

BUY NOW, ADVISE ON MOTOR TRUCKS

Demand in Oregon is Greater Than Ever Before, but Rail Delivery Dubious.

TRUCK AID TO EFFICIENCY

Business Man or Farmer Who Buys Now Will Help His Own Business and at Same Time Contribute to Nation's Success in War.

This will be a great year for the motor-truck in Oregon. All indications point to an enormous increase in the number of trucks that will be put into service.

The only contingency in the present outlook that could prevent this would be sheer inability on the part of dealers in trucks to get trucks to supply the demand. The freight car shortage and freight congestion on the railroads are already hindering deliveries and this condition probably will become worse.

Unquestionably, now is the time for the prospective truck purchaser to buy his truck. If he possibly can do so. Taking chances with the freight situation later on when the supply of trucks now on hand has been sold out is decidedly risky.

In the East, South and even the Middle West, the problem of truck deliveries is being met by driveaways. This is, dealers go or send to the factory, obtain an allotment of trucks and drive them under their own power back to their home towns. Hundreds and even thousands of trucks are now being delivered in this way. Driveaways of 400 miles are not uncommon and in a few cases they have been over distances as great as 1000 to 1200 miles.

Driveaways Not for Northwest.

The prediction is made that before the present year is out, such driveaway deliveries will be the rule rather than the exception. There is a patriotic side to the driveaway, in that every one of them releases freight cars for other transportation needs.

But out here on the Pacific Coast the driveaway is prohibitive. Obviously, offers no solution to the problem of delivery. The distance is too great; the time consumed and the cost make the driveaway prohibitive. Consequently, Pacific Northwest truck dealers must depend on the railroads to deliver their trucks from the factories.

While some dealers believe that the Government spruce drive in Oregon and Washington and the need of sending empty cars out here for loading that could be utilized to bring trucks and passenger automobiles will make the situation in this regard easier than has been anticipated, the fact remains that the purchaser who waits to buy a truck is doing so at his own risk and that now is the logical time to buy.

Only within the past year or two has Oregon really awakened to the tremendous possibilities of motor-truck transportation. In fact, it took the war to bring business men all over the country to realization of the value of the motor-truck.

Truck Tackles Short Hauls.

More and more is the motor-truck in this state being utilized on the short hauls that were formerly handled by the railroads. The recent urgent recommendations by the Council of National Defense that motor-trucks handle short hauls wherever possible and release railway equipment for the long haul work, has emphasized still further the practical possibilities of motor-trucks as freight carriers.

In any freight transportation business, it is the long haul that is profitable and the short haul that piles up costs. This is due to the fact that the fixed overhead costs are virtually the same in both cases and is as true of the motor-truck as it is of the railway. Right the fact remains that a 50-mile haul, which would be a short haul for a railroad, is a long haul and therefore a profitable haul for a motor-truck.

The steady improvement of Oregon highways under the comprehensive programme of the State Highway Commission is rapidly extending still further the usefulness of the motor-truck in Oregon as a factor in relieving the railroads of their short hauls. To be at greatest efficiency the motor-truck must have good roads to operate upon.

No Demerage With Truck.

A recent editorial in the Washington Times very succinctly sums up the advantages of the motor-truck in handling railway short hauls. The facts presented in that editorial apply with as great force to Oregon as to any other section of the country.

"The motor-truck with a trailer can carry a load almost unbelievable on any fairly good road," says the writer. "Every ton carried on short haul by a truck means one ton less for railroads to carry."

"In hauling by the motor-truck there is no demerage. The load goes from the point of delivery. Every minute is saved, for the trailer can be dropped and the truck can go for another load while the dropped trailer is unloading."

"The cost of hauling by motor-truck has been steadily reduced and is now very low. Allowing for demerage and the fact that there is no loading from the railroad siding to the point of delivery, it is safe to say that for the short haul the motor-truck is more economical than the freight train."

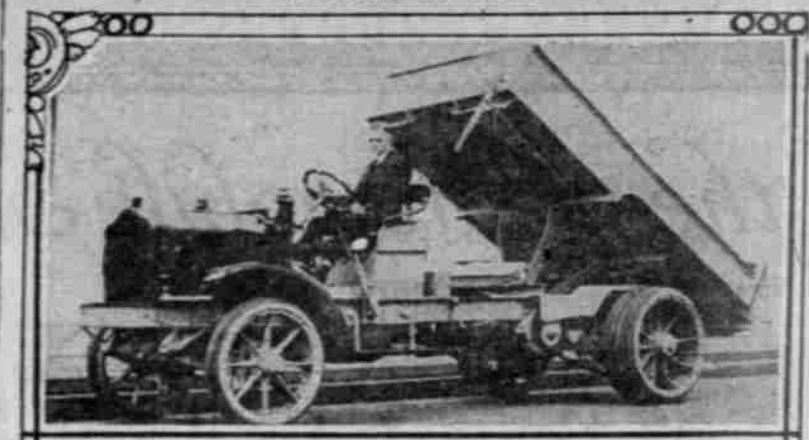
"Let the motor-truck take care of the freight within 25 to 50 miles of big cities and even longer distances. Let railroads concentrate on the long haul—and thus save the constant stopping of trains and shunting of freight trains, save the use of freight cars as storage warehouses on sidings, unload upon the motor-truck the hardest, most expensive short-haul work of the railroads and in spite of war, railroads and motor-trucks combined will do the Nation's work and make it unnecessary to hinder, cripple or utterly destroy the national industries."

Truck Far Cheaper Than Horse.

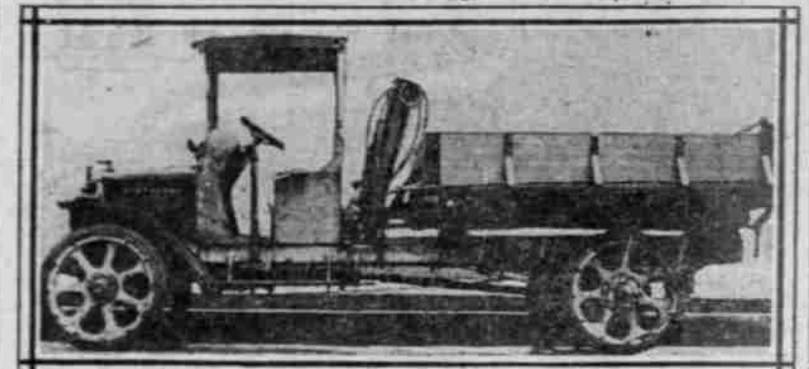
The motor-truck is far cheaper to maintain and operate than the horse and its capacity for continued work is almost unlimited, while that of the horse is strictly limited. While a horse is hauling 20 miles a day, which is about the extreme daily average of his capacity, the motor-truck can be making its 100 miles a day. And every additional mile that it works reduces its overhead and operating costs. It is one of the great features of the motor-truck that it can be operated efficiently both day and night, for months and months on end.

In 1914 only 24 motor-trucks were sold in Oregon, exclusive of Ford trucks, of which no record was kept. In 1917 a total of 603 trucks, exclusive of Fords and 214 Fords, were sold, a gain of more than 250 per cent. That big increase is only an indication of the demand for trucks in Oregon this year. Last year's figures will easily be doubled and tripled, and perhaps quadrupled if only the trucks can be obtained. It is safe to say that every truck that can be obtained by Oregon dealers will be sold and that they will not fill the demand.

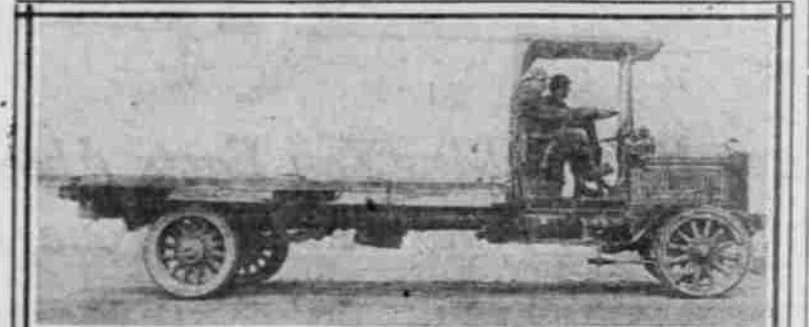
SOME OF THE TRUCKS THAT WILL BE ON DISPLAY AT THE AUTOMOBILE SHOW.



White 5 Ton Dump Truck.



Denby 2 Ton Truck.



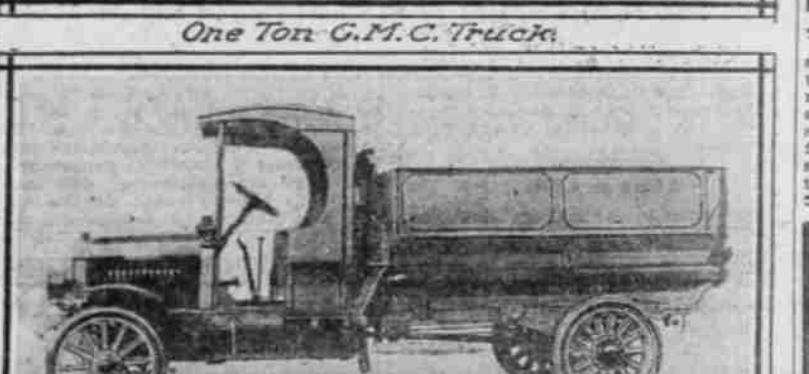
Moreland 4 Ton Truck.



Indiana 3 1/2 Ton Truck.



One Ton G.M.C. Truck.



Master 2 Ton Truck.

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Truck Exhibit Educational.

There are towns in Eastern Oregon—and large towns—where two years ago there were not a motor-truck. One of these towns alone took nearly 75 trucks in the year just past, and the field has scarcely been tapped. Similar conditions prevail in the Willamette Valley, in Southern Oregon—in fact, through the whole state.

One of the most interesting features of this year's big automobile show in Portland, which opens next Thursday night, February 7, will be the truck department. More space than ever before has been devoted to trucks. The purpose is to educate the business man, the farmer, any man who makes extensive use of transportation, to the efficiency and practical utility of the motor-truck in his business.

The automobile show is not a profit-making affair. Its purpose is educational. The truck dealers represented at the show will be only too glad to prove to any business man how through a motor-truck or trucks he can not only add to the efficiency of his business, but aid the Nation as well.

AUTOS ON GUARD IN BRITAIN

Home Defenders and Machine Guns Thick in England.

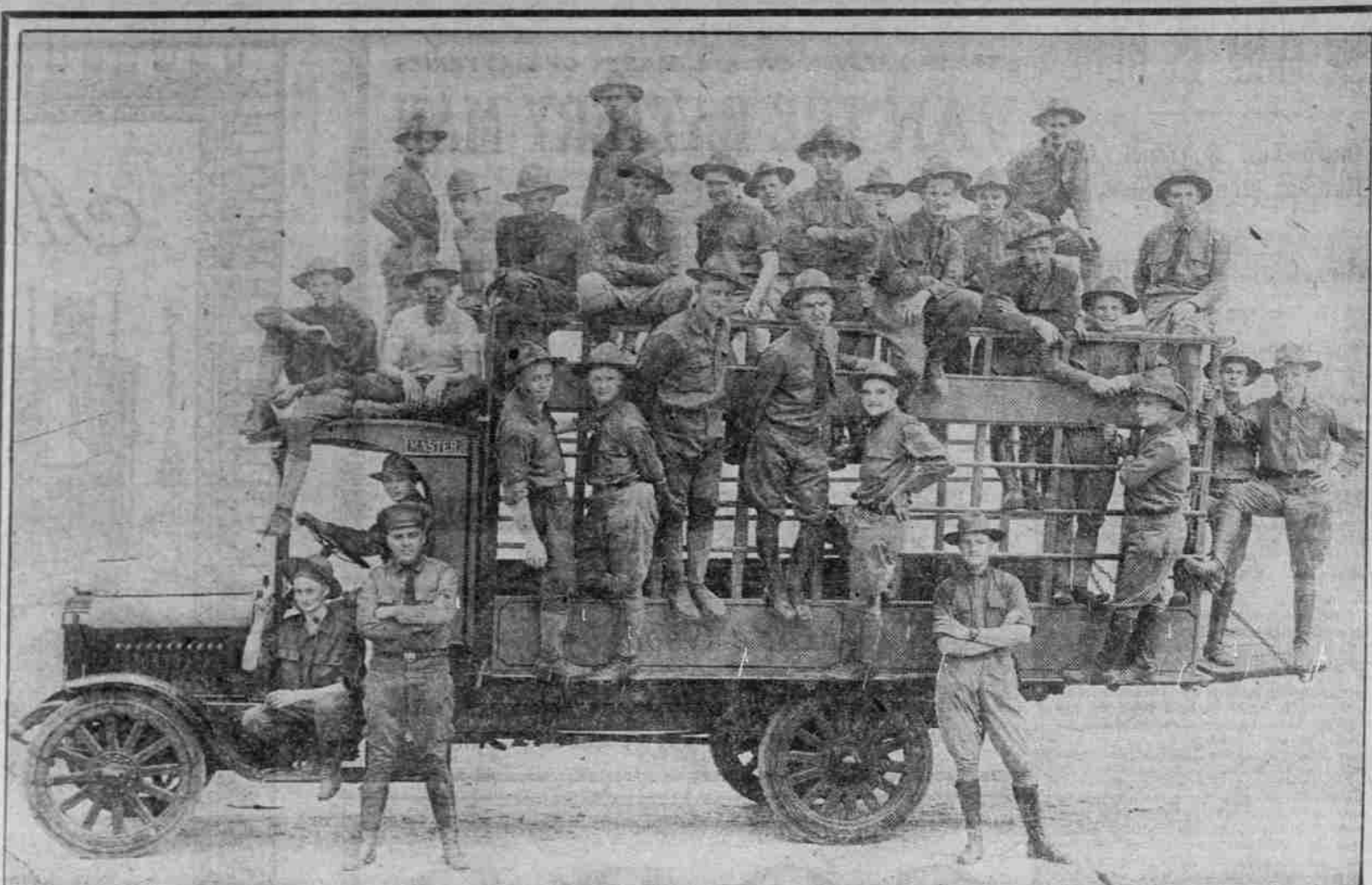
The British are making use of the passenger automobile for home defense. Instead of waiting for the Home Guards to march to a threatened spot, they are whiked thither in motor cars, says Milestones. With a machine gun and four riflemen, this is a very formidable little fighting unit in case of a landing by airship or submarine.

Anti-Skid Chain Breaks.

When the crosspieces of the anti-skid chain break, so that the chain strikes against the fender in passing, it is poor practice to wire the broken pieces across the tire, as the wire will quickly be worn through. By wiring under the felloe a more permanent repair may be secured.

TIRES AND FROZEN HIGHWAYS

Hard Road Surface Bad for Wear, and Repairs Are Imperative. Frozen ruts cannot always be avoided and may do considerable damage to tires.



Master Truck

See This New Line of Trucks at the Auto Show

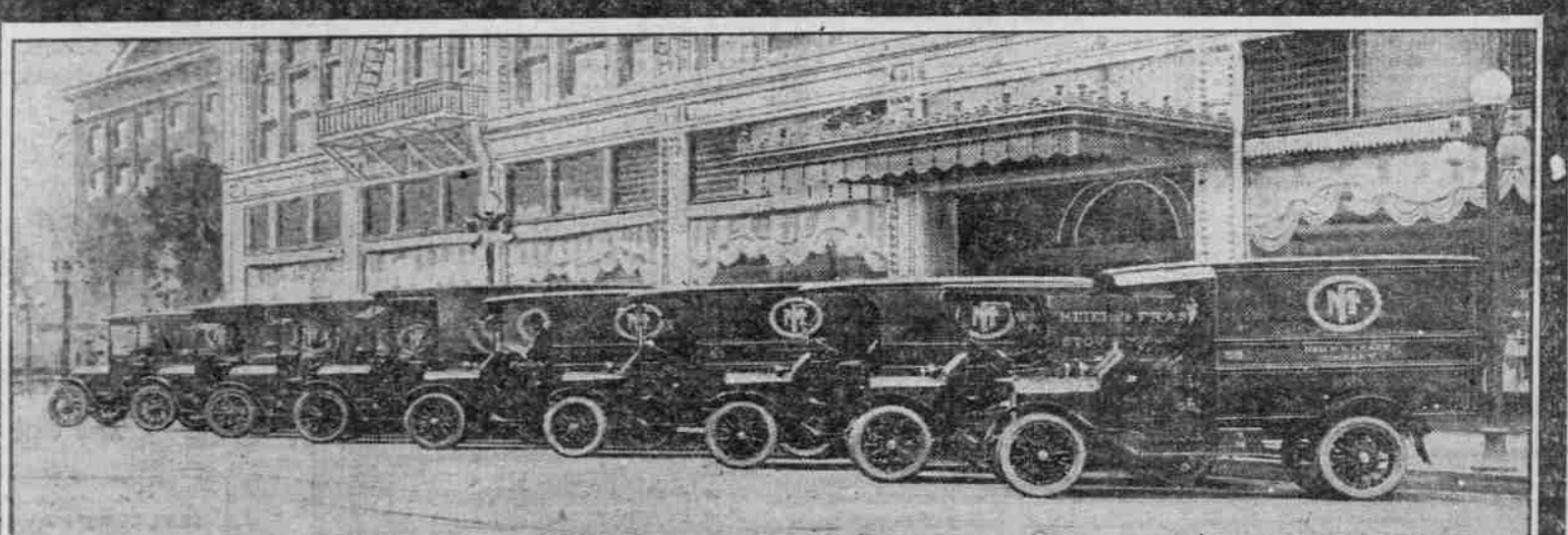
The Portland Tire & Truck Company announces the arrival of the Master line of motor trucks—the truck that has two rear axles, a solid forged I-beam axle that carries the load and a live axle that applies the power to the wheels near the rim, giving a tremendous driving leverage and adding 45% to road clearance. The truck that employs the justly celebrated Torbensen internal gear drive, made by the largest builder in the

world of motor truck rear axles, and guaranteed to every buyer for the life of the truck, with the internal driving gears guaranteed for a period of two years. See the Master trucks at the Portland show. The masters of the load on any road. Load-carrying capacity two to three tons—three to five tons. Bodies to meet every requirement.

Dealers Desired in Every District

PORTLAND TIRE & TRUCK CO., Distributors
71 Broadway, Portland, Oregon

age to tires, says Milestones. As the tire travels in the rut the side may rub against the frozen edges, and the sides of a tire are not intended to stand such wear. The must be made flexible to give resiliency to the tire, so that the wear-resisting rubber in the tread is not suitable for sidewalls. But wear usually occurs on the side of the tire away from the car. If the sidewalls of your tires are suffering, it is well to reverse them. Where they are badly snagged, it is imperative that repairs be made at once. Rubber should be vulcanized over the worn spots to protect the fabric from moisture and disintegration. If this is done the normal service from the tires will not be greatly affected, but if the spars are neglected, the tire is likely to be ruined.



FLEET OF GMC TRUCKS OPERATED BY MEIER & FRANK

Meier & Frank keep accurate cost records, and buy trucks from results shown.

The last nine trucks purchased were GMC, the most economical in every respect, backed by real service.

Can you, without any means of knowing truck costs, ignore these facts?

SEE GMC TRUCKS AT AUTO SHOW

Wentworth & Irwin, Inc.

OREGON DISTRIBUTORS

SECOND AND TAYLOR STS.