

COUNTRY LINKED UP BY MOTOR TRUCKS

Long Truck Lines, Competing With Railroads, Sure to Come After War.

GREAT FUTURE FORESEEN

Peter McCracken, Moreland Distributor, Tells How Interchangeable Bodies Will Revolutionize Truck Transportation.

BY PETER B. MCCRACKEN, Distributor, Moreland Truck Co. Oregon and Washington.

What is the future of the motor truck on the Pacific Coast? How does it affect food prices and living conditions generally?

This was the big question put to me by a leading business man of Seattle, Wash., the other day. He asked it casually. Little did he know the depth of his query, the all-reaching ramifications of the motor truck into the countless phases of modern human existence.

In the first place, the motor truck has solved, or in a great measure so, the present day interurban transportation problem. It brings the farm and the city together; it establishes a contact between producer and consumer that reacts vitally and directly on the public health. For it means that really fresh foodstuffs are to be had. Vegetables and life-giving greens are not picked, looted and shipped many miles by express. They are picked and delivered the same day they are placed on the public tables for the housewife within a few hours after leaving the grower's growing plants.

Motor Truck Aids Good Roads. The merchant I was talking to had never thought of the motor truck in this connection. His flights of commercial fancy had never gone as far afield; he seldom thought of healthy minds and bodies in connection with his business. Yet the minute the point was made he grasped the vital fact that his own commercial life, and the lives of his associates and competitors, depended in countless ways on the motor truck's bearing on modern existence.

Once in a while some publicity seeker raises a cry against the motor truck and its use of the good roads. Do the pleasure-seekers or the business men—the farmers and distributors—have more to do with paying the taxes which furnish the funds for the good roads? Most persons, looking at the question in its broader aspect, would unhesitatingly say the commercial vehicle did more.

The average person occupied with the many problems of life is far too prone to criticize the commercial car as a menace to travel, as a highway destroyer and as an evil in ways too numerous to mention. They do not even try to understand the modernized methods of transportation the construction and maintenance of the good roads movement would be practically impossible. The statistics prove that it is the horse-drawn vehicle with its steel tires, and not the rubber-tired motor vehicle, that has done the most to retard the progress of the good roads.

Coast Truck Lines Coming. It is an unquestioned fact that, with every additional foot of good roads laid, the permanency and commercial potential and physical need of the motor truck is more firmly established. The entire Pacific Coast has taken up the question of solid, lasting highways. Within a very few years a heavy truck line will run from Canada to Mexico with a full load in less than a week. In the old days it was no great feat for loads of produce to be driven on six-day journeys to reach the favorable market. What to prevent the producer of the future from seeking his markets far afield, from making Oregon, Washington and California close neighbors?

And not only will these three states become more closely welded because of this modern transportation vehicle, sooner or later a line of transcontinental trucks will be carrying Pacific Coast products right into the East. They will compete with the railroads. The coming of the interchangeable bodies, used with absolute success by many prominent wholesale firms on the Coast, will mean that continuous 24-hour-a-day trips across the country will be a short-term business proposition. The modern commercial vehicle, built by a reputable manufacturer, can run for two days and nights without a stop. This is the motor truck's railroad engine ever devised can do.

Truck "Fony" Express Foreseen. What is to prevent the owner of a transcontinental line of trucks from reverting to the old pony express—running his trucks over a certain division and then swinging them over to another body onto a fresh machine and continuing on the way? Nothing in the world, for scores of trucks of our own make (and I presume hundreds made by other manufacturing concerns) have run every day in the year without losing a single trip for their owners because of mechanical mishaps. The practical perfection of the motor truck is already assured, and a regular transportation service clear across the country would be but a matter of arranging a proper schedule.

California has taken the lead in good roads building, but Oregon and Washington are not far behind, making up in added vigor the advantage gained by the Golden State at the start of the bonnyard movement. In other years, before these smooth, water-defying roads were constructed, the winter season was one of gloom for both farmer and merchant. They were as widely separated as though at opposite ends of the earth. Now, with traction-defying mud eliminated, the farm and the city are practically one—no longer does the merchant look for a tremendous drop in business the minute the heavens begin their down-pour; he no longer does the farmer feel cramped up until Spring the minute Winter presents itself.

The conditions of trade—of buying and selling—are balanced, for no longer is the summer all too short and the winter all too long. They are equalized for both producer and consumer—and all because of the good roads and the motor truck that have both hastened their building and made their completion productive of revenue.

Avoid Back Kick. When using the self-starter, be sure that the spark is retarded, as a back kick may wreck the mechanism. This is not necessary if the car is equipped with a magneto, as the engine starts best when magneto spark is advanced.

The Record—in detail WHY EVERY THIRD TRUCK SOLD IN OREGON IS A REPUBLIC!

Table showing New Motor Trucks Registered in Oregon for 1917, categorized by make and type. Includes columns for various makes like Republic, GMC, Duesenberg, etc., and a Total column.

Taken from the 1917 License record of the Secretary of State. Thus, you see, REPUBLIC TRUCKS are a three-to-one favorite!

PORTLAND PRICES FROM \$1075 TO \$4885

ROBERTS MOTOR CAR COMPANY Oregon Distributors Portland, Oregon

M'RELL GIVES TIP

Fishing Mighty Good in the McKenzie, He Declares.

TRIP FEASIBLE BY AUTO

Member of C. L. Ross Automobile Company Drives to Eugene and Vicinity in Hudson Super-Six, Finds Going Good.

Fishing in the McKenzie River when the season opens tomorrow will be better than ever, declares R. J. McReil, of the C. L. Ross Automobile Company, who returned last week from a trip to Eugene and nearby points.

Nine Thousand Cars Registered.

TACOMA, Wash., March 2.—(Special.)—Nine thousand pleasure cars and trucks, a growth of 88 per cent in a year, are registered in Pierce County.

Motorcycles Exported.

The imports of motorcycles into Australia during 1916 amounted to nearly \$200,000, which \$60,000 worth came from the United States.

MANAGER OF WORLD'S CHAMPION WHITE SOX DRIVES DORT CAR.



CLARENCE ROWLAND (RIGHT), OF THE CHICAGO SOX, MEETING JOHN D. MANSFIELD, OF THE DORT MOTOR CAR COMPANY. Clarence Rowland, manager of the world's champion White Sox baseball club, has purchased a Dort Fourseater car for the personal use of himself and Mrs. Rowland.

OVERLAND SEDAN COSY

ENCLOSED CAR IS ADAPTED TO ANY CLIMATE. By Merely Raising or Lowering Glass Windows It May Be Opened or Closed With Ease.

men is putting in drainage systems, chiseling these for the most part out of solid rock and using the rock so obtained as ballast on other stretches preparatory to hard surfacing.

South of Newberg the roads are good, with gravel surface to Dayton. From there to the Wheatland ferry the road is dirt, but in good condition, and has been recently dragged. Thence to Salem the highway is hard-bottomed and gravel-surfaced, but rough.

Figures on the Natural Gas Output of the United States, for 1916.

The plan now made by the Forest Service is for grading and graveling the road inside the Quinalt Indian reservation.

ROADS TO TAP SPRUCE

HOQUIAM, Wash., March 30.—(Special.)—Five and a half miles of highway are to be built from Lake Quinalt northeast as an extension of the Olympic Highway.

OLYMPIC HIGHWAY TO BE EXTENDED AT ONCE.

Federal Government and State of Washington to Co-operate in New Road Programme.

KNOW HOW TO DESCRIBE CAR

Velle Man Tells How Owners Can Aid in Recovery of Stolen Cars.

DAWSON VISITS TIRE FACTORY

Famous Racer Inspects Goodyear Plant Where Cord Tires Made.

CLARENCE ROWLAND (RIGHT), OF THE CHICAGO SOX, MEETING JOHN D. MANSFIELD, OF THE DORT MOTOR CAR COMPANY.

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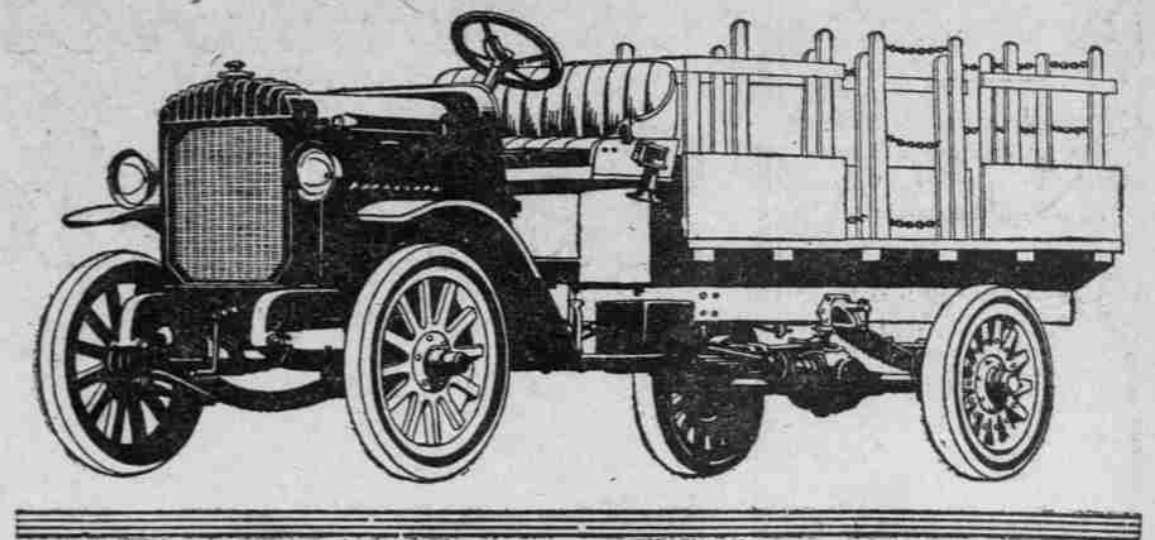
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NASH



Nash Trucks Prevent Hauling Delays

Your business is protected against hauling delays when Nash trucks are carrying your loads.

Congested freight conditions have made your hauling problem more vital than ever before. The one solution seems to be a greatly increased use of high grade motor trucks such as the Nash.

For long range hauling between cities, as well as for a greatly extended transportation service within the city itself, Nash trucks are especially adapted.

They are unusually powerful, dependable and economical in the hardest service. Equipped with automatic locking differentials, they get through where other trucks not possessing this important feature cannot go.

This automatic differential is an equalizer of power. If for any reason one driving wheel loses traction momentarily, its mate gets practically all the power and pulls the truck out of difficulty.

Let a Nash transportation expert show you which Nash Truck will best fit your hauling needs.

THE NASH MOTORS COMPANY KENOSHA, WISCONSIN Manufacturers of Passenger Cars and Trucks Including the Famous Nash Quad

Nash Trucks and Passenger Cars Are Now on Exhibition at Our Salesrooms

Portland Motor Car Co. Broadway 521 Tenth at Burnside Street

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DAWSON VISITS TIRE FACTORY

Famous Racer Inspects Goodyear Plant Where Cord Tires Made.

TIRES Save Dollars on Your Tires

Just received Victor Springfield and Fisk Tires in following sizes

SPECIAL WHILE THEY LAST

32x3 1/2 Victor Springfield Non-Skid, Straight side, reg. price \$17.55, our price \$15.55

32x3 1/2 Victor Springfield Ribbed Tread, straight side, Regular price \$17.50, our price \$16.55

30x3 Victor Springfield Ribbed Tread, C.B.cher, Regular price \$18.90, our price \$18.90

GUARANTEED

32x4 Fisk Red Top, Straight Side, regular price \$25.85, our \$27.60

32x4 Fisk Black Top, Straight Side, regular price \$25.85, our \$22.25

Guaranteed 4000 and 6000 Miles. We Have Only the Above Sizes in These Makes. Mail Orders Filled While They Last.

Portland TIRE CO. 331 Burnside St., Portland, Oregon.