



**ALCO
MOTOR
TRUCKS**

W.M. T. KNAUSS & SON

DEALERS IN

AUTOMOBILES

Bethlehem, Pa.

9th Ave. & Market Sts.



The Early Truck Gets the Business

ALCO

MOTOR TRUCKS

Miniature Edition

AMERICAN LOCOMOTIVE
COMPANY

1886 Broadway
New York





The Story of the Alco



HERE are about 1,000 Alco motor trucks now serving and saving the leaders in over 100 lines of business.

They are daily performing tasks under many flags, in the tropics, in the arctic zones, in low and high altitudes and in many latitudes. They are working in 35 different States. They may be seen in numbers in almost any American city. They are even found in the extreme corners and out of the way places in America.

Some are hauling cane in Cuba, fresh fruit in Porto Rico, rice in the Philippines, ore in Alaska, pineapples in Hawaii, oranges in California, produce in Long Island, textiles in Massachusetts, cotton in Alabama, groceries in Ohio, trunks in New York City, and meat in Chicago. The story is almost without end.

They are succeeding. For 62 per cent of all those now in service were purchased on reorders. That is the greatest tribute anyone can pay to a motor truck. It is the testimonial of merit.

Big business houses have bought them—houses like the American Express Company, Gulf Refining Company, Standard Oil Company, Long Island

Express, Simmons Hardware Company, N. K. Fairbank Company, Morris & Company, Swift & Company, Armour & Company, and so on.

Sixty-five per cent of all Alco trucks are in the service of companies rated by Bradstreet or Dun at \$1,000,000 or over. That in itself is a satisfactory answer to the motor truck question, for big business houses are extensive and shrewd buyers.

Within 12 months Alco trucks have rapidly come into popularity. A year ago the Alco ranked sixth in numbers built and sold. Today it is a leader in production and in sales.

To attribute its popularity to specific causes we must go back and analyze a few fundamentals. In the first place, it was only logical that the American Locomotive Company should have entered into the building of motor trucks. The builders of the Alco had a rare transportation experience—an experience gained from 77 years as movers of the world's goods, an accumulative knowledge such as no one else in the motor truck business possesses; a familiarity, uncommon among motor truck manufacturers, with the value of metals, the composition of steels,

factors of safety, the elimination of unnecessary parts in construction. They knew how to build strength into a vehicle, how to create the virtue of long life.

To utilize this knowledge gained from building 51,000 locomotives, extensive experiments were carried on by the Alco engineers before the Alco was marketed. They did not rely entirely upon their own experience. Three motor trucks of different makes—the best then on the European market—were purchased. They entered into duty; received severe tests in actual commercial service about the locomotive shops. Their performances were carefully watched, their good points noted; likewise their faults.

Much of value was gained. Much was learned that subsequently aided in shaping the design of the Alco. It took these tests to convince the Alco engineers that a truck superior to those then in existence was needed.

For one thing, these were underpowered; therefore, unable to adequately meet the demands for heavy work.

They also were too high in upkeep cost; they consumed too much gasoline and oil. The repair bills were too large, the road clearance not great enough for service over American roads; in short, it was found that the trucks then prevailing were patterned too much along the lines of touring car practice and not designed with the needs of business service in mind.

And so, with locomotive experience to guide them, and

experience with other gasoline trucks to supplement this knowledge, the American Locomotive Company built the first Alco. It was not placed on the market. It was tried out experimentally. Then two other Alcos were built.

All entered service for one of the biggest express companies. Here they received the hardest shocks and the most severe tests known in actual commercial usage. And they made good; at the end of a period they were purchased outright by the express company.

Since then improvements have been made in the design of the Alco truck—improvements that appeared as a result of duty over cobblestones, rough country roads, in the heat of summer, the winter cold. Weaknesses that developed were quickly remedied.

For instance, experience taught that better results would obtain from enclosing the valves of the motor, rendering it dustproof and as noiseless as a touring car. And so on throughout the truck. Attention was centered on building it stronger, until the Alco today has a factor of safety of 5. Steel has been substituted for wood wherever practicable. The front and rear axles are of one-piece construction, the transmission of long life, the clutch simple and enclosed and thus free from oil, dirt and foreign materials.

And then, too, consider the superior materials that go into Alco trucks—metals minus flaws, cracks, seams—and the surpassing care with which Alco trucks are manufactured in motor truck

shops that possess an equipment in machinery and powerful devices, in forge and heat-treating apparatus, in chemistry and physics laboratories second in completeness to none in America.

Think of a motor truck that is able to run 336 hours without the stopping of its motor—a world's record—and still be in condition to run indefinitely longer. Consider of what stuff a motor truck must be made that can haul a 3-ton cargo of merchandise from one coast to the other.

These are experiences of Alco trucks, performances that only a superior motor truck could accomplish. Still, in these performances, both of them in actual business service, these trucks did no more than other Alco trucks have done and are doing. Alco trucks today are operating over boulevard streets of cities, on country roads, in sections where highways are primitive,

One Alco truck sells another, is a statement often made and the truth of it is shown in this fact: Within a year there has been a sales increase of 205 per cent and an increase in selling agencies of 364 per cent. In those centers where the Alco has been serving longest it is accepted as the standard by which all other trucks are judged. For instance, in Massachusetts, a man recently bought an Alco because the salesmen for five other trucks each said his truck was "as good as the Alco."

But there is still a more important consideration than any yet mentioned. That is the standing of the company building

the Alco. The American Locomotive Company is capitalized at \$50,000,000, and has a reputation for good manufacturing.

It is physically and financially able to produce and market a motor truck as no other motor truck company is able. It has a clear vision ahead. It builds and sells on the basis that one truck shall sell another. For this business in Alco trucks is largely to be a business of re-orders. The satisfied customer is the desired end.

Next to knowing that the Alco is a superior truck in design, in materials and in manufacture, it is essential to know how best to apply the Alco to your particular case, how much its operation will cost you, how much it will save over horses

On an extensive scale such as becomes an organization like the American Locomotive Company, the Alco Transportation Cost Bureau has been established. Its service is without charge. It will point out to you the possible saving over your existing horse equipment, how many motor trucks your hauling requirements call for and of what capacity. It will re-route your hauls and show by actual charts, in figures and facts, how Alco trucks will handle your situation.

The saving possible by Alco trucks would probably surprise you. It may run all the way from 15 to 40 per cent in a year.

These may or may not be reasons why you should buy an Alco truck, but they surely are reasons why you should seriously consider the Alco in buying any truck.