there is a world of information for you in the demonstrations being made. Factory Superintendents, there is a real help for you in the greatest show of industrial power ever presented.

DAILY DEMONSTRATIONS Inter factory hauling—portable crane loading—portable power shovel work—trailer train operation—side and end dump body operation—road construction—portable power winch operation—bridge and steel-structure methods.

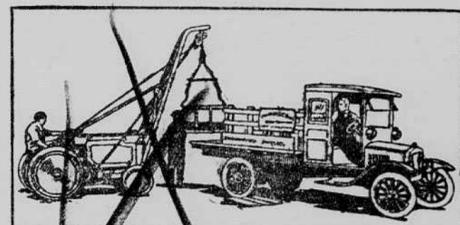
Come and see these demonstrations—they will show every possible use of the industrial Fordson in transportation and power application.



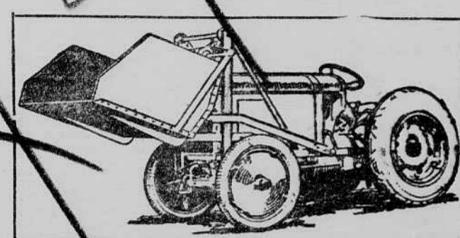
The Portable Winch



The Heavy-Duty Haulage Tractor



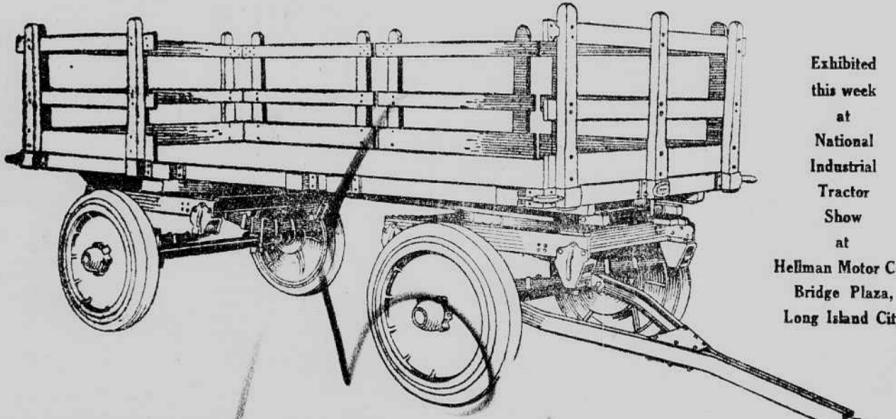
The Portable Loading Crane



The Portable Shovel

IT'S EASY TO REACH THE FORDSON INDUSTRIAL EXPOSITION

FROM MANHATTAN—Brooklyn Rapid Transit to Bridge Plaza. Interborough Rapid Transit to Grand Central; Queensboro Line to Bridge Plaza. Second Avenue Elevated Line to Bridge Plaza. By Motor—20 53th Street and Second Avenue; across bridge; first turn to right, Long Island City. **FROM BROOKLYN**—Brooklyn Rapid Transit, through Manhattan. Interborough Rapid Transit, through Manhattan. Cross-town trolley to Long Island City. New York and Queens County Railway shuttle car to Bridge Plaza. **FROM NEW JERSEY**—Hudson Terminal Tube to New York; Brooklyn Rapid Transit or Interborough Rapid Transit to Bridge Plaza. **FROM LONG ISLAND**—Long Island Railroad to Woodside; Interborough Rapid Transit to Bridge Plaza. By Motor—From South Shore, through Jamaica, Queens Boulevard to Long Island City. From North Shore, through Flushing, Jackson Avenue to Long Island City. **FROM STATEN ISLAND**—Ferry to New York City; Brooklyn Rapid Transit; Interborough Rapid Transit, or Second Avenue Elevated from South Jersey. **FROM GRAND CENTRAL STATION**—Interborough Rapid Transit; Queensboro Line to Bridge Plaza. **FROM PENNSYLVANIA STATION**—Seventh Avenue to Times Square; shuttle to Grand Central; Queensboro Line to Bridge Plaza.



Exhibited this week at National Industrial Tractor Show at Hellman Motor Co., Bridge Plaza, Long Island City

Announcing the New W. & K. Model "C" Three Ton Trailer

Here is a trailer that will stand up under any three ton load in any kind of service—and at a price lower than any other equally equipped unit on the market.

The W. & K. Model "C" trailer is built of the highest quality materials and with the most careful attention to engineering details. Its rugged construction, united with the advantages of rear and steering and other features, make it a trailer of exceptional value at a remarkably low price.

- SPECIFICATIONS**
- Tread, Standard . . . 56 inches
 - Wheel Base . . . 96 inches
 - Frame Height, Loaded . . . 36 1/2 inches
 - Frame Height, Unloaded . . . 38 1/2 inches
 - Tires, S. A. E. Solid . . . 32 x 5 inches
 - Bearings . . . Timken Roller
 - Capacity, Live Load . . . 6,000 lbs.
 - Weight of Chassis . . . 1,116 lbs.
 - Turning Radius . . . 16 feet
 - Platform Dimensions . . . 5 1/2 x 12 feet
 - Weight of Trailer Complete . . . 4,116 lbs.

Price of trailer, Chassis . . . \$495
Stake Rack Body . . . 195
(Prices f. o. b. Detroit, Mich.)

See this Trailer at the Industrial Show, Hellman Motor Corporation, Long Island

Just Across the Queensboro Bridge

Whitehead & Kales
Detroit Mich