

## On the Threshold of the Motor Truck Era

## Thresher Bros. <br> The Specialty Silk Store

## 1322 Chestnut Street

 ANNUALJanuary Clearance sale


THE advance of transportation is the advance of civilization itself. Transportation is a necessity before production can begin. It is also a necessary part of the distribution of every product.

The hundreds of thousands of motor trucks prove there is no place today for transportation that is wasteful and slow.

The motor truck is untiring, quick, efficient. From factory and mill, loom and work bench, forge and farm, the motor truck transports raw materials and the finished product. From
manufacturer to distributor, from mine to foundry, from field to market, from store to home and table, the motor truck completes the cycle of production and distribution.

The motor truck is a vital part of business-it enters into every trade transaction. Everyone today benefits directly or indirectly through motor truck transportation.

Therefore you owe it to yourself, your business, your family, to see and know intimately the greatest transportation unit of the age-the motor truck.

There is good reason why you should attend the greatest Motor Truck Show and Transportation Conference in history at New York's 8th Coast Artillery Armory, January 3 to 10.

194th Street and Jerome Avenue

