

**BIG TRUCK SHOW  
SPUR TO BUSINESS**

Exhibitors See General Stimulation—Proposed Double Motor Tax Protested.

That the motor truck show at Madison Square Garden and the Sixty-ninth Regiment Armory is serving a useful purpose in stimulating business not only for the commercial motor vehicle dealers in New York, but also for the business men of this section of the country, was evidenced by the large attendance and active buying yesterday.

Exhibitors in both the Garden and Armory are enthusiastic over the results obtained at the show. The dealers handling light delivery vehicles naturally come in for a greater share of the business. Not only are trucks being sold in single orders, but many concerns are buying fleets.

Yesterday was "Motor Truck Clubs and Associations Day," and delegations from various organizations interested in transportation were represented among the visitors. The Motor Truck Club of New Jersey sent over nearly 100 members.

The monthly meeting of the Motor Truck Association of America was held yesterday, and after adjournment at 6 o'clock the members moved to the show building in a body. At this meeting David Hecroft, directing editor of the *Commercial Motor Vehicle*, gave a talk on "Impressions of Motor Trucks in the War Zone."

At the meeting of the truck owners in the metropolitan section the proposal to double the registration fees on motor vehicles in New York State came in for many expressions of indignation, and while no official action was taken it is understood that the Motor Truck Association of America will protest the adoption of such a measure. The proposed vehicular tunnel connecting lower New York and Jersey City it was announced would probably be a reality soon.

Today will be "Rural Motor Express Day" at the show.

**DENBY TRUCKS 5 YEARS OLD.**  
Hard Won Experience Behind Their Proved Excellence.

"Performance and cost per ton mile are the base of motor truck merchandising, and unless both can be proved the manufacturer is in danger of being in the debris when his air cline tumbles," said W. J. Aitken, president of the Denby Eastern Distributors.

"For five years Denby trucks have been tried throughout the world, and the satisfaction of owners is reflected in recent additions to the factory at Detroit to permit of production which will keep abreast of the orders."

"Pioneer users of the internal gear drive Denby stick to the basic principles of the first model. Not only can no truck of given capacity outwork one of them, but the operating cost is the lowest because of the elimination of waste effort through time approved and simple mechanism."

**Economical Federal Truck**



**WORRY OVER U. S. TRUCKS NEEDLESS**

Denby Distributor Says Army Motors Are Too Few to Cause Concern.

"There is a tendency to exaggerate the number of motor trucks the Government now has in the United States and this probably is responsible for some of the rumors that they were to be put on the market," said W. J. Aitken, president of the Denby Eastern Distributors, Inc.

"As a matter of fact there are not enough army trucks in commission to cause any concern, and if the program of the Post Office is carried out there will not come anywhere near meeting the demand for equipment for the rural parcel post service, which is to be installed wherever there are roads to permit."

"It would require in the neighborhood of 100,000 motor trucks for this service, according to recent reports from Washington. The understanding there is that the postal department will take the war trucks and by changing the bodies adapt them to the new uses."

"In view of the comparatively few war trucks here there will be a call for thousands more, which puts a different face on the whole proposition. Some have held off from buying under the belief that they will be able to secure bargains from the Government, and instead of that condition makers may have a big Government order to execute, which naturally will cause a shortage in the number of trucks for commercial purposes."

"As a rule a man does not buy a truck until he has to, but there is such a thing as waiting too long."

**VELIE SHIFTS FAST TO PEACE BASIS**

Drops Its Important War Work for Oldtime Production of Cars.

"The enormous tasks handled so efficiently by our Government in the war just ended have aided wonderfully by the automobile industry," said H. T. Wheelock of the Velie Motors Corporation. "In fact, it is an open question whether or not the final success of the Allies cannot be traced to the experience and ingenuity of the automobile engineer."

"Motor trucks saved Verdun. Later American made trucks kept open lines of communication which forever stopped the Boche. Motor cars at home and abroad made possible increased crops and larger industries and encouraged stupendous activities in all lines."

"The formidable 'tank' is an outcropping of the automobile industry. The new Liberty airplane motor was designed in quantities a destroyer which definitely checked the piracy of Germany on the seas."

"The Velie Motors Corporation assumed a large part in the war programme of the automobile industry. For months the maximum capacity of the Velie factory was solely devoted to war work. Now that fighting is over the Velie company is rapidly changing over to a peace time basis."

**BIG INTERESTS  
BACK THE PARKER**

Wealthy Stockholders Determined to Make It One of the Leaders.

A majority of the prominent engineers attending the Motor Truck Show who have been attracted to the Parker truck exhibit because of the many advanced features shown in the big red model expected to see a slightly improved Stegeman, whose factory the men building the Parker took over in Milwaukee. They were greatly surprised to find a brand new and a wonderfully improved truck, far ahead of anything the Stegeman had ever been.

The interests behind the Parker too are new and never had any connection with the Stegeman truck. Confusion has arisen because the Parker took the Stegeman factory, which is one of the best equipped factories in the middle West.

Edwin D. Boldman, president and treasurer of the Standard Truck Corporation of New York, which handles the Parker in this territory, is enthusiastically over the men and methods behind the truck. The directors include A. J. Mayer, treasurer of the F. Mayer Boot and Shoe Company, large auto manufacturers and jobbers; William A. Davidson and Arthur Davidson, vice-president and secretary, respectively, of the Harley-Davidson Motor Company, large manufacturers of motorcycles; F. H. Parker, president of the Mueller & Sons Company, manufacturers of wooden boxes; Paulin Prinz, president of the Prinz & Raus Manufacturing Company, large manufacturers of flour making machinery; Fred Gettelman, secretary of the Gettelman Brewing Company, two or three trucks in points of popularity manufactured in this country.

"In other words," says Mr. Boldman, "the Parker Motor Truck Company is a good going business. It has a good sales organization, a first class manufacturing equipment and a personnel of stockholders that makes possible satisfactory financing to any extent, even though it runs into the millions. Parker trucks never will be 'orphans.' We prophesy that within a very few years it will be recognized as one of the first two or three trucks in points of popularity manufactured in this country."

**NEW FIRESTONE EXECUTIVE.**

Justin R. Weddell Appointed as Advertising Manager.

News of the appointment of Justin R. Weddell as advertising manager of the Firestone Tire and Rubber Company, Akron, Ohio, has been received with interest in advertising circles. Mr. Weddell assumed his new duties February 1, according to a statement issued today by the Firestone organization. He comes from the Corday & Gross Company of

Cleveland, where he was sales manager. Mr. Weddell's wide acquaintance with national advertisers dates from his entry into the business ten years ago in one of the large advertising agencies in Chicago. After serving an apprenticeship in that field he entered the organization of the Barnes-Crosby Engraving Company of Chicago, where he handled the work of the prominent advertising agencies of that city. His record led to his appointment a year later as branch manager of the important Cleveland office of the company. This led to his establishing a business of his own, the Weddell-Schmidt Company of Cleveland, which enlarged still further his circle of clients and acquaintances. As an outcome of this development Mr. Weddell and a large part of his organization were taken over by the Corday & Gross Company in what amounted virtually to an amalgamation of the two concerns.

**INSPECTS TRUCKS MONTHLY.**

Arlington Motors Corporation Offers Owners Unusual Service.

The Arlington Motors Corporation, New York distributors of Clydesdale Trucks, manufactured by the Clyde Cars Company of Clyde, Ohio, is inaugurating a service policy that will differ somewhat from that of the usual truck sales agency.

It is carrying the monthly inspection idea somewhat further than is usually done. A trained inspector calls at the owner's place of business at a stated time each month, goes over the truck carefully, making such minor adjustments as may be necessary and then sends a written report to the owner.

The Arlington Motors Corporation has found that by putting this report in writing it impresses the owner with the necessity of taking immediate steps to correct any difficulties that may have been found.

Every wide awake truck dealer today is making a study of haulage problems—packing, routing, loading and unloading. All these problems have just as important a bearing on the economy of motor transportation as the performance of the truck itself.

In addition to the monthly inspection the Arlington Motors Corporation also agrees to inspect the trucks and make minor adjustments at any time that the truck is brought to the service station.

**GETS NEW BOSCH POST**

Alfred H. Bartsch Is General Sales and Advertising Manager.

In planning for the big things of the future, the American Bosch Magneto Corporation has been gathering a coterie of men well known to the automobile industry.

The latest addition to the growing staff is Alfred H. Bartsch, who has been appointed general sales and advertising manager and will have charge of the company's general sales and advertising efforts.

Up to a short time before this country entered the war Mr. Bartsch had been advertising manager of the Bosch Magneto Company for more than seven years.

For the last two years he has been located in Philadelphia, where he represented a number of prominent firms of the automotive industries as merchandising and advertising counsel.

**REPUBLIC TRUCKS  
POPULAR IN PACIFIC**

New Zealanders Cheerfully Pay \$1 a Gallon for Gas for Them.

By GALE V. SMITH.  
Sales Manager W. J. H. Motor Truck Company Eastern Distributors Republic Motor Trucks.

While we in America shudder at every half cent increase in the price of gasoline and tax our inventive brain to produce some effective substitute for that useful power producing liquid, Maori natives in far away New Zealand buy dollar a gallon gasoline without a change in the expression of their stoical oriental countenances; push up the throttle of their Republic trucks and speed away to a distant ranch for another load of wool.

What care these natives for the price of gasoline, for they have proved that motor trucks of the right kind are far cheaper than oxen or burros for transporting the products of the far inland ranches to the seaboard.

It is estimated that 80 per cent. of all the motor trucks used on these islands are used in transporting wool. Some of the ranches are as much as ninety miles inland and the roads narrow, winding and over steep hills, yet Republics have proved fully equal to the job. More than half of all the trucks in New Zealand are Republics, due to the fact that these trucks because of their correct design and the internal gear drive are very economical on tires, gasoline and oil. All these commodities are very high in price in New Zealand.

Numbered among the users of Republic trucks is the New Zealand Government.

**SPACE DI AT THE GARDEN**



1800 BROADWAY N.Y.

**AUTOS WANTED**

MODERN MODELS IN EVERY STYLE  
What have you to offer?  
**SPOT CASH IS READY**  
Bring Car to Door. Telephone or Write.  
Jandorf, 1763 Broadway  
TELEPHONE, CIO 11-4210.

He trucks in this unusual work are several Maori chieftains and even Maori women who own ranches and hire the most economical form of transportation. The fact that the wool shipping season lasts but four months has developed a truck freighting service in this outpost of civilization that is more highly developed than in many more modern communities. For the large numbers of trucks used in wool hauling refuse to be idle eight months of the year and have shown their economy and money making possibilities in hauling supplies to the ranches throughout the off seasons. The performance of Republic trucks in this work attracted the favorable attention of the New Zealand Government, who recently purchased a fleet of Republics for military purposes.

**DAY-ELDER  
(D-E WORM-DRIVE)  
MOTOR TRUCKS**



**The Most Attractive Line in the Show**

Judging from the number of new dealers with whom we have already closed during the past week, practically every desirable territory east of Pittsburg will be gone before the exhibition closes.

It isn't the force of advertising that has brought DAY-ELDER trucks into the limelight—but the weight of value. The DAY-ELDER line is such a phenomenally successful one, because it is the greatest value-giving line in the United States—bar none. That's what sells them—the superior quality that they represent at their prices. Other worm-drive trucks of the same quality and carrying capacity are priced hundreds of dollars more!

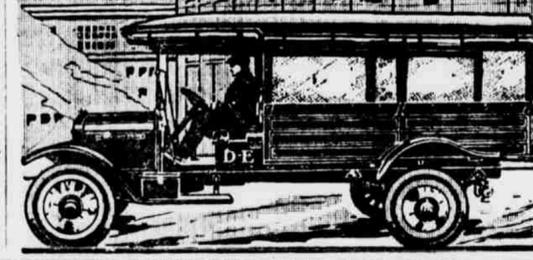
See this complete line in centre section, Madison Square Garden. It will impress you far more favorably than any other line on exhibition. 1 to 6 tons. Made in Newark—within easy drive-away distance for the average Eastern dealer.

DAY-ELDER MOTORS CORPORATION  
Factory: Newark, N. J.

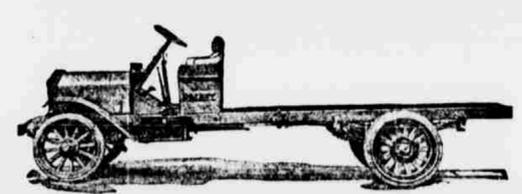
Cole-Stratton Company, Metropolitan Distributors, 1917 Broadway, New York City.

Rice-Macrae Motor Truck Co., New Jersey Distributors, 359-361 Halsey St., Newark.

Manwaring & Goodman, Philadelphia and Eastern Pa. Distributors, Philadelphia.



**Parker  
TRUCKS**



**Creating a Sensation  
at the Truck Show**

**AFTER** several months of diligent investigation and try-out of many makes of motor trucks, we finally decided upon the PARKER line, and our judgment has more than been confirmed at the Show.

For verily, the PARKER is creating a sensation!

And here are some reasons why: Six (6) Cylinders—Continental Motors—Worm Drive—Westinghouse Electric Starters and Generators—Electric Lights—Hydraulic Hoist—up-to-date fore door cabs and wind shields—every modern improvement and convenience.

**The Truck With the "Six Cylinder Pull"**

We have anticipated the next sweeping development in the industry. We choose to take the lead, and give the public what they should have had years ago—Trucks powered with 6-cylinder motors.

This continuous torque or 6-cylinder pull prolongs the life of the driving units of the chassis. It spares the gears, the worm and the worm-wheel; the axles, the tires and, most of all, the motor's internal self. It furnishes a smoothness and flexibility of power application heretofore unknown in motor trucks.

**The Electric Starter a Time and Money Saver.**

The Electric Starter adds 40% to the life of the motor—or, to put it another way, it saves 75 days useless motor wear yearly, because it cuts off at least 2 hours of motor idling per day.

It eliminates motor abuse, and prevents carbonizing. It will save \$225 per year on gasoline alone. And it will save 300 hours of truck time per year—to say nothing of making it easier for the driver.

These are FACTS, and we are proving them to the satisfaction of our visitors at the Show—we would like to prove them to YOU.

**The Economy Truck—Prove It Yourself.**

In addition to the features mentioned, here are some others that spell ECONOMY—heavy radius rods—extremely long springs—Parker four-speed transmission—Parker full floating rear axle; they all mean economy of operation, and satisfaction to users.

We would like to have you see the PARKER, and invite you to examine it at Madison Square Garden during the Truck Show—or any time later at our salesroom.

Motor truck buyers are seeking just what the PARKER truck, more than any other, represents—the most continuous service under all conditions at the lowest operating costs.

Don't fail to see it—a genuine sensation in the motor truck field!

**Dealers:** Progressive dealers who are anxious to secure an agency for a complete line of trucks will do well to get in touch with us. The PARKER Agency will get you away from competition as no other agency can. Wire, write or call for particulars.

**STANDARD TRUCK CORP. OF N. Y.**  
Edwin D. Boldman, Pres. & Treas.

518-520 West 37th St. New York City  
PARKER Standard Chassis - 2, 3, 4 and 5 Ton Sizes

**Half the Truck  
Tonnage of  
America is  
carried on  
Firestone  
TIRES**