

# BIG HIGHWAY SHOW OPENS TO-MORROW

## Twenty-six Makes of Motor Trucks and Many Accessories to Be Shown.

### NEW FEATURES DAILY

#### \$500 Prize to Be Awarded Chauffeur Writing Best Essay on Truck.

The city's first Highway Transportation Show will open to-morrow afternoon at 2 o'clock. From the time that the Hon. J. J. Lyons, the new Secretary of State in New York, delivers his opening address at 8 to-morrow night there will be something doing every minute until the show closes on Saturday, Jan. 8. The programme, which is varied and will include many spectacular features for the general public as well as matters of interest to the motor truck owner and user.

Because no one building sufficiently large to accommodate all of the exhibits could be secured in the city it was necessary for the Motor Truck Association, under whose auspices the show will be held, to select two exhibition halls, the Twelfth Regiment Armory, at Sixty-second street and Columbus avenue, and the First Field Artillery Armory, at Sixty-sixth street and Broadway. Except that exhibits of trucks at one armory will not be duplicated in the other, there will be no distinction between the two armories. The educational character of the show will be emphasized at each armory. Tickets will be placed at each armory. Tickets will be placed at each armory. Tickets will be placed at each armory.

In order to bring out forcibly to the general public the many important phases of highway transportation and their effect on the life of the community the programme has been arranged in a topical manner, with one day set aside for each topic. Monday will be Opening Day. Tuesday Army Day, Wednesday Motor Accident Prevention Day, Thursday Transportation Day, Friday Farmers' Day, and Saturday Motor Truck Association Day.

Special features of the show which will be carried on continuously will include a truck drivers' contest, a prize of \$500 and a special moving picture exhibition depicting all means of both ancient and modern transportation by rail, waterway and highway.

The truck drivers' contest has already excited much interest among the drivers of the 74,000 trucks operated in New York city. The prize of \$500 will be awarded to the driver who best explains in not over 250 words the ten best points of any truck chassis exhibited in either of the two armories.

The special moving picture exhibition on the different forms of transportation has been secured through the courtesy of Dr. Francis J. Halley of the United States Bureau of Economics. One of the most unusual of the films in this collection includes a view of the Algerian desert by the French Government. Other films in the collection depict the primitive forms of transportation by dog sleds in Alaska to modern transportation by motor trucks over highways, by levitation ocean steamers and by the giant modern railway locomotives. All of these films will be run continuously in addition to special motion picture programmes arranged for each of the days.

There will be headline speakers at both of the armories every night of the week in addition to an educational conference programme at each armory.

On Opening Day the Hon. J. J. Lyons, Secretary of New York State and under whose authority the Motor Vehicle Bureau of the State is operated, will formally open the show with an address in which he will outline the important place which highway transportation now occupies in New York and the adjacent States. The educational programme on Opening Day will be begun by David Beecroft, directing editor of the Class Journal group of automotive magazines and the new president of the Society of Automotive Engineers. Mr. Beecroft will speak on the new idea of the highway transportation show as contrasted with the old motor truck shows of past years and tell how the utmost value may be obtained from this year's new kind of transportation show.

The headline among the motion picture films on Opening Day will be an animated Bray cartoon reel on "The Elements of the Motor Truck Engine."

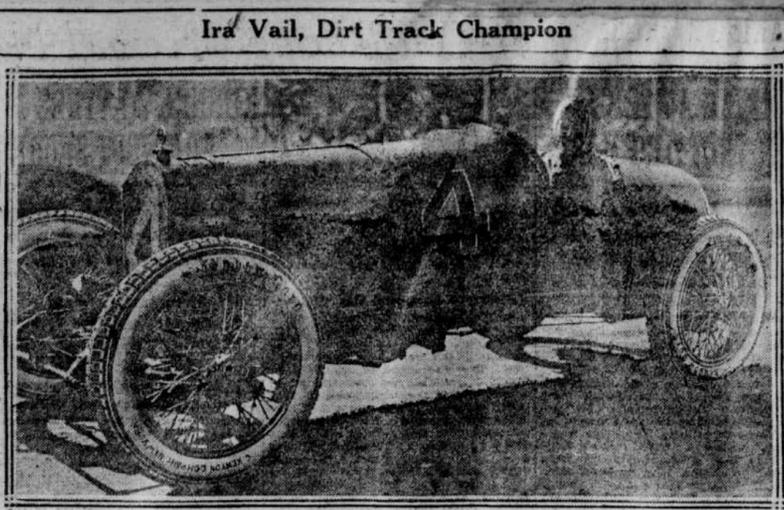
Tuesday, Army Day, army equipment exhibited will be the most complete collection ever gathered together for any other than military purposes. It will include several of Uncle Sam's million candle power flash searchlights which will be stationed outside of each armory; a portable machine shop truck in operation; a rolling kitchen; an anti-aircraft gun; signal corps equipment and films of actual battle scenes; a wireless telephone and several makes of standardized army motor vehicles. A special feature of Army Day will be a contest between two teams of army motor mechanics in disassembling and reassembling a class B standardized truck engine against time for a cash prize.

The famous army airplane which brought back news of the renowned Lost Battalion, formed of New York men, when it was lost in the famous St. Mihiel drive, will also be there and will take trips between the armories and one of the nearby army camps.

On Wednesday, set aside as Motor Accident Prevention Day, Dr. John A. Harter, Deputy Commissioner of the Department of Traffic and inventor of the modified block system of traffic control on Fifth avenue, will talk on new methods of preventing motor vehicle accidents. Another special feature of this day will be a tug of war between teams of Traffic Squads A, B and C of the New York Police Department.

The main speaker on Thursday, Transportation Day, will be Ex-Gov. Alfred E. Smith, who has just joined the United States Trucking Corporation, one of the largest motor trucking concerns in the world. On the educational programme E. S. Parr, chief of the Firestone Ship-by-Truck Bureau, will talk and exhibit his unusual film, "The Neck of the Bottle." In addition James W. Brown, director of the Highway Transportation Show, among the types to be shown in the Reo speed wagon exhibit will be a jitney bus, stake platform truck, canopy top express wagon, field pump wagon, panel-side delivery wagon and a hearse. All of the types of bodies displayed will be mounted on the speed wagon chassis. This is the basic body on which can be mounted a variety of tops which are used in a more refined manner in the present day automobile.

"The speed wagon chassis is in no sense a converted passenger car," says J. J. Hunt, general manager of the Reo Motor Car Company of New York. "This will be made evident by comparison with the Reo passenger car chassis, which will reveal that it has a different motor, frame, axle, wheels, tires, etc. The jobs differ wherever a truck should differ from a passenger car. Pneumatic tires and full electric lighting and starting equipment are standard on all speed wagons, which have a record of six years of use in a thousand lines of business. More than 40,000 of these vehicles are now in service. Some have run in excess of 400,000 miles and are still in operation."



### Ira Vail, Dirt Track Champion

After a successful season of racing in the East, Ira Vail, the noted track racer, invaded the West and showed drivers in that section the rear view of his flying car, according to a telegram received from him by Harry H. Clark, of the C. Kenyon Company.

In two days of racing Vail won three firsts and a second. During the past season Vail won 26 of 29 starts in the East. A remarkable thing in connection with this record is that he finished his last race with the tires he had started out on, and with the original Brooklyn air still in them.

Motor Truck Company, Fulton Motor Truck Company, Gary Motor Truck Company, Parker trucks (Geoffrey Motor Sales Corporation), Highway Trailer, Aiterbury trucks (Kuehn-Metz), Service Trucks (Local Motor Company), Riker and Kelly-Springfield trucks (Locomotive Company), Gram-Bernstein (Maey Motor Company), Selden trucks (Manhattan Motors Corporation), Mobile Flow Company, Bridgeport trucks (New Jersey Motor Truck Company), Indiana trucks (New York Motor Sales Corporation), Rainier Motor Corporation, Reo Motor Car Company, Sandow Motor Truck Company, Junco trucks (John Simmons Company), Transport Motor Truck Company, Trailmobile (Eastern Trailmobile Sales Company), Vim Motor Truck Company, Nash trucks (Warren-Nash Motor Company), American Taximeter Company, Automobile Journal Publishing Company, Automotive Electric Service Corporation, Chadwick-Delamater Corporation, Commercial Vehicle, P. J. Durbin & Co., Joseph G. Gorey & Co., Hercules Body Manufacturing Company, Hercules Motor Manufacturing Company, Hinkley Motors Company, Interboro Holat and Body Company, Lutz Company, Master Carpenter Company, Metropolitan Hardware Company, Metropolitan Body Company, Michaels & Moore, McCord Manufacturing Company, Parish Manufacturing Company, Pruyn Bearing Company, Rimco Lubricator Company, Inc., Ryan & Hughes, Inc., Shultis Automotive Company, John Thomson Press and Manufacturing Company, Truck Body Corporation, Tri-Matic Tire and Tube Company, Wellman-Seaver-Morgan Company, Roberts & Monroe, Inc., the Sunderland Corporation, Hobson Oil Company, Frederick A. Smith Body Company and Ben-Wat Corporation.

## ROAD WEAR DUE TO OVERLOADING

### R. E. Fulton Tells Mack Dealers to Discourage Practice as Injurious.

What is the real cause of excessive road wear? This is a question uppermost in the minds of highway engineers and public road officials at this time. Some contend it is the large capacity motor truck, but Government tests and various investigations tend to disprove this theory in the light that to eliminate large trucks would greatly increase the number of small trucks on the road, thereby increasing wear.

R. E. Fulton, vice-president of the International Motor Company, says it is the practice of overloading, and in a letter sent recently to all Mack truck branches, dealers and salesmen, makes a strong plea to discourage overloading among truck users in the interests of highway preservation.

"Truck overloading is disastrous to both the vehicle and the highway," he says. "If its results were confined to the truck it might be well to let each individual learn for himself that it does not pay. But unfortunately overloading is one of the principal causes of road wear."

"A motor truck designed to carry a certain tonnage is constructed throughout, including width of tires and safety factors, to handle just its rated load. Any considerable overloading over a mile than the standard 800 pounds per inch of tire width and concentrates the load on this small point of contact. Furthermore, the overloading is not distributed on all four wheels, but rests entirely on the rear axle, which further concentrates the load. Overloading does not materially cut down the speed and the result is that a higher rate of speed is maintained than should be given to the load even though properly tired."

"It has been extremely noticeable in sections where the use of large capacity trucks is discouraged that there is a strong tendency to overload small trucks. This is only natural since the demand for motor hauling service remains the same and practically none can be diverted to other channels. When the smaller vehicle is overloaded, its effect on the road is tremendously magnified because its springs fail to function properly and the narrow bearing surfaces of its tires concentrate the impact forces so that they are greater than the road is capable of withstanding."

"There is economy both as to road wear and as to truck operating costs in big unit loads, but not when they are carried on vehicles too small to handle them."

## JUMBO SELLS DESPITE SLUMP.

### G. V. Lyons Says Truck Haven't Suffered in Depression.

Although the Jumbo truck, which is distributed by the John Simmons Company in New York, is a newcomer in this district, it has not suffered appreciably by reason of the present depression, according to G. V. Lyons, manager of the motor truck department of the company.

"The situation is simply one which requires more intensive selling, and one in which the buyer will receive more courtesy and consideration than was possibly extended during these days so long ago when buyers were plentiful but trucks were scarce," Mr. Lyons said. "Inasmuch as our truck proposition was practically a newcomer in the metropolitan field we realized at the outset that we had to use intensive selling methods and to extend from the very beginning every courtesy and consideration to our prospective buyers."

"There is but one sure way to secure quickly the motor truck buyer's confidence, and that is to relieve him of the worry of repair expense through the first year of his truck purchase. During my management of the John Simmons Company's motor truck department we have given with every truck purchased from us a year's service guarantee, which has included not only the replacement of the broken parts but also the actual labor required by the replacement."

## SELDEN AUTO 44 YEARS OLD.

### Gas Buggy of '77 to Be Shown at Manhattan Motors Office.

There is a gap of forty-four years between the oldest and the newest models of automobiles and trucks exhibited in New York during the automobile show. The newest models are to be seen in the shows and the oldest is to be at the office of the Manhattan Motors Corporation, 238 West Nineteenth street, Selden truck distributors here.

The veteran, which is of the vintage of '77, is the gas buggy of George B. Selden, who was 74 years old last September, is a civil war veteran who first tried to solve the problem of road locomotion with electricity and steam. He then tried gas, and in 1877 he triumphed in a race on a street in Rochester, in a buggy the front wheels of which were turned by an internal combustion engine which used laughing gas as a fuel.

Although the little vehicle is a queer looking relic in the eyes of those accustomed to view its descendant, the sturdy Selden truck, it has nevertheless many parts which are used in a more refined manner in the present day automobile.

## REO SHOWS COMPLETE LINE.

### Many Types of Trucks to Be on View at Highway Show.

What is considered one of the most complete lines of commercial vehicles ever displayed will be on view at the exhibit of the Reo Motor Car Company of New York at the Highway Transportation Show. Among the types to be shown in the Reo speed wagon exhibit will be a jitney bus, stake platform truck, canopy top express wagon, field pump wagon, panel-side delivery wagon and a hearse. All of the types of bodies displayed will be mounted on the speed wagon chassis. This is the basic body on which can be mounted a variety of tops which are used in a more refined manner in the present day automobile.

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## DR. B. F. GOODRICH HONORED AT AKRON

### Founded Rubber Company 50 Years Ago—Died Before Auto Was Invented.

AKRON, Ohio, Jan. 1.—A man whose pioneer work in the rubber industry was destined to figure prominently in the development of the automobile, but who did not live to see a "horseless carriage" was singularly honored here this week. He was Dr. Benjamin Franklin Goodrich, founder of the rubber company bearing his name.

This week marked the golden anniversary of the founding of the B. F. Goodrich Rubber Company, the parent factory of the "Rubber City." The company was incorporated December 31, 1870. Officials and employees of the company, residents of the city, and thousands of friends and customers throughout the country joined in paying tribute to the memory of Dr. Goodrich and in observing the termination of a full half century of the company he established.

The rubber industry literally made Akron—changed it in the space of a few decades from a quiet little milling town of a few thousand inhabitants to one of the foremost manufacturing centers in the United States. Consequently, the people of Akron feel duly grateful to the man who first brought the industry to the city and paved the way for its growth.

Fifty years ago when Goodrich was founded the uses of rubber were few and it was just beginning to be appreciated as a factor in industrial life. Since that time the industry and inventiveness of man have created of this material many

thousands of products which to-day are absolutely essential to the continued progress of the world.

Dr. Goodrich, a resident of New York State, was a physician by profession. However, after serving as a surgeon during the civil war, he took up real estate, and shortly found himself in possession of a small rubber factory at Hastings-on-the-Hudson.

Handicapped by a lack of funds, his efforts to operate this factory were unsuccessful. Attracted by Akron's transportation advantages and an offer of financial assistance from a group of Akron men, he brought his equipment to this city.

The manufacture of rubber products was first started by Dr. Goodrich in a small two-story brick building 40 by 100 feet, which could be placed in one of the mill rooms of the present plant. To start with the concern employed twenty-five men. This little factory of fifty years ago has grown until to-day it comprises sixty-three buildings of brick and steel, covering 110 acres of land.

The early struggles to finance the industry were bitter and discouraging. In those days not many persons had much faith in the future of the rubber industry, and many of the original stockholders dropped out, fearing they would lose everything they had put into it. Dr. Goodrich's persistence and optimism, however, finally succeeded in obtaining sufficient capital to enable the company to start its march toward prosperity.

The first big stride in the growth of the Goodrich came with the popularity of the bicycle. When the high wheelers gave way to what was called the "safety" bicycle, pneumatic tires were introduced, and Goodrich quickly took up their manufacture. Before this time Goodrich had taken the initial steps in the evolution of rubber shoe wheels by perfecting the solid rubber tire for carriages.

Success of this carriage tire, followed by that of the pneumatic tire for bicycles, naturally led to the manufacture of tires for automobiles. The first one made was a crude affair, with many layers of fabric and a very heavy tread. Improvements came rapidly, however, and by the time automobiles passed the "freak" stage, a dependable tire was being made in quantity. As the facilities of railways and ship-

ping were expanded, the world began to grow more rapidly. So, when travel and transportation over the highways were made smoother and swifter, distances were shortened and it became possible to extend industrial effort and growth. At every point rubber has helped in the expansion of the transportation facilities of this country.

Although the manufacture of auto tires was a large branch in the latter day growth of Goodrich, it is nevertheless only one branch of the organization's production. Mechanical rubber goods, rubber footwear, druggists' rubber sundries and hard rubber goods also are manufactured in enormous quantities.

Dr. Goodrich lived to see the Goodrich organization well started on the road toward success, even though he died before the automobile was invented.

## AUTOCAR HAS OWN DISPLAY.

### Shows Heavy Duty Models at New York Branch Office.

The Autocar Company of Ardmore, Pa., has decided to make a special display and demonstration of its heavy duty models at the New York branch, the Autocar Sales and Service Company, of 549 West Twenty-third street, every day and evening from January 3 to 8 inclusive. Every one who is in any degree interested in transportation problems will be welcome.

The heavy duty Autocar retains the distinctive short wheelbase design that characterized the smaller Autocars which have been operated in all lines of business for many years. This design in the big truck, as in the smaller Autocar, is obtained by mounting the motor under the seat. The heavy duty Autocar is equipped with a four cylinder, four cycle vertical water cooled motor, having a 4 1/2 inch bore by 5 1/2 inch stroke. This motor develops 28.8 horse power, according to the National Automobile Chamber of Commerce rating. It is equipped with a counterbalanced crankshaft, which insures smoothness of action and freedom from vibration. The crankshaft is heat treated alloy steel mounted on ball bearings. The heavy duty Autocar is the result of over five years of experimentation at

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