

RISE OF HURLBURT TRUCK A ROMANCE

Motor Company Was Launched With Practically No Capital and Succeeded.

It required considerable nerve and ability to take up the task of building motor trucks in New York city with an initial capital of \$12,000 and that is why this story is written. There is nothing more interesting to the average business man than the story of the rise of some individual or firm from a very small beginning to a commanding position in the world of business.

The story of the rise of the Hurlburt Motor Truck Company really like a romance. It was incorporated and launched with practically no capital, only \$12,000 being placed in the concern by Mr. Hurlburt and a few friends for the purpose of developing and producing an experimental vehicle.

In comparison with the tremendous capital now employed by truck companies generally the amount in hand at that time was hardly noticeable and was so absolutely insufficient as almost to place the enterprise in the foolhardy class. Yet the quality of the product manufactured by these men and the strict adherence to a broad and liberal business policy have placed the Hurlburt Motor Truck Company today in a position ahead of some of the motor truck manufacturers who began their work fifteen or sixteen years ago.

Hardly the size of the organization was increased and the services of highly trained experts was obtained. Their modest factory at Fort George was quickly outgrown. The truck using public had awakened to the merits of a truly well made vehicle, and the Hurlburt company soon found itself in the position of having more orders on its books than could be filled from the plant it then occupied.

Realizing that much of the product of this company has been placed in this city and understanding how many new purchasers there were for trucks in this vicinity, and thoroughly appreciating how necessary it was to live up consistently to the past Hurlburt record of perfection and service to New York city owners, there was selected after thorough and careful examination the large plant formerly occupied by the J. J. Mott iron works, situated on the Harlem River at Third Avenue. Here the company has many times the space formerly occupied, with railroad and water transportation at its door, and with every possible facility for taking care of the trade that had come to it as a result of its efforts in turning out a truck of extraordinary efficiency.

The business of the company has increased in each year by leaps and bounds. The sales for 1917 exceeded the sales for 1916 by 100 per cent. The sales for 1918 exceeded the sales for 1917 by more than 500 per cent, many of the sales being repeat orders. Today the Hurlburt company has on its books orders for hundreds of thousands of dollars worth of trucks. This prosperity is derived from vigilance in selling opportunity, and from tact, force and persistence.

Very recently additional capital has been added to the Hurlburt Motor Truck Company, and the plans for 1918 call for a production of 1,500 trucks. A year ago this month the company had no dealers and to-day is sending its product into the many States through twenty individual distributors. Many representative concerns in the metropolitan district are now operating Hurlburt trucks. Among them can be listed the following concerns: Standard Oil Company, The Water Oil Company, Vacuum Oil Company, Anglo-Mexican Petroleum Company, American International Corporation, John Wanasink, Hoeker-Jones-Jewell Milling

How well his plans were laid, how far seeing and how true was his judgment, has been proved by the fact that one by one other companies in this country have adopted this form of final drive. The heads of every department in the Hurlburt Motor Truck Company are specialists. They are men of long experience and thorough training, each in his own particular branch of the motor truck business. Mr. Hurlburt himself is one of those unusually active men. When he comes into a room every eye is turned to him and he is taken to Mr. Hurlburt is eager and full of the joy of life and bubbling over with spirits. He throws himself into every task with his whole heart and makes the best of everything.

The Hurlburt Motor Truck Company actually began business only a little over four years ago. With small capital at its command it was hardly possible that the first year would show great achievements. Few orders were taken and these vehicles were turned out practically by hand and after the order was received. Little or no thought was given to the subject of profits. But the building of these trucks was carried out always with the idea in view of giving to the purchaser the most mechanically perfect heavy duty vehicle that money, brains and years of experience could produce. Every portion of the Hurlburt chassis, from the frame down to the most minute details, was designed and built under the careful and continuous personal supervision of Mr. Hurlburt. The Hurlburt truck creates the impression of strength and refinement. All details have been carefully worked out and when brought together present a strong, well balanced and finished appearance. Gradually there has grown up in this city a feeling of great confidence in the

STUNNING MOTOR CAR CREATIONS Your present automobile refinished and modernized FOR SPRING & SUMMER USE into an attractive, smart and beautiful motor car AT LOW COST An astonishing, new wartime economical innovation that should be taken immediate advantage of to insure early delivery at present low prices. CALL, WRITE OR PHONE FOR FULL PARTICULARS STERLING TOP & EQUIPMENT CO., Inc. 518-522 WEST 5TH ST. Phone 3486-2407 Columbus Established 11 Years.

Turning Out Hurlburt Trucks in New York.

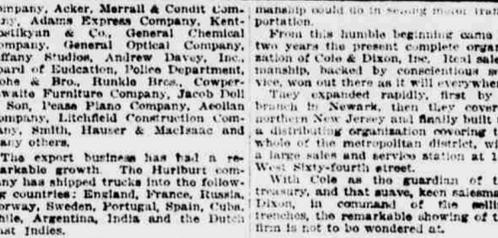
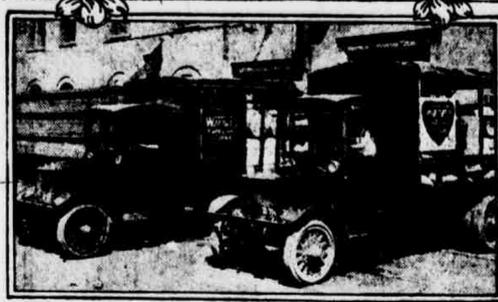
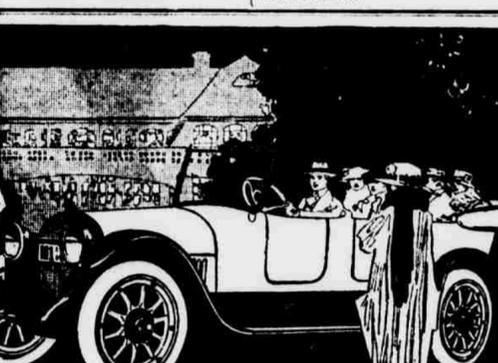


Diagram on Some Cadillac.

The popular idea is that the diagram is a mysterious instrument whose use is confined solely to the detection of crime by recording for detectives the conversations of criminals. But the Cadillac Motor Car Company has found other and more important uses for the diagram. This little device, unobtrusive in appearance, is part of the equipment of all Cadillac "handmade" vehicles. Through it the owner can communicate with the chauffeur.

Warns of Carburetion Dirt. One concern will save themselves much worry and trouble nowadays if they will give special attention to see that dirty carburetors do not get on the needle valves. In the reservoir, jar of gasoline lines, save through it, Jersey, King service man, says. In some parts of the country, the cause of gasoline is responsible for much motor trouble.



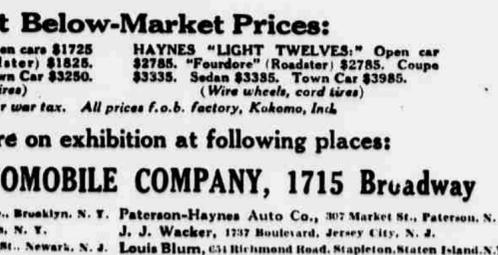
Universal One Ton Smith Form-a-Truck with Studebaker Power Plant.



Universal One Ton Smith Form-a-Truck with Overland Power Plant.



Universal One Ton Smith Form-a-Truck with Cadillac Power Plant.



Universal One Ton Smith Form-a-Truck with Ford-Kar Power Plant.

Higher Prices after March 1st

Your last chance to buy a big, roomy, handsome Haynes—latest 1918 model—speedy, high-powered, famously long-lived and economical in upkeep, at the low last year's price. A limited allotment was available. They are nearly all sold. Further delay is risky. The same models, beginning March 1st, will cost \$125 more. Come quickly and inspect these newest models of the

HAYNES "America's First Car"

We predict that it will be years before a car of such high quality and long-standing reputation as the Haynes will again sell so low. This opportunity expires March 1st, or sooner.

Present Below-Market Prices: HAYNES "LIGHT SIXES." Open cars \$1725 \$1825. "Roadsters" \$1925. Coupe \$2535. Sedan \$2585. Town Car \$3250. (Wood wheels, fabric tires) Add \$44 to cover war tax. All prices f.o.b. factory, Kokomo, Ind.

Haynes Cars are on exhibition at following places: THE HAYNES AUTOMOBILE COMPANY, 1715 Broadway I. C. Kirkham Sales Co., 1305 Bedford Ave., Brooklyn, N. Y. Paterson-Haynes Auto Co., 307 Market St., Paterson, N. J. Tri-State Supply Company, White Plains, N. Y. J. J. Wacker, 1237 Boulevard, Jersey City, N. J. Bonnell Motor Car Company, 620 Broad St., Newark, N. J. Louis Blum, 631 Richmond Road, Stapleton, Staten Island, N. Y.

CHARLES H. LARSON TAKES ON 2 TRUCKS

Well Known Passenger Car Distributer Enters the Commercial Car Field.

The C. H. Larson Company, which has hitherto dealt exclusively in the distribution of Oldsmobiles in the East, announces that henceforth it will handle in addition two truck lines, the Master and the Resner, at its Sixty-fourth street headquarters.

Larson says that his agency will distribute these trucks for eastern New York, northern New Jersey and in Connecticut, Rhode Island and Massachusetts. The alterations in the company's quarters, made necessary by the acquisition of the Master and the Resner are already under way and will soon be completed.

"We have enlarged our business to include trucks," Larson says, "because of the certain knowledge that the motor delivery vehicle is to play an epoch-making role in commercial development. Statistics prove that it is only in recent years that the importance and the value of the truck in our economic life have been realized. Within the near future, it will be the dominant factor in both short and comparatively long haul, and we are going to be prepared to meet that need."

"The Master trucks—master of the load on any road, are made in Chicago and the models include a 2-ton gear drive, a 2-ton worm drive and a 3 1/2 and 4-ton worm drive, the last named being a tractor. The Resner trucks, manufactured at Grove City, Pa., are a 1 and 2-ton gear drive and a 2 and 2 1/2-ton worm drive. We shall be able to make deliveries on as few as two within a fortnight. "The same motto we have had during the twelve years since the organization of our branch, will, of course, hold good for the truck department: 'The customer be pleased, if it takes the entire company to get him pleased.' We have customers to whom we have sold as many as two cars a year each year since we have been in business, and I will fight as hard to maintain the business of one old customer as to obtain that of a new one."

DRIVING SAXONS OVER ROAD.

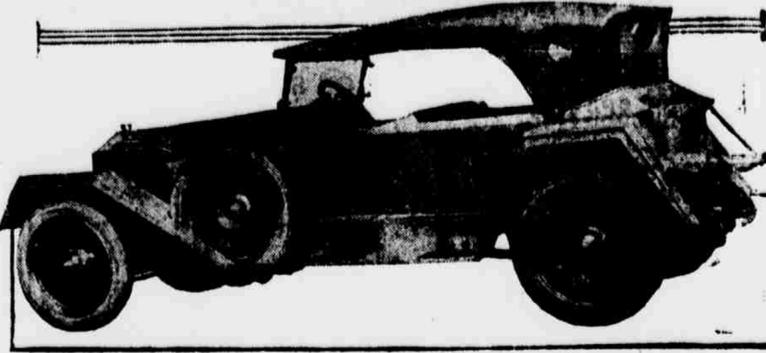
George Morrow Unloads Cars in Newark, N. J. To meet the needs of customers who wanted their cars with the arrival of the warm days of the next week George S. Morrow of the Saxon Motor Company of New York is having many of his

1918 models driven to his Broadway salesroom from Newark. Commenting on the delivery situation Mr. Morrow says: "Newark is getting to be a very important 'port of call' for Manhattan dealers and the cars are coming in regularly. I am very much pleased with the shipping situation and feel certain of my ability to supply my customers if I am willing to relieve the railroads to the extent of unloading in Newark and driving the cars across the meadows."

"The way customers have appeared with the first indications of a break in the winter is most encouraging. Many of these persons are entirely new and making their first automobile purchases. They are persons whose financial circumstances have been improved in the last year or so—a new class of prospects which will be an increasingly important factor in the year's buying. "Automobile row has kept a stiff upper lip through the winter of unheated cold for this section and is in first class condition to take care of big spring buying."

John Guy's Busy Year. President John Guy, Chairman of the Hurlburt Motor Corporation is enjoying congratulations from other members of the industry on the completion of a year in which his company financed itself, built and equipped its factories and began large quantities of production.

A Murray Eight of Polished Aluminum.



The Murray car specially built for William C. Carnegie of Pittsburgh, nephew of Andrew Carnegie, arrived yesterday at the show rooms of the Morton W. Smith Company, 19 West Forty-fourth street. William Carnegie now has five Murray cars with different types of bodies. He is a motor enthusiast and has owned practically all of

the best American makes. The striking car shown here is made of polished aluminum, equipped with five nickel plated pressed steel wheels. The hood and seats are finished with hand buffed blue leather. This car is really a masterpiece, as it was especially built for Mr. Carnegie, who is short in stature and who is termed by his friends "the short sport."

AUTOMOBILES AND EFFICIENCY.

Their Great Utility Is Proved Every Day.

Harry S. Houpt, president of the Hudson Motor Car Company of New York, in discussing the motor car the other day said: "Could the American people get along without the automobile? Undoubtedly they could, but no easier than they could get along without typewriter, telegraph, telephone, street car and elevator. It is necessary in order to maintain present standards of efficiency. It is one of the things that has made this country great in achievement, because it has kept us in close touch with others. It has reduced miles to yards, hours to minutes."

"There is, therefore, a feeling in official as well as in business circles that after the automobile plants have fulfilled their obligations and handed over to the Government whatever facilities are necessary for the manufacture of munitions they can best fulfill their duty to help win the war by building plenty of cars."

"Thus this year will see many factories busy all night and day supplying the boys over there with their requirements and the folks left behind with theirs. In both those duties—to soldier and civilian—the automobile industry will be helping materially to rout the enemy."

This is the car that was driven for one hour without stopping at Uniontown, Pa., and covered eighty-nine miles. The same car can be driven down Fifth Avenue in high gear at less than five miles an hour. The great power is of advantage in climbing along heavy grades.

There is scarcely a phase or feature of business life which the automobile has not entered with beneficial results. It carries thousands where railroads and street cars cannot penetrate. It is ready at call. These facts are more generally realized than ever since automobiles entered the war. People have ceased to think of the automobile in terms of pleasure only. They know by proof of eye and personal experience that it is a great and indispensable utility. "There will not be the usual output of cars this year—that is impossible. It is therefore good advice to order early if early delivery is desired, for all signs point to a great demand for cars."

Oil Cops on Liberty Bz.

The man who designed the car creeps on the Liberty Bz oil cups are used wherever possible. They entirely do away with the American which invariably results from an attempt to fill the obsolete grease cup. Because they require no attention and may be given no little attention so easily the driver is far less likely to neglect them and thus cause parts to suffer from a lack of lubrication.

Interstate Man Is Veteran.

B. W. Teyman, general manager of the Interstate Motor Company, is a veteran of the industry having been connected with the automobile business for seventeen years. He was one of the first men to see the present demand for cars of medium price. In 1909 he "peddled" the once famous Grant buckboard.

Smith Form-a-Truck advertisement featuring multiple images of different truck models and a large text block. The text includes: 'Now Ready For You A Universal Smith Form-a-Truck for All Cars Immediate Deliveries Universal Means: -this Universal Smith Form-a-Truck will make any new or used automobile, with straight side channel-steel frame, with or without single or double drop, into a one or two ton motor truck chassis. -it answers your question of what to do with your used car—70% of all used cars are "second-hand" because of style, not by reason of mechanical decadence. -you know your old car is "right" but your family want appearance—they won't ride in it. -you can't get the price you know it is worth—but you can make it pay back the entire original cost and more. -sell it to your business—let it earn from five to seven and a half dollars a day net as a motor truck. -in five hours, by the watch, your used car is taken off your hands and your motor truck is running. -in two years service it pays for itself and your new car as well. -30,000 owners have already proved that Smith Form-a-Truck gives the highest truck efficiency and "the lowest hauling cost in the world." -these owners all used Ford power plants. -today you can use any power plant. You know how good your power plant is. Put it at work. One-Ton Universal \$400 Two-Ton Universal 500 One-Ton Standard (as Ford cars) 350 Prices f. o. b. Chicago. Bring your used car in to us—let us show you what you can do with it. COLE and DIXON, Inc. DISTRIBUTORS 123 West 64th Street Phone Columbus 6821 Jersey City Office—535 Communipaw Ave. Phone Bergen 4671.