

NEW FIRM IS HERE

Portland Tire & Truck Co.
Handles Master Truck.

FIRST CARLOAD ARRIVES

Jobbing Business Also to Be Done in Oregon and Washington With Republic Tire, Succeeding Republic Rubber Co. Here.

The Portland Tire & Truck Company is a new concern in the tire and truck field in Portland.

This company will distribute Republic tires and Master trucks throughout the states of Oregon and Washington, and for the present will continue to do business in the same location as formerly occupied by the Republic Rubber Company, 71 Broadway.

It is the purpose of this concern to carry on a jobbing business in Republic tires, solid and pneumatic, both of which are well known by the trade. The firm will also take up the task of introducing the famous Master truck to this part of the country.

This has the same type of internal gear drive which has been accepted by the Government for its war trucks.

The Portland Tire & Truck Company is having its first trials as a new firm by being delayed in shipments, occasioned by weather and traffic conditions. However, its first carload of tires and Master trucks was unloaded this week, and while the company has three more carloads of tires and three carloads of Master trucks in transit, it cannot even guess when they will arrive.

This condition not only affects the Portland Tire & Truck Company, but all west-bound shipments as well, and while the company hopes to get its first shipments promptly, it is not over-optimistic as to future prompt deliveries so long as war conditions last.

Del Wright—By Himself.

Manager of the Pacific Kieselkar Branch in Portland Tells True Story of How He Came to Selling Kieselkars, Doble Steamers, et al.

BORN at an early and indiscreet age, over 21 years ago, I soon convinced my people that I was meant to be a plumber. This devotion to an ideal gave me an opportunity to get better acquainted with the first steam automobiles built.

It was 28 years ago that I lived the dream of my life when I piloted the first Milwaukee steamer into Detroit. It is said that from the nuts and bolts which it dropped in Detroit, sprouted the industry which now makes Detroit the auto center of the world. I have always been convinced that from little acorns grow the mighty oak.

I claim the distinction of having been fireman extraordinary to the unlikeliest, president, chairman, treasurer, gas engineer and "Canadian" steel and gasoline that ever tried to paddle on a boulevard. It was a Baldwin steamer, built by the Baldwin Locomotive Works. This automobile was so mean that its own temper finally consumed it. Its first owner tried to steer it across a bridge 24 feet wide and 12 feet high and suffered a broken leg before he got to the other end. The next owner drove along a boulevard, scared a horse which ran away, and left a whole family of cripples along the road.

I took this steamer out the next day to show how meek and tame it really was and it caught fire and burned up on Michigan avenue.

That was too much for me. After having tackled and mastered most of the pioneers of the automobile business, I decided to come West where there was at least nothing worse than six-shooters. Bill Hartz and had Indians with little clothes on.

The Bill Hartz didn't bother me a bit, but being of a bashful disposition all my life, the Indians did. Then I became affiliated with the H. O. Harris Company and finally came further North and now for a year have been the manager of the Pacific Kieselkar branch in Portland. It seems that I am back with my first love, the steamer car, for the Kieselkar branch will very soon be showing the Doble steamer, a car which incorporates all my ideals.

I was born in Iowa and raised in Kansas. It was there that I learned the first principles of getting business. Many a morning I woke up and found that my father had a job of soliciting hay from all the neighbors. Young cyclists would move the whole stack three or four miles during the night and it would be a month's job for me to get it back home, when, like as not, the errand pile would show more signs of a raving disposition and go eight or 18 miles in another direction.

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Rental Batteries Always on Hand for All Makes of Cars

Philadelphia Diamond Grid Starting Batteries have the same sturdy construction as the Philadelphia Diamond Grid Locomotive Batteries.

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CORD TIRE REPAIRING AND RETREADING

OUR SPECIALTY Something Different.

We have the "know-how" to repair Cord Tires. They are safe in our hands. Let us "rebuild" your Cord Tires and you will have the proof and satisfaction, too.

VULCANIZING TIRE REPAIRING, RETREADING

C. M. HARRISON & CO.

328 Pine Street at Broadway Marshall 759 A 2016

E. E. Cohen—By Himself.

Distributor for Oldsmobile Once Quit Two-Dollar-a-Day Job to Learn New Trade at 50 Cents a Day, Which Led Later to His Entering Automobile Business.

I WAS born on a farm, just outside of Portland, in Multnomah County, and early in life formed the habit of getting up with the chickens. My father died just before the hard times came along in 1898. When the income stopped it was up to me as the oldest member of the family to leave school and do my share as a breadwinner.

At the age of 13 I became a printer's apprentice, but my ambition at that time was to be a machinist. So when I was 18 I quit a job at \$2 per day as a printer, and became a machinist apprentice at 50 cents a day.

In 1909 I went to work in the machine shops of the Southern Pacific and stayed with the railroad through 1904, working in the shops at Portland, Dunsmuir, Bakerfield and Reno, learning all I could about efficient workmanship and the right way to handle men.

In 1905 I started in the automobile repair business, working into the sales end in 1907. Even at that early date my ideal of a car was the Oldsmobile.

My mechanical experience has been of great help to me, as it has always been my policy to try to be connected with a line that is a little better than that of any competitor. The fact that the Oldsmobile Company of Oregon has already taken more than 250 Oldsmobiles under the 1918 contract I believe justifies my judgment.

AUTO AIDS RETAIL BUSINESS — Agricultural and Suburban Folks Are Brought Closer to Town.

"The automobile has created more business in the retail life of every city and town than the average person realizes," says Del Wright, of the Kieselkar. "Agricultural and suburban owners who formerly either did without supplies and necessities rather than to undertake a long and tedious journey to town, think nothing now of making the trip in their automobile.

"This adaptability has resulted in increased business in cities and towns, which in itself is beneficial to every inhabitant, because the more business a community does the greater is the prosperity of everybody concerned."

Speed Shocks. High speeds shorten the life of a motor car. When you double the speed of your car you far more than double

the force of the shocks to which it is subjected. The force of the blow varies as the square of its velocity. Consequently the shock which the car receives traveling at forty miles an hour, instead of being twice as severe as when moving at the rate of twenty, are four times as great. The motorist who

drives carefully and avoids excessive speeds is well repaid in increased service from his automobile investment. — Milestones.

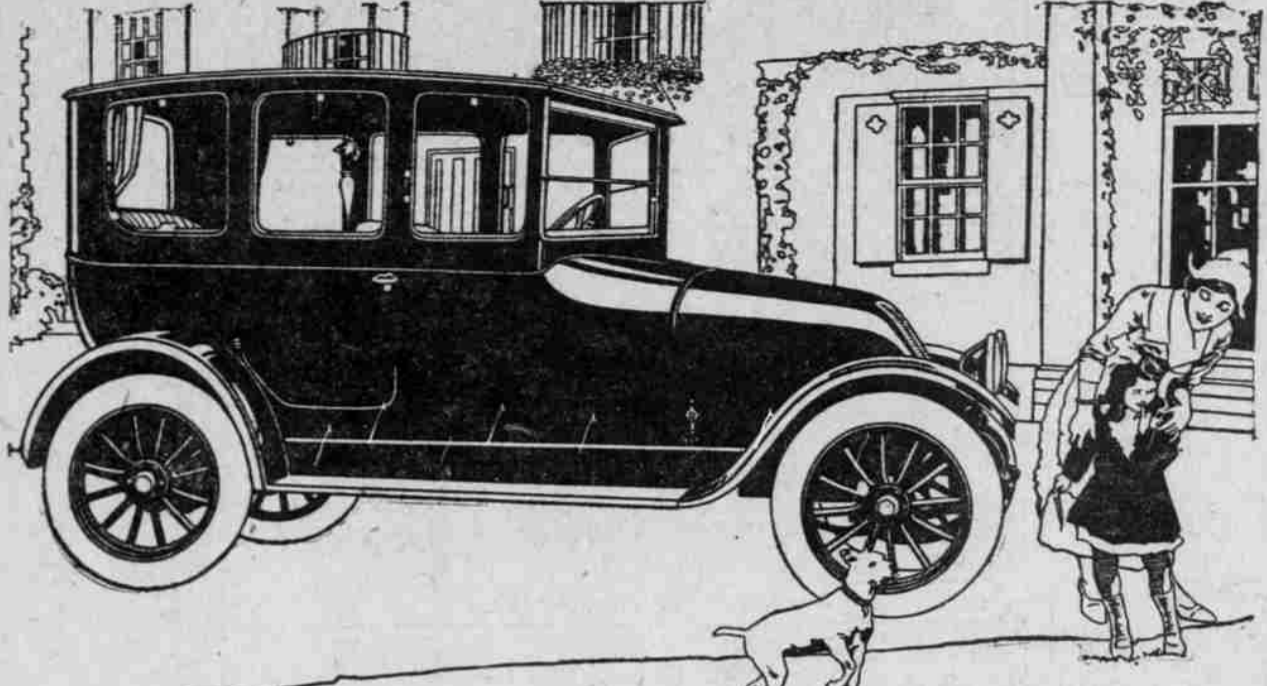
Where to Save. It is difficult to be sure that any

use of an automobile is entirely needless, because rest and relaxation are essential to the human machine. We must conserve our man power and keep our business executives, particularly, moving at top efficiency. But there can be no question that motors running idle, leaky and poorly adjusted

carburetors, the use of gasoline for washing, and other leakages, are pure loss to all concerned. This is certainly the first saving to be effected, and in it every motorist can and should have a part. — Milestones.

All vehicles should keep to the right.

At the Automobile Show



We Have Been Telling You Facts About the Franklin Car—Now Let Us Prove Them

WE ARE in close contact with public opinion regarding motor cars and know that *seasoned judgment* will influence many motorists this year in the selection of their *next fine car*.

If you are a motorist yourself, you will know the reason for this discrimination.

You know that the man who discards a heavy car is looking for the *light-weight car*—because he is tired of enormous gasoline and tire bills. You know he is looking for a comfortable car to drive and ride in—because he is tired of *constant exertion* in controlling a car; tired of suffering the jolts that a heavy car gets over rough roads. You know he is looking for a *safe car*—one that holds the road and stops and starts easily.

He is looking for that which the experienced motorist is finding—the *Franklin scientific-light-weight car*.

We invite you to visit our booth at the Automobile Show and *inspect* the Franklin Car. We will not only repeat the facts we have been telling the motor public about the Franklin Car—but we will *prove them personally to you*.

We will *prove* to you that the *scientific-light-weight construction* of the Franklin gives you the *greatest economy* ever recorded by any *fine car*.

We will *prove* to you beyond the shadow of a doubt the *safety and reliability* of the Franklin—whether *you, your wife or your young daughter is at the wheel*.

We will arrange a *Franklin trip* for you and your family, to *prove comfort*. We want you to drive the car yourself.

What you *find out* may mean your getting the Franklin a year or so sooner.

BRALY AUTO CO.

601 Washington J. C. BRALY, Pres. Main 4880, A 3881

Oregonian Leads in Automobile Advertising

During 1917 The Oregonian carried 60,396 lines more Auto Advertising than any other Portland paper.

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100% EFFICIENT The Solution for Your Used Car

Equip with a One-Ton or Two-Ton Western Truck Attachment. \$375.00 and \$400.00 F. O. B. Portland. New Western Ford Trucks (Immediate Delivery), \$775.

Used Trucks for Sale

- One Apperson (Jack Rabbit).....2½-Ton \$1200
- One Mitchell2-Ton \$ 800
- One Overland1-Ton \$ 750
- One Ford1-Ton \$ 600

A. J. LORMOR

533-35 Alder St.

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Portland, Or.

Moreland Distillate Trucks

Dependable—Serviceable—Economical

The Only Distillate-Burning Truck on the Market; 8 Years of Proven Success

Average Saving for One Year of 300 Working Days by Using a Moreland Distillate Truck Over the Average Gasoline Truck of Equal Capacity

	Miles per day	Miles per year	Miles per gal. of fuel	Gals. used per year	Average cost per gal.	Average cost per year	Moreland saves in 1 year	Moreland saves in 3 years
1-Ton Moreland Dist. Truck...	75	22,500	12	1875	\$0.10	\$187.50	\$221.50	\$664.50
Any 1-Ton Gasoline Truck...	75	22,500	11	2045	\$0.20	\$409.00		
1½-Ton Moreland Dist. Truck...	65	19,500	10	1950	\$0.10	\$195.00	\$238.20	\$714.60
Any 1½-Ton Gasoline Truck...	65	19,500	9	2166	\$0.20	\$433.20		
2¼-Ton Moreland Dist. Truck...	60	18,000	8	2250	\$0.10	\$225.00	\$289.20	\$867.60
Any 2¼-Ton Gasoline Truck...	60	18,000	7	2571	\$0.20	\$514.20		
4-Ton Moreland Dist. Truck...	50	15,000	6	2500	\$0.10	\$250.00	\$350.00	\$1050.00
Any 4-Ton Gasoline Truck...	50	15,000	5	3000	\$0.20	\$600.00		
5-Ton Moreland Dist. Truck...	40	12,000	4.5	2667	\$0.10	\$266.70	\$298.10	\$894.30
Any 5-Ton Gasoline Truck...	40	12,000	4.25	2824	\$0.20	\$564.80		

WE REFER WITH PRIDE TO THE FOLLOWING LOCAL OWNERS:

- Northwestern Electric Company
- Wells-Fargo & Co.'s Express
- Pioneer Auto Truck Company
- M. L. Kline
- Edlefsen Fuel Company
- Stephen Carver
- State of Oregon, Bureau of Mines
- Sterling A. Rogers
- Twohy Bros. Company
- Pacific Car & Foundry Company
- Peerless Pacific Company
- Occidental Warehouse & Transfer Co.
- Oregon Transfer Company
- G. F. Edelman
- George L. Van Dyke
- H. J. Tydeman

McCracken Motor Company

490 Burnside St. Portland, Oregon

Distributors for Oregon and Washington

1514 Broadway Seattle, Wash.