

RE-SALES PROVE MOTOR-TRUCK ECONOMY AND EFFICIENCY



TRUCK USE GAINS

Field for Sale of 500,000 More Is Measured.

100,000 ALREADY IN USE

Chances of Replacing 26,000,000 Horses and Mules by Use of Automobile Is Considered by Dealers.

Today there are 26,000,000 horses and mules in our midst—there lies the best basis for computing truck possibilities. It would take perhaps 6,500,000 trucks to replace these animals. But if only 2,000,000 of them are replaced that means 500,000 trucks.

In 1910 there were less than 10,000 motor trucks in use in the United States. It is conservatively estimated that today there are 100,000.

Every business that gives delivery or haulage service must use motor trucks nowadays in order to keep up with competition. The obvious arguments for trucks are these:

First—That they cover more ground than horses.

Second—That they make possible a greater radius of delivery—hence patronage.

Third—That they are more reliable.

Fourth—That, if kept busy, they are cheaper.

Fifth—That they are a good advertisement.

To the wise business man there is nothing more important than to instill in the minds of the members of his organization that the concern is prepared to expand. Not only that it desires to grow, but that it has the facilities, as well as the purpose.

The adoption of motor delivery fosters such a feeling. From the big boss down to the office boy, a truck suggests speed, up, just as the type-writer, the cash register, the adding machine and other modern methods suggest the same thing.

Experienced owners say that trucks are splendid advertising, that they create an impression of enterprise, permanency and promptness in the minds of the public.

The business man is now fairly educated to the facts of truck superiority and that means sales—easier sales and more sales.

NEW TRADE CREDITED TO WAR

Spurt in Business Declared Due to Awakening to Auto's Value.

The awakening during the past few months of the business public to the vital necessity for more general and more efficient motor truck transportation is one of the most sensational developments in the motor car business according to Frank C. Riggs, dis-

tributor of Jeffery and Packard trucks. "This sudden awakening," Mr. Riggs says, "is due in no small degree to the spectacular demonstration of motor truck efficiency in the European war. The use of trucks on the battlefield for carrying ammunition, and for actual fighting, and behind the lines for transporting provisions and other war supplies, has demonstrated beyond the question of a doubt superior ability of trucks to handle transportation work on a big scale efficiently and at high speed. Never before has any comparatively new mechanical development received such a thorough, comprehensive and convincing demonstration. The motor truck in the war has successfully met problems more severe than any that are ever faced in commercial service."

"American business men are taking the lesson to heart, and thousands of business concerns who up to the present have scarcely more than considered motor truck transportation are now actually buying. They are reducing their costs, speeding up their businesses, and making more money as a result."

EFFICIENCY STORY UNIQUE

Radiator and Carburetor Are Tested on Hudson Car.

A remarkable story of radiator and carburetor efficiency is told by A. H. Patterson, Hudson distributor at Stockton, Cal. Using the same Hudson with which he made the record run of 10 days and 10 hours from Detroit to San Francisco, Mr. Patterson conducted a sealed radiator test. The radiator was filled and sealed at Stockton. There were four occupants, and all of them carried a fair amount of hand baggage.

There also was camping and fishing paraphernalia. The route was from Stockton to Yosemite Valley via Tioga Ford to Summit. The altitude at this point was 10,000 feet.

From there the way led to Mono Lake, Bridgeport, Antelope Valley, Carson Valley, Nevada, over Kingsbury Canyon grade, which is 7500 feet high. From there the party drove to Lake Tahoe, then to Lake Valley and the summit of the Sierra Nevada Mountains, 2000 feet in altitude. From there they went to Placerville, Plymouth, Amador County, and home to Stockton, the entire distance of 500 miles. The radiator seal was not disturbed. Not one drop of water was placed in the car. No adjustment of any kind was made to the motor.

DODGE IS 4TH IN PRODUCTION

Automobile Topics Is Authority for Ranking in Manufacture.

According to Automobile Topics, a trade authority, recent figures submitted to Wall Street interests with regard to the volume of business done by the various motor car companies during the first nine months of 1915, put Dodge Bros. in fourth place.

Dodge Bros. have no dealings with the financiers, as the business is owned entirely by the brothers, John F. and Horace E., but the figures were submitted by another company which placed itself considerably further down in the list.

The accomplishment of Dodge Bros. in one year of starting the manufacture of motor cars and then jumping into fourth place in the Nation is regarded as the most amazing performance in the history of the automobile industry.

TRAILERS TO AUTOMOBILE NOW ARE ADOPTED TO SERVE MANY AND VARIED PURPOSES.

That the era of the trailer for motorcars is upon us, even the most skeptical cannot doubt if he reads the trade papers which keep abreast of the development along these lines. A few years ago more or less were comparatively scarce. While the economy and the efficiency of this method have been recognized, the rather odd appearance of trailers has prevented their general use; but as many of the more progressive business houses have begun to use them in spite of this seeming objection, people are becoming accustomed to them and cease to regard them as odd.

Another objection formerly raised to this method of hauling was that cars would not "stand up" under the increased load. Nevertheless, actual practical tests have proved that a pleasure car or truck can safely haul more than twice as much as it can carry, if no more than the normal load for which it was built is put on the driving wheels.

It was also feared at first that the ordinary wagon would not stand the strain of being used as a trailer on account of the speed at which it would be drawn, but the wagon, too, has held up under practical tests.

It has been found advisable for trailers to be built on general wagon plans, since the wagon is the result of many centuries of development, and it would be hard to improve upon it.

the industry, which has always been full of surprises. No announcement on production plans for next year has been made by Dodge Bros., but it is known that several new buildings are being rushed to completion and that the total floor space of the plant will total more than 50 acres when these new buildings are occupied.

WORM-DRIVE TRUCK ATTRACTS

Kissel Company Reports High Interest in New Type of Car.

The Kissel Motor Car Company reports a brisk interest in its new worm-drive truck both on the part of the dealers and the public generally. This truck, which is built to carry a ton, seems to be the most popular size and the Kissels will make a specialty of it. At the same time they will produce five other models, as in the past.

"The announcement of the new one-tonner," says A. S. Robinson, manager of the local Kissel branch, "is the forerunner of great activity in our truck department. The hour of big truck production has come and we shall turn out this model in quantity, certain of our ability to find a big market for it."

CHICAGO AUTO SHOW ON

EXHIBITS PROMISE FAR TO OUT-STRIP ALL OTHERS.

Automobile Manufacturers Put Forth Endeavors to Make Displays Best in History.

CHICAGO, Jan. 22.—(Special).—The annual Chicago Automobile Show, held by the combined American motorcar manufacturers, opened here today in the Coliseum.

In size, exhibits and attendance the 1916 show bids fair to outstrip all others. On every hand only the most prosperous of "prosperity" stories are heard among the factory officials in this, the youngest of the world's greatest industries. In addition to the mammoth Coliseum, the Annex and First Regiment Armory are required to hold the display. All decorations and signs are uniform. More than 200 car and accessory manufacturers are represented.

That automobile manufacturers are warranted in putting forth the effort and expense necessary to exhibit their cars at the Chicago show is evidenced by the fact that they endeavor to make their exhibit better each year.

The Chicago show is the manufacturer's own show. The manufacturers pay for it and run it. It is held the first thing each year, so that the manufacturers can exhibit their current styles to automobile dealers who come from all parts of the country to attend the show.

In addition to dealers, many thousands of individual users who live in the Central West part of the country attend the show for the purpose of reviewing the market and obtaining information that will be of assistance to them in selecting their new car.

Two salient features predominate at this year's show. First, a bumper crop of rumors concerning the mergers of factories and combinations of all sizes and kinds. The other pertinent feature is the consuming interest manifested by manufacturers, dealers and car owners in the last season's marvelous development in multi-cylinder engines.

Honoring Endurance Champion.

All over Southern California municipalities have been outdoing themselves in civic holidays in honor of the Maxwell touring car, which recently revised the A. A. A. records by running 22,022.3 miles without a motor stop.

NEW TRUCK ENTERS

Rothweiler One-Ton Is Built on Ford Chassis.

FRAME IS CHANNEL STEEL

Majority of Load Is Carried on Rear Axle—Relief of Strain of Brake on Transmission Is Afforded.

There is a new, or relatively new, motor truck on the market that bids fair to accelerate the motorizing of delivery systems in a very pronounced manner.

The truck is known as the Rothweiler one-ton truck, and is being handled in Portland and Oregon generally by Benjamin E. Boone & Co., of this city.

Trucks of this type have been in use for several years here in the Northwest, and as commercial vehicles and on stage lines they have given exemplary service. Their owners have found them easy to drive, economical in operation and thoroughly dependable.

The power plant of the Rothweiler truck is the standard Ford equipment. In fact, the truck is constructed by fitting what is known as the Rothweiler one-ton truck attachment to a standard Ford chassis.

Frame Is Channel Steel.

The frame is channel steel of ample cross section, gusseted and bolted to the Ford chassis frame. The Ford rear shaft is cut off, fitted with heavy sprockets and converted into a jack-shaft, or driving shaft. Solid rubber tires 22-inch by 3 1/2-inch artillery-type rear wheels, with heavy vanadium steel truck-type semi-elliptical springs, and 1 1/2-inch cross-section vanadium steel truck axle are used.

The two driving chains, one on each side, are of standard type, generously oversized.

The wheel base of the new truck is 124 inches, with a loading space of eight feet back of driver's seat.

A feature of the truck is the fact that 80 per cent of the chassis load and 80 per cent of the full capacity load is carried by the rear axle, and that when fully loaded the truck has practically no more weight on the front end than does the fully loaded Ford touring car. The front end radius rods are reinforced. The rear radius rods are of generous size of steel and easily adjusted to take up chain slack.

The foot brake is removed from the transmission, relieving the transmission of all braking strain. Adjustable

Raybestos-lined internal expanding-type brakes are applied to the rear wheels and equalized so that the pull is positive and equal on both wheels. The emergency brake is placed on the jack shaft.

It is declared by the makers that these trucks will, on the average, run 12 miles on a gallon of gasoline, 7000 miles on a set of tires and 100 miles on a quart of lubricating oil. It is also asserted that the truck will do the work of several teams, better and cheaper than the teams, even on short hauls, where most truck users have felt that horses were most economical. Because of the low first cost and the low cost of operation the truck is said to be more economical on long hauls than heavy-duty trucks.

The Rothweiler one-ton truck attachment can be applied to a used Ford chassis, converting it into a motor vehicle of the same general specifications as the complete Rothweiler truck.

The truck is the product of the shops of Rothweiler & Co., Seattle. It promises to be a great success.

FEDERAL TRUCKS PLEASE

LOCAL DISTRIBUTOR TELLS OF SATISFACTION IN NORTHWEST.

Factory Output Behind Orders and Enlargement of Plant Contemplated.

Says E. E. Gerlinger.

"So great is the demand for Federal motor trucks that the corporation is working overtime to fill the orders which are arriving daily from agents scattered throughout the United States," declared E. E. Gerlinger, local Federal distributor, who recently returned to Portland from a visit at the Federal factory.

"Although production has been increased to a great extent it has been

wholesale grocery, brewery, commission and farming, as well as other lines of business.

"We are now in position to give a general manager of nearly every industry in which delivery is an important item, complete and accurate figures on the cost of motor truck delivery. He knows what his hose delivery costs him, and then he can determine the savings that would be brought about by Federalizing his delivery department. We gladly furnish these figures to any interested persons upon request."

"Our work-driven models are meeting the utmost approval everywhere, orders coming from all sections of the northwest. It is very gratifying to us to be able to state that some of the largest corporations in the United States are now specifying Federals exclusively for their local transportation work."

"Many of these are repeat orders. While new business is always appreciated we regard repeat orders as a strong testimonial, and when a Federal owner buys another motor truck from us, it is positive proof that our product is satisfactory and that the Federalized transportation is developing his business and making more profits for him."

MAN LOST AFTER RUN TO BANK

Monumental Motor Car Company Never Sees Stranger Again.

This from Baltimore: A colored citizen with a Bert Williams shuffle and Charley Chaplin feet came into the salesroom of the Monumental Motor Car Company and gazed fondly at a 22-four all-year coupe. Promptly upon obtaining the price of this car, with special paint, wire wheels and a few other "fixins" that only particularly particular customers order, he said:

"Ah'll take dat car but don't wan't 'till Spring. Now you just wait right heah, sah, and Ah'll run down to de bank. Ah'll give you a hundred and fifty dollars today, a hundred and fifty more Saturday night, and nex' week—well, nex' week Ah'll give you two hundred dollars. Ah'll give you de rest in de Spring when I calls for de car."

Thereupon he beat it down the street and has not been seen since.

TRUCKS PROVE ECONOMICAL

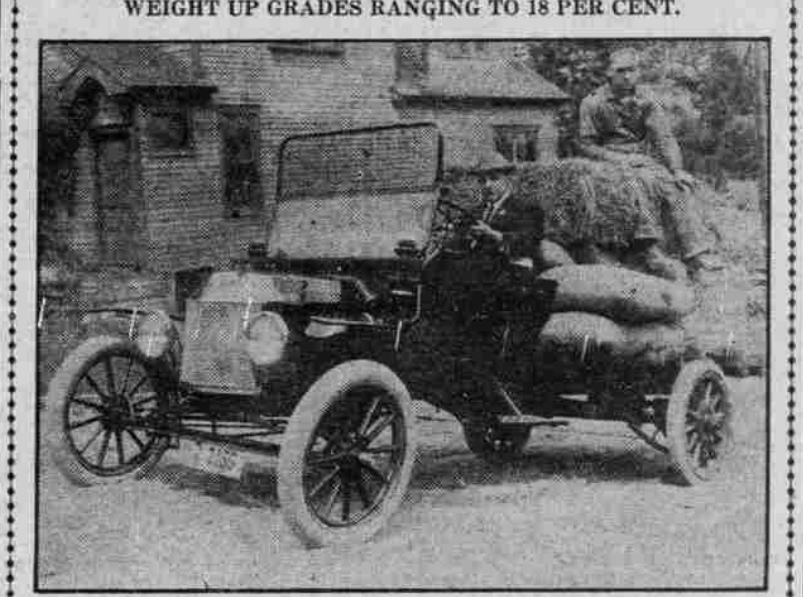
Kissel Kar Company Finds Farmers Are Large Buyers.

It is estimated that more than 4000 American farmers are now using motor trucks. This is about 4 per cent of the total number of trucks sold in the United States.

These vehicles have nearly all been bought within the last two or three years, indicating a swiftly proved economic success, a supposition greatly strengthened by a recent, careful canvass of the Kissel Motor Car Company.

Of the numerous Kissel Kar trucks in agricultural service, there was not an owner found who had any regrets at having purchased the truck, while not a few reported that they could trace as great an actual saving to as any piece of machinery on the farm.

ROTHWEILER ONE-TON TRUCK CARRIES 2500 POUNDS DEAD WEIGHT UP GRADES RANGING TO 18 PER CENT.



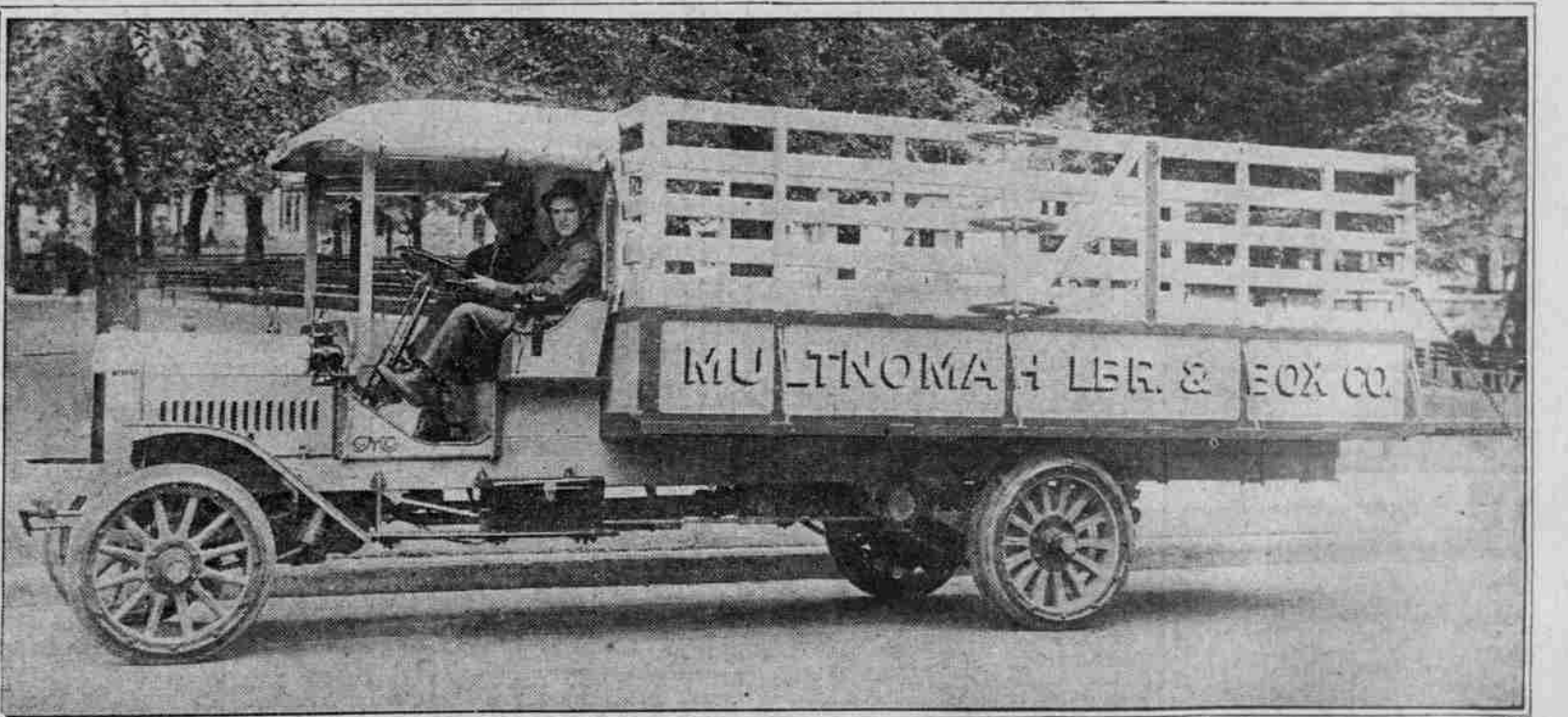
VEHICLE REPRESENTED IN PORTLAND BY BENJAMIN E. BOONE.

less to create quite some interest among Portland truck owners and prospective users, as well as the truck manufacturers.

The announcement of a new three-quarter and one-ton worm drive Kissel-Kar truck reveals a change of policy in the commercial vehicle department of the Kissel Motor Car Company. Hereafter this branch of the Kissel business, according to a company statement, will be cultivated as intensively as the passenger car branch.

come imperative that the company take steps to enlarge its output that deliveries may be made on schedule time.

"The Federal Company is devoting its entire energies to domestic business, which has almost doubled since it announced the results of tests showing the actual costs of operating Federal trucks in various lines of business. The comparisons with horse delivery, which were also furnished, have been greatly appreciated. These tests have shown why it is more economical to use Federals, in the meat-packing, creamery,



GMC

You Can Figure Bigger Profits And a Wider Territory With the Right Hauling Equipment

There is one sure way to make your hauling equipment right—equip with GMC trucks.

From the GMC line you can select the right truck for whatever purpose you have in mind—a fleet of gasoline machines for serving new suburban trade, or an efficient gasoline or electric truck for congested city traffic.

You will find at "truck headquarters" the right trucks for your needs, whether you require gasoline or electric power, worm, chain or shaft drive. We are the only manufacturers in the

world making a complete line of both gasoline and electric trucks, ranging in capacities from 1000 pounds to 6 tons.

Because of this, our advice on better trucking is sought by business men everywhere. They have come to know that our recommendations are fair and unbiased.

If you care to have us suggest an equipment that, in our judgment, would better your trucking in 1916, write us today and tell us the nature of your business, also the condition and kind of roads you have.

"We make a truck to fit your business."

We Have 42 Portland Business Firms Using G. M. C. Equipment and Every Customer Is a Satisfied Customer

Columbia Carriage & Auto Works

209-11 Front St. Oregon Distributors General Motors Truck Company