



Vol. III No. 23
March 28, 1962

BROCK-CASTER

BROCKWAY MOTOR TRUCKS
FACTORY AND GENERAL OFFICES • CORTLAND, NEW YORK

Gold Huskie Will Signify Brockway Fiftieth Anniversary

During 1962 the industry will see a familiar product of the community enhanced by gold. The well-known silver Huskie emblem on the radiator of all Brockway trucks and tractors will be replaced by a 14-karat gold-plated Huskie emblem during 1962, the company's 50th anniversary year of motor truck manufacture.

Origin of the state's oldest and only major producer of heavy-duty trucks actually dates back to 1875 when the first Brockway company entered the transportation field, making wagons and carriages in Homer. Company officials, however, have decided to limit the observance to the anniversary of the date the first motor truck rolled out of the factory in Cortland.

The novel idea of commemorating the event by adorning each 1962 truck with a gold Huskie was recently approved by J. E. Cambria, Brockway vice-president and general manager. The first golden emblems will be affixed to all Brockway trucks started this week. In addition, a golden anniversary name plate, fastened to the base of each Huskie, will be used.

According to William A. Duncan, Brockway advertising manager, months of research and development were needed to produce a gold Huskie that would stand up under the rigors of truck operation. "Not only does it have to withstand the elements", Duncan pointed out, "But it has to hold up under a variety of operations to which our trucks are subjected. For example, Brockways are used in mines, to haul chemicals and on hundreds of types of heavy construction jobs. In fact, the entire truck is produced to withstand excess dust, abrasiveness, all types of dirt in particular trucking jobs in addition to all types of weather. It's easy to see that an ornament

that would stand up for years on an automobile wouldn't necessarily be suitable on a truck. Top men in the plating field experimented for months until we found the proper gold finish for the Huskies."

The general manager further stated that the widespread acceptance of Brockway's new 158 series of medium size trucks, introduced early in 1961 was one basis for company optimism. "Acceptance of this series", Cam-

Homer. George A. Brockway, son of the wagon-maker, organized and incorporated the company that today provides employment for thousands of area residents. The younger Brockway served as president and general manager of the infant truck company. Production began in newly acquired building at 106 Central Ave., Cortland, still the nucleus of the ever-expanding organization. By 1928 the local firm had reached a point where expansion was dictated. It was then that Brockway increased its distribution through the outright purchase of the business assets of the Indiana Truck Corporation.

During both World Wars all Brockway energies were devoted to the manufacture of heavy-duty vehicles for the armed forces. But at the end of each conflict the company took giant strides forward in the civilian trucking field. For example, the now-famous 260 Model made its appearance less than a year after V-J Day.

It was this model, containing the revolutionary Brockway 48BD valve-in-head gasoline engine that took the truck industry by storm. The 260 is credited with being mainly responsible for Brockway's increased production and post-World War II growth.

In 1956 another milestone in Brockway history was reached. On October 1 of that year the local concern became an autonomous division of one of the Country's largest heavy-duty truck producers, Mack Trucks, Inc. It was then that long-time Brockway (see over)



IT'S OFFICIAL — J. E. Cambria, (left) Brockway vice president and general manager, gives W. A. Duncan, advertising manager, final approval

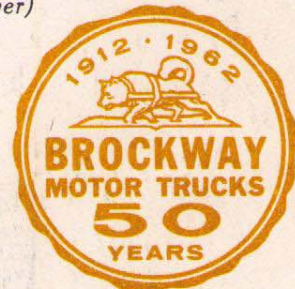
to use 14 kt. gold-plated Huskie emblem on all 1962 Brockway Trucks to commemorate the Company's 50th Anniversary of motor truck manufacturing.

The gold Huskie emblem is but one phase of an over-all program to make the 50th Anniversary year of 1962 the most productive year in Brockway history. According to J. E. Cambria, plans were formulated in 1961 to greatly increase Brockway production during the coming year. Officials are hopeful that present output will soon be doubled.

Specifically, Cambria noted that steps are already being taken to acquire new, strategically located sales branches and dealers, while the sales force is being bolstered by additional personnel.

Cambria said, "has been a tonic for the entire industry. It has proven to us that our efforts in the experimental shop have borne fruit. The concept of truck transportation is rapidly changing. No longer can a manufacturer sit back and wait for a trend to develop. Right now we have many new models, soon to be introduced, in the final stages of testing. We are certain these will further reinforce our position in the transportation world."

The present Brockway Motor Trucks evolved from the old W. N. Brockway Carriage Works, founded in 1875 and located in



A Living Legend of the Highway

executive, J. E. Cambria, was made vice-president and general manager of the Brockway division.

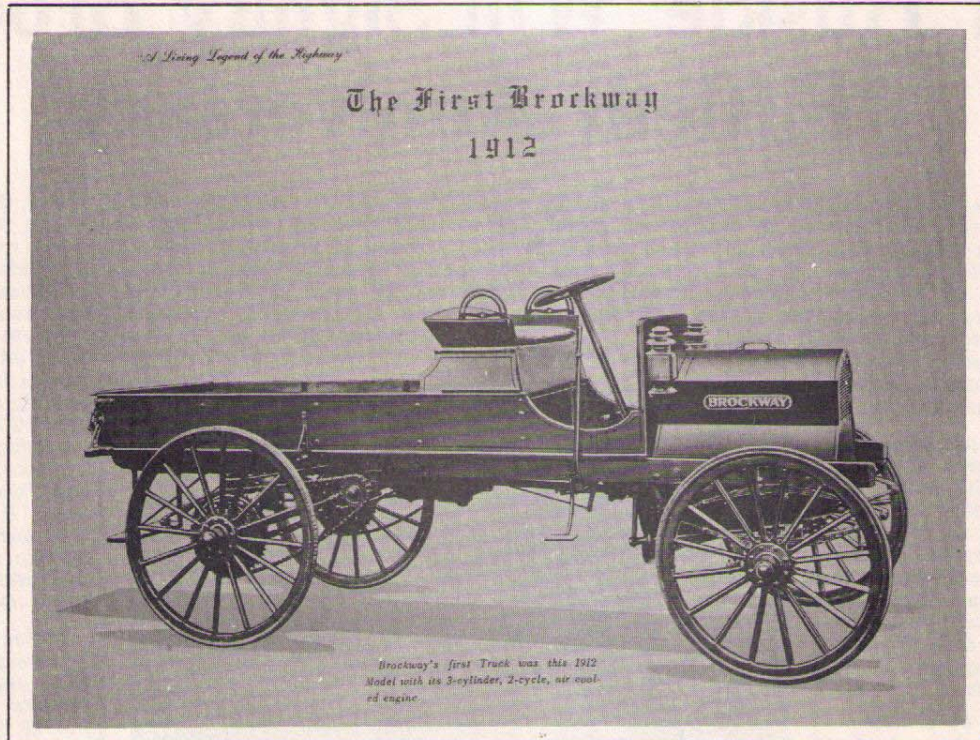
Under Cambria's guidance, the present successful Huskie line of over 30 basic heavy duty models was introduced; redesigned and engineered with the bold, rugged styling that has given the present Brockway an unmatched distinctiveness in a highly competitive field.

In 1959, F. M. Ambler, chief

engineer, in conjunction with associate Brockway development engineers, perfected the 258 model. This is a conventional tractor with shortened bumper-to-back-of-cab dimensions that permit maximum payloads in states having over-all tractor-trailer length limitations.

In 1961 the office force was moved from its old quarters on Central Avenue to a new, modern office building directly across the street. During this same year

the previously mentioned 158 model made its impact on the trucking world. Expansion and modernization of factory facilities have been vigorously under way for the past two years. These activities have been under the direction of works manager, C. W. Anderson. Mr. Anderson, formerly Works Manager of International Harvester Co., joined Brockway to assist in their expansion program in 1959.



A Living Legend of the Highway

The First Brockway
1912

Brockway's first Truck was this 1912 Model with its 3-cylinder, 2-cycle, air-cooled engine.

HOW IT ALL BEGAN — The very first Brockway motor truck ever made. Produced in 1912, it was the forerunner of more powerful models that made Brockway a "Living Legend of the Highways" for the past 50 years.



HUSKIE HAULER — Here is one of the larger offsprings at G. A. Brockway horseless wagons. Paul C. Trippy, center, N. Y. State Thruway Division Supervisor discusses Thruway regulations concerning double-bottom rigs (tandem trailers) with F. M. Ambler, chief engineer, for Brockway's and C. W. Anderson, works manager. This Brockway Truck's designed for non-stop tollway cruising with gross combination weights of up to 127,400 pounds.