

MOTOR TRUCKS PLAY LEADING, IMPORTANT PART IN STATE'S UPBUILDING

Past Two Years Witnesses Rapid Development of This Line and Expansion Includes Country Districts, Where All Manner of Work Is Being Done by Them—Express and Freight Lines Are Features Inaugurated



Load of Hops in Truck Brought \$8000

MOTOR trucks are playing a great part in the upbuilding of Oregon. The state's greatest strides in development have been made in the past two years. This also has been the period of highway building of a remarkable increase in the use of motor trucks and the growth of the ship-by-truck movement.

Prior to two years ago, use of motor trucks in this territory was confined largely to the cities. There were two or three small rural express lines, operating on a modest scale and largely experimental. It was significant that they were all successful and that their business was increasing.

The war brought out the possibilities of the motor truck as a freight carrier. This was true generally all over the United States, except in California. That was the one state that prior to the war had really demonstrated the value of the motor truck as an agency in state development.

California's wonderful paved highway system had for some years been increasingly used by motor trucks, which drove out from the big cities with cargoes for the smaller towns and returned with farm produce and the like. In the beginning this had been largely an express business for comparatively small articles, but it automatically grew into a great freight transportation business, with lines of truck freighters radiating from the industrial or distributing centers in many directions. California had already proved that the motor truck was the solution of the problem of inadequate railroad facilities, and more, that its flexibility made it a simple matter for the truck to pick up goods direct from the shipper and deliver them at the door of the consignee. But the other states, and particularly Oregon, had still to learn this lesson.

Oregon, in particular, because while the motor truck can in emergency go almost anywhere, it is, for economical operation as a freight carrier, distinctly a creature of good roads. Oregon at that time did not have the good roads. A start had been made, but only a start.

War Hinders Progress.

The war threw a sudden burden in the way of vastly increased quantities of freight on the railroads that they could not handle. Especially was this true of the freight carrier in profitable hauls; for in the handling of freight by railroad it is the long hauls that give them profit, in direct converse of the case with the motor truck, which as a freight carrier is profitable on the short but not the long hauls.

In this war emergency of freight congestion, the motor truck came suddenly into its own. All over the United States trucks were called into service to move freight on short hauls that had piled up at the railroad depots with no prospect of early shipment.

The first use of trucks in this connection was largely at the instance of government authorities. But so immediately was it demonstrated that the motor truck could move freight on these short hauls, not only at a profit, but far more speedily than the railroads could do it, with less loss to breakable or perishable articles, and moreover deliver its freight direct to the consignee, all at considerably lower cost, the greater speed of delivery considered, that private truck freight lines came into being all over the country.

This movement of freight by motor truck was perhaps slower in getting under way in Oregon than in most states, principally because of the aforementioned lack, at that time, of good roads. But when it did get under way it did so at an amazing rate of progress.

Truck Growth Amazing.

Just how amazing has been the development of this class of truck service may be illustrated by a few figures. At this writing there are 19 motor truck express and freight lines operating between Portland and surrounding cities, on daily schedule. The word "schedule" is used advisedly. These truck freight lines are operated by time table.

Among the towns and cities to which these lines extend are Salem, Liberal, Forest Grove, Oregon City, Tigard, Multnomah, Elgardville, Gresham, Scappoose, St. Helens, Newberg, Wilsonville, Dayton, in Oregon, and to Vancouver, Washougal, Battleground, Brush Prairie and other points in Washington.

It will be noted that virtually all these points are on main paved highways or highways in good condition. This points its own lesson. As soon as the paved highway system of Oregon reaches other towns, a similar volume of freight will move by motor



Hauling Wheat from the Field.

truck to and from them. Any person who doubts the extent of this freight traffic on the main paved highways is respectfully invited to drive over the new highway to Salem or out the Capital highway to Newberg, or down the lower Columbia River highway to Scappoose, or out the upper highway to Troutdale and beyond. The volume of motor-truck freight that moves over them is truly a subject for amazement. Virtually all of it has developed within the past year or two years, and only since the paving of the respective highways.

Indeed, so great is this volume of traffic becoming that already the problem is in sight for the not-distant future of having to build new and separate paved highways exclusively for motor-truck freight use.

In addition to the 19 truck lines operating on schedule time, the local ship-by-truck bureau, has 17 other companies on its list, that handle freight and express by truck to outside points. They do not operate on schedule, but as business offers, the number of lines operating on schedule, however, is increasing all the time.

Prosperity Is Result.

The great interest to the state in these motor-truck lines is the prospect that immediately springs along their course. The experience of California long ago demonstrated the remarkable importance of the building up the big cities to still more unwieldy proportions at the expense of the surrounding territory.

As many persons had feared would be the case, the motor-truck lines develop the smaller towns.

Short as has been the time such lines have been in operation in Oregon, one has but to drive out the main highway to see that the same cause is producing identically the same effect here as in California, where the smaller towns on the paved highways, with motor-truck communications, have all become brisk, alert, prosperous, businesslike, live and growing cities. Already you can see the new air of prosperity in all the smaller towns along the Oregon highways that have been reached by this motor-truck service.

The reason, of course, is that bettered transportation facilities remove the isolation in which the smaller communities formerly dwelt. The merchants get more up-to-date and attractive stocks of goods and instead of going to the "big city" to supply their wants, the people of that community find what they want right there. The merchant turns his stock over more quickly, money is freer, improvement result. The smaller towns become more attractive places in which to live. Of course, they grow.

For a long time one of Oregon's problems has been the fact that a third of its population was concentrated in Portland. The motor-truck is automatically working out the solution. This hauling of freight in intercity traffic is only one phase of the many

instances the panhandle section of Idaho. Out here not only the big cities, but the small ones are far apart. Portland, for example, is 165 miles from the nearest large city, Tacoma, and 265 miles from Seattle. From Portland to Astoria is 195 miles, with only a few small towns and lumber camps between.

Make the Pacific highway, the main north and south artery of the state,

From Portland to Salem is 52 miles; governor of North Carolina to the ton, La Grande and Baker, are all Eugene. And this is the thickly settled part of the state. In the vast, central and eastern Oregon country it is, to paraphrase the remark of the



Hauling Oregon Spruce.

cars. They will continue to have an even greater effect, for they make ownership of an automobile an absolute necessity for thousands of persons. For example, the salesman with an automobile can cover territory hundreds of miles in extent in a short time that to cover otherwise would require weeks, and that in many cases could not be covered at all.

Portland's growing importance as a motor-car center will be strikingly demonstrated at the coming automobile show, to be held in the ice palace during the week of February 22-28. In this will be shown a total of 150 models of 45 different makes, and at that a number of automobile dealers are prevented from representation by lack of space.

A year ago only 30 different models of about 45 different makes were represented in the show.

But much as Oregon is doing for the automobile industry, the automobile industry is doing more for Oregon. It is true enough that the greater part of the money expended for automobiles goes to eastern factories and is thus lost to this community.

But on the other hand, the automobile and the motor truck are building up the state. They, more than any other factor, are responsible for the passing of the "last frontier." Automobiles have made accessible the farthest corners of this huge state.



Truck and Trailer Hauling "Oregon Toothpicks," Fir Plings 105 Feet Long.

is, to paraphrase the remark of the main cities, like The Dalles, Pendle-

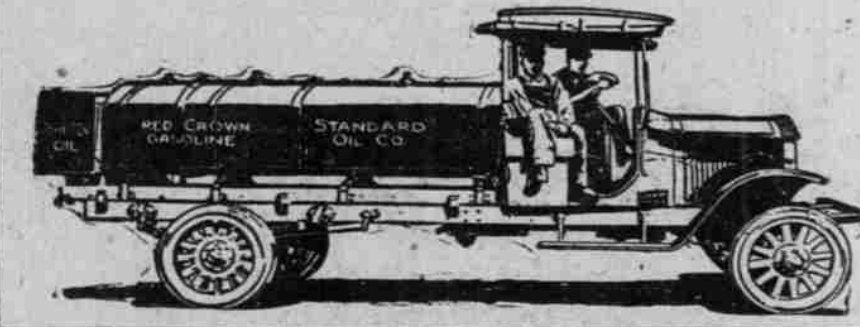
At the end of 1918 the total number of trucks of all makes registered in Oregon was only 5343. By the end of 1919 this has increased to 8762, a gain of a fraction more than 63 per cent. All this in one year. The fact is that the era of the motor truck has just begun in Oregon.

It is a matter of simple mathematics to predict the certainty of the speedy development of immense sections of Oregon—heretofore un-

Stewart

MOTOR TRUCKS

Why You Should Buy a Stewart Truck



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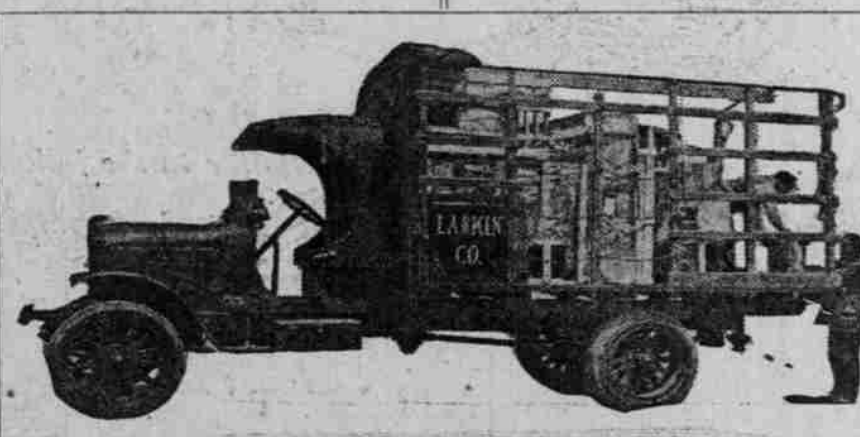
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Why experiment? Buy a "Stewart."



PORTLAND BECOMES GREAT AUTOMOBILE CENTER

Rapid Increase in Ownership of Cars Attests Importance and Indicates Future Immense Business Throughout State—Country of Long Distances Calls for Speedy Conveyances and Motors Fill Bill.

OREGON is not as yet in the class of California, New York, Ohio and such states with their motor car registrations by the hundreds of thousands. But in proportion to population it is right up with any of them and ahead of most in ownership of cars. In witness whereof, consider a few easily digested statistics on its motor car registrations for the past few years. They show clearly enough why the big automobile factories are coming to regard this as one of their most valuable territories.

Registrations of passenger automobiles and trucks for the year just ended reached a total in round figures of 83,500, which is about one vehicle to every ten persons. This was a gain of 29,175 over automobile registration for 1918, which totaled 54,325—an increase of 24 per cent.

If this same ratio is maintained for this year, and the demand for automobiles is steadily increasing, out here despite the absorption of so many new cars already, the state's registration will reach 105,000 cars.

Only six years ago, back in the pre-war days of 1913, the state's automobile registration totaled only 13,957—a gain in 14 years of 69,543, or approximately 500 per cent!

Here are the registrations for the intervening years: 1914, 16,347; 1915, 23,557; 1916, 32,317; 48,522; and 1918, 63,325. A factory might be justified in ignoring a far-western territory that absorbs only 15,000 cars all told in a year, as in 1916. But with the number jumping in only three years to 105,000 in a single year, it is virtually certain to be 25,000 or more next year, the progressive manufacturer goes after a share of that business.

Hence the scramble by so many automobile and truck factories to obtain distributor representation in Portland. It is why today 75 different makes of passenger automobiles and 45 truck lines are now represented in the territory of which Portland is the distributing center.

This territory does not include Oregon, northwest, and the natural distributing point for the so-called Columbia river counties of Washington, parts of eastern Washington, and in some

west the towns are close together. Out here not only the big cities, but the small ones are far apart. Portland, for example, is 165 miles from the nearest large city, Tacoma, and 265 miles from Seattle. From Portland to Astoria is 195 miles, with only a few small towns and lumber camps between.

Make the Pacific highway, the main north and south artery of the state,

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