

TRAFFIC BIG ITEM

Advent of Motor Truck Puts Matter in New Class.

COST LESS WITH MILEAGE

Rearrangement of Shipping Facilities May Be Found Profitable in Instances Where Auto Delivery Is Found Impracticable.

BY WALTER M. CURTIS. Before the advent of the motor vehicle for commercial use few business concerns took the trouble to find just what their trucking charges amounted to.

Occasionally a concern might wish to know whether it would be cheaper for them to maintain their own teams or put out their trucking on contract, but this practically was the only incentive for watching the trucking charges closely.

Reliable Basis Problem. Disregarding these latter features, however, the great problem confronting business concerns has been to secure a reliable basis upon which to compare the two systems from a cost standpoint.

Although it may not be possible to give actual figures on making a motor system cost effective in any particular instance under a special study of the peculiar conditions involved, I have found it entirely practical to make an analysis of the proper charges to be taken into account in both horse and motor vehicle trucking methods in various lines of industry.

By a careful study of much of the reliable data obtainable on these subjects and an analysis of the results in accordance with the above general classifications I have found the following to be clearly apparent.

First, that there is a decided advantage in the use of motor vehicles of large capacity whenever the nature of the load is such as to make a large tonnage possible.

Second, that there is a corresponding reduction in the cost a ton mile with an increase in the daily mileage.

Third, that it is of the greatest importance to eliminate as much idle time as possible in the use of motor vehicles.

Fourth, that rubber tire expense is a large direct operating charge in the case of the regulation motor truck.

Fifth, that a comparison of the charges against the tractor type of motor vehicle with those against the large regulation motor truck shows a distinct economic advantage for the tractor for many purposes, due mainly to the following reasons—larger capacity at a less investment cost, less strain and consequently less damage and maintenance to vital parts, the same tonnage, also less tire expense, due to use of steel tires under the greater part of the paying load.

With these conditions in mind, it should not be difficult for a business man to judge with some degree of accuracy whether or not a motor truck is a tractor under present conditions.

Motor Advertising Asset. In many cases a rearrangement of the shipping facilities would make it possible to use a motor vehicle to great advantage when under present conditions it could not be worked to a proper capacity.

Some time ago I had occasion to render a report upon trucking costs to a client, a prominent Eastern manufacturer. This report later appeared in printed form and an idea of the widespread interest in this subject at the present time will be deduced from the frequent requests received, according to a recent communication for copies of this report, indicating that business men are rapidly becoming educated to the importance of giving careful attention to their trucking problems.

ASSOCIATION ENROLLS 200

Country Districts Promise Normal School Assistance.

ASHLAND, Or., March 14.—(Special.)—A house-to-house canvass still actively continues in behalf of the Normal School Association, about 200 being enrolled up to date. The country districts, notably the Bellevue School, adjacent to Ashland, is responding in a most gratifying manner by encouraging the movement along financial lines.

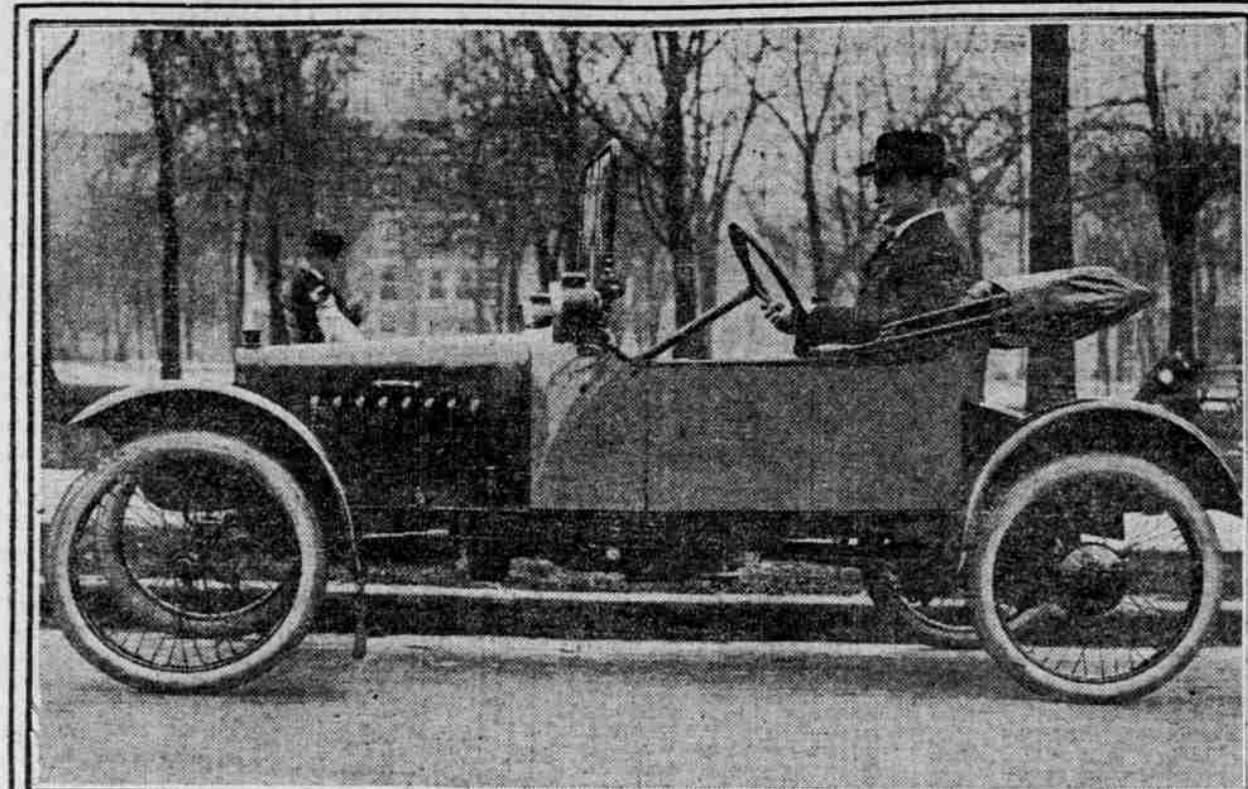
CAVES EASIER OF ACCESS

Josephine County Highway to Be Improved Over Old Route.

GRANTS PASS, Or., March 14.—(Special.)—Tourists traveling in Southern Oregon might well find that a side trip to the Josephine County caves may be made with greater ease than last year. The redeeming feature has been brought about in the changing of the Holland Sucker Creek road.

Present visitors to the caves are required to walk and climb about nine miles. Many people visited the caves last year and it is expected that the number will be twice as many this year.

TWO VIEWS OF SAXON, FIRST MINIATURE MOTORCAR TO REACH PORTLAND.



'BARGAIN' TRUCK BAD

Sales Managers Discuss Evil in Eastern Conference.

FRANK C. RIGGS IS HOME

Portland Dealer Tells of Sentiment Against Sacrificing of Efficiency to Cheapness in Important Industrial Adjunct.

Frank C. Riggs, president of the Frank C. Riggs Company, has just returned from a conference of truck sales managers at the Packard factory in Detroit, during which the general conditions in the motor truck trade were discussed by some 40 truck sales managers from all parts of the country.

The main point to be remembered about the Saxon is that it is not a cycle car in the accepted sense of the word. It is a small or miniature motorcar.

The car is exceptionally neat in appearance and contains a number of features hitherto found only in cars selling around \$2000. It weighs about 1000 pounds, and is fitted completely. It has wire wheels, has lots of leg room and is of the regular-sized tread.

H. L. Keats, of the Keats Auto Company, agent and distributor for the car, had the particular model shipped all the way by express simply to meet the demands for a demonstrator. Shipments will come forward rapidly, and already the number of orders exceeds the number of cars that Mr. Keats can hope to get by 100 per cent.

By a 'bargain' truck, Mr. Riggs says "I mean one sold at a price so reduced as to necessitate sacrificing an essential factor such as quality and ability of the truck, service to the customer, or profit to the dealer. And no purchaser can possibly feel secure when the price does not provide for all of these requirements."

"Even granting that the 'bargain' truck might possess ability still service and a legitimate profit for the manufacturer and dealer remain to be accounted for, because even the best truck must have service and anyone maintaining in business must have a profit. It is not reasonable to suppose, nor will anyone who studies the subject thoroughly admit, that all three characteristics can be obtained in the 'bargain' truck as well as in the maximum service truck."

"In one respect at least, the truck business is not any different from any other business, that is you get what you pay for. When you enter the cut-price field, you have to steal yourself against the flimsy, abnormally high list prices of the one hand and the 'bargain' truck of the other."

In the first case the prices are listed at high figures with the avowed intention of being able to offer big discounts of machinery, not the other way around. The plan is to make the price so attractive that you will buy, thinking you will get that for which you are not even asked to pay. If you take advantage of the short price 'bargain' truck, you are going to be an extra cost somewhere, sometime. Either you will pay this extra cost with interest or the bill will be footed by recourse to the time and possibly the profits of your customers."

"With a motor truck, like any other piece of machinery, the one gets that which one pays for. There are three risks are created immediately upon the elimination of the machine's safety."

"First—The life of the truck upon encountering the first unlooked-for emergency. Second—The driver's life under the same conditions. Third—A crippled haulage system. An unreliable truck is of less utility than the old horse delivery because when a horse becomes disabled you can usually install another in its place."

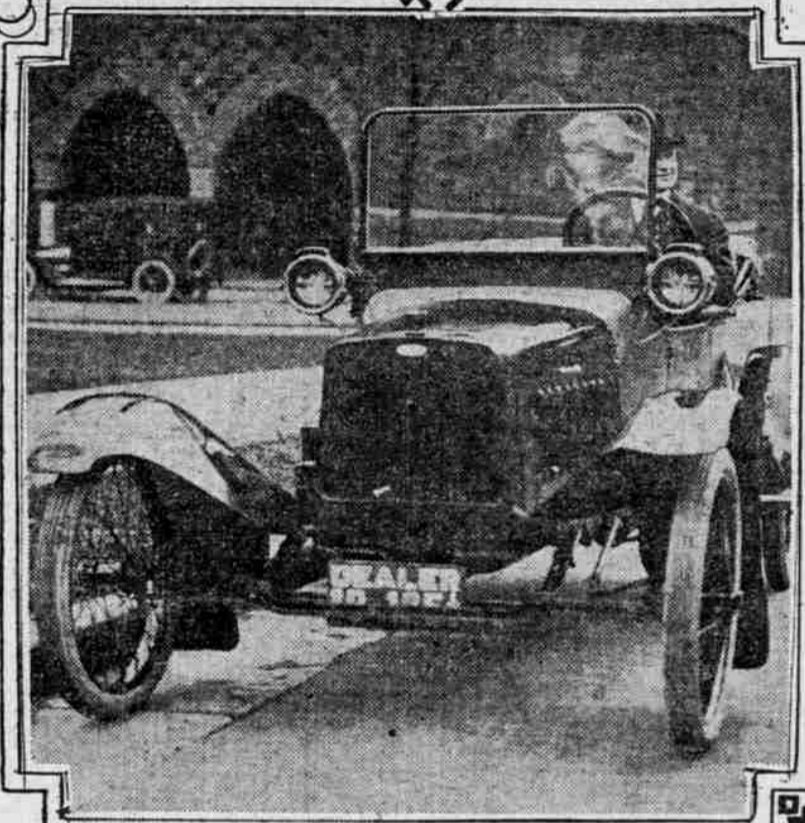
"The truck investment hinges on the factor of quality in its relation to price. A fair and legitimate price permits an ample factor of safety. A factor of safety assures uninterrupted service, provided the machine is given the regular inspection, provided for by conservative builders of heavy-duty vehicles."

"To emphasize the importance of service as part of truck investment, consider the possibility of losing the use of your truck for periods totalling several days each month, merely because you have been induced to participate in a bargain price at the sacrifice of responsibility on the part of the builder. Figure the final costs."

But not all of these ocean-to-ocean tours have been from East to West. Allen, of San Francisco, made the trip to New York City on his motorcycle. He came by way of Yellowstone National Park, Minneapolis, Detroit and Chicago. Returning he took the Southern route, covering in all about 12,000 miles. Another Californian to take a long motorcycle trip is Otto Bhead, of San Diego. Mr. Bhead started this summer on a tour which he expects to cover about 25,000 miles and extend over a period of two years.

Undertaken to cross the country a wheel. Many women have accompanied their husbands, either riding tandem or on motorcycles of their own, and have greatly enjoyed the life in the open. Numerous boys, whose feet would scarcely reach the pedals of the machine have traveled thousands of miles on motorcycles. And even some girls unaccompanied by male escorts, have made long journeys on the two-wheeler.

Business and pleasure were combined in the cross-continental motorcycle trip made by Mr. and Mrs. F. J. Taylor, of Portland, Me. Mr. Taylor had just been married when he received word of his assignment to duty at a recruiting station at Bremerton, Wash. He was allowed 30 days after his appointment before reporting for duty and this time Taylor had free to spend on his honeymoon. He and Mrs. Taylor decided to make their honeymoon trip a motorcycle trip to their



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MOTORCYCLE HISTORY NOTABLE DURING 1913

Marvelous Feats of Speed, Endurance Contests, Long-Distance Runs and Hill-Climbing Tests Accomplished During Year.

FEATURED by Lee Humiston's dash of 100 miles in 1:28:31.45 at the Playa del Rey board track near Los Angeles, 1913 will go down as a notable year in motorcycle history.

Not only on the tracks, but in road events, endurance contests through the desert, hill-climbs—and in fact, in every conceivable sort of test—the motorcycle proved its mettle. And in no department of sport were the tests of the year more severe than in long distance touring, which, in 1913 made great advances, due to the present reliability of the two-wheeler.

Humiston's big sport at Los Angeles, lowered the professional record from one to 12 and from 26 to 100 miles. He also set a new hour-record going 88 miles and 250 yards in 60 minutes.

Transcontinental touring, seemingly, was the goal and ambition of all motorcyclists during 1913. One of the first transcontinental tours of the year was made by Harry E. Patterson, who rode his single-tracker from Pittsburgh to Whittier, Cal., covering 6000 miles in 35 riding days. He made an average of 187 miles a day, his highest day's run being 230 miles.

Starting early in May, Leon W. Whitehurst, of Plant City, Fla., made a five months' motorcycle trip to San Francisco, by way of Portland, Me. Mr. Whitehurst covered in all about 15,000 miles. He carried a camping outfit with him, preparing his meals by the roadside and sleeping under a tent at night.

H. A. Jacobs and H. C. Sprout, this summer rode their motorcycles from Astoria, Ore., to Los Angeles, Calif., leaving home on June 23, stopping in Chicago for the Elgin road race, July 1. They then proceeded to Denver, where they attended the National Motorcycle Convention. From there they headed directly for the Coast, passing through Colorado Springs, Salt Lake City and San Francisco.

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Two Brazil, Ind., young women, Miss Mirta Hill, daughter of former State Treasurer Major R. S. Hill, and Miss Mabel Pruener, rode a motorcycle to California. They were perhaps the first women to undertake such an extensive trip riding tandem.

Next in popularity to the cross-country motorcycle jaunt has been the world tour. Many have become so experienced in motorcycling, who were contemplating a visit to Europe, decided on the two-wheeler as the best means of really sightseeing. They returned to this country confirmed motorcyclists. Others have elected to use the motorcycles on a tour of the world because they have become so accustomed to riding the two-wheeler that they would be lost without it.

One of the most extensive trips made during the year on a motorcycle was that of Carl S. Clancy, of New York, who spent nine months sightseeing on the continent. He visited England, Ireland, Scotland, Holland, Belgium, France, Spain, Algeria and Tunis, Africa, India and Japan. He returned to America by way of Portland, Or., and then motorcycled across to New York. Mr. Clancy declares that for anyone who desires to diverge from the beaten path and visit points that may be of peculiar interest to him personally, the motorcycle is undoubtedly the only satisfactory means of travel.

Honeymoon Trip Longest. The longest of all motorcycle honeymoons was that taken by Harold A. Stewart, of Indianapolis, who, with his bride, made a tour of the world a wheel. The motorcycle was chosen by V. L. Nicholson, a New Orleans theatrical man, as the most satisfactory means of taking a four months' trip through France, Italy, a part of Northern Africa, Switzerland, Belgium, Holland and England. He covered in all about 15,000 miles.

Carter H. Harrison, Jr., son of Mayor Harrison, of Chicago, also chose the motorcycle as the most enjoyable means of spending his summer vacation. With

Advertisement for Goodyear tires. Title: 'Don't These Figures Tell Which Tire?'. Text: 'Note How Men Have Flocked to Goodyears Since Odometers Came In'. Statistics: 'In 1908—before the vogue of odometers—our sales for the fiscal year were \$2,189,749.49. And that was our ninth year of tire building. In 1913—when nearly all cars came equipped with odometers—our fiscal year sales were \$32,998,827.25. Yet those multiplied sales—nearly 16 times larger—fail to tell the whole story. For tire prices dropped immensely. In the past year alone No-Rim-Cut tire prices have been reduced 28 per cent. These figures are more startling still: In our last fiscal year we sold eleven times as many automobile tires as in the fiscal year of 1909. And this year's sales are exceeding last year's by 35 per cent.' Includes Goodyear logo and 'No-Rim-Cut Tires' text.

two companions, young Mr. Harrison spent the Summer motorcycling through Europe. In addition to these cross-country and world tours by individuals, there have been many club events during the past year, which have proved the versatility and durability of the modern motorcycle. Prominent among these were: The run of the members of the Ohio State Federation of American Motorcyclists to New York to attend the annual convention of the F. A. M.; and the dash across the desert from San Diego, Cal., to Phoenix, Ariz., when most of the way the riders had to battle with trackless sand.

CLUB SEEKS NEW MEMBERS. Corvallis Commercial Body Plans to Increase Total to 500.

ATTENDANCE RECORD HIGH. Of 2877 Polk County Pupils, 1855 Are Neither Tardy Nor Absent.

MONMOUTH, Or., March 14.—(Special.)—An attendance average of 96.67 per cent, 2877 pupils on record in Polk County, 1855 pupils neither absent nor late, are some of the items in a report issued by H. C. Seymour, County Superintendent, for the month of January. There were 453 cases of tardiness. The number of visits by parents is constantly growing, 155 being recorded for the month.

Fifty-five schools were placed on the county roll of honor for making 35 per cent in attendance, 16 were credited with having had no tardies, and six school rallies were held.

PORTLAND FOLK at Bay Ocean. BAYOCEAN, Or., March 14.—(Special.)—Mr. and Mrs. John Poulsen, Miss Louise Poulsen and Mrs. Dr. Trommald and Johnny Trommald, all of Portland, are at this resort occupying "Koppenker" and the "Kopenker" Lodge.

LIBRARY IN NEW HOME. Carnegie Corporation Donates \$17,500 for Building.

HOOD RIVER, Or., March 14.—(Special.)—The County Library has moved into its new two-story brick home, which was erected recently among a grove of oak trees on a portion of the old home place of E. L. Smith.

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Advertisement for Velie Motor Trucks and Cars. Title: 'Motor Trucks VELIE Motor Cars'. Text: 'Built to give the owner the most for his money at time of purchase, and to maintain for him the highest standard of value at all times. The cost to the owner is a true representation of the actual service value of the car.' Includes 'The Name Insures the Quality' slogan and 'John Deere Plow Co.' logo. Distributors: East Second and Morrison Sts., Portland, Oregon.

that effect through the initiative. An ordinance was introduced in the City Council recently to close the theaters on Sunday and it was defeated. It is being proposed now to draft an initiative bill for such an ordinance and file it for submission at the next city election in December.

SOCIAL CENTERS PLANNED. Ashland Plans to Utilize High and Grade School Buildings.

ASHLAND, Or., March 14.—(Special.)—"A social and intellectual center" is planned as the outgrowth of a movement now under way by residents of Evans Valley, in this county, for the institution of a central farm or country life school. Several districts would be consolidated in the merger in a territory of which Rogue River station is the hub. Roads in that section are of the best and other conditions are favorable.

The project implies high and graded schools, housed in a substantial building of five or six rooms, in which should be an auditorium for public gatherings. Farm, home and cultural topics would be added to the ordinary courses of studies, the curriculum to generally being in line with the progressive movement which is being urged by the people of that locality.

Waldport Gets New Hotel. NEWPORT, Or., March 14.—(Special.)—Captain and Mrs. W. F. Wakenfeld, of Newport, formerly proprietors of the Alsea House, Waldport, are building a modern hotel of generous proportions at Waldport, and expect to have their hospitality open for the public by May. Waldport is the center of commerce for Alsea and Yachats regions, and is reached by stage from Newport.

In the possession of Vincenzo Grandino, of Springfield, is a pipe with a meerschaum bowl, brass-tipped, and a wooden fair, which will be held in August, approximately 103 years. The pipe was first owned by his grandfather, an Italian doctor, and has out on it the date 1811.

ALBANY, Or., March 14.—(Special.)—People favoring the closing of motion picture theaters on Sundays are talking of proposing a local ordinance of