

# PORTLAND CENTER FOR TRUCK LINES

### Territory for 30 Miles About Gets Service by Motor Freight and Express.

### SHORT HAULS ARE HANDLED

G. M. C. Trucks From Wentworth & Irwin, Distributors Here, Doing Much of Pioneer Work in Serving the Countryside.

Back East, where the traffic congestion is greatest, the United States Government is giving active encouragement to a movement to have the short freight hauls handled by automobile trucks, thus releasing railroad equipment for the longer hauls. Many inter-city automobile freight and express lines have been established, and they are proving so successful that folks are wondering why it wasn't done long ago.

Not so much is heard about inter-city freight and express service by automobile truck in this section. It will be a real surprise to many persons to learn that Portland is already the hub of a widely extended series of truck, express and freight lines to towns 20, 30 and even 40 miles distant.

These trucks operate on regular schedules. They run Summer and Winter, rain or shine. They are speedy and reliable. Their service beats that of the railroads, which now have much more business than they can attend to promptly, all the way from hours to days.

William Josie Pioneer. Wentworth & Irwin, Inc., of Portland, distributors for the G. M. C. trucks, have done much constructive work in establishing a number of these inter-city truck lines. Their 2-ton G. M. C. truck has proved itself particularly adapted to this service, and from being pioneers in the field Wentworth & Irwin have made a special study of the possibilities of the automobile truck in interurban freight and express work.

Four years ago a slightly-built young man who gave his name as William Josie came to Wentworth & Irwin with an idea. His idea was the then decidedly unique and doubtful suggestion that a motor truck daily freight and express service between Portland and Vancouver, Orchard, Brush Prairie and Battle Ground, Wash., about 25 miles from here, would be a big money-maker.

Mr. Josie was not a mechanic and he didn't know a great deal about automobiles. Neither did he have enough money to pay for the truck he proposed to put in this service. But he had the idea and he talked it so persistently and persuasively that he won. That truck paid for itself, besides giving William Josie a good living meanwhile, in a few months. Today he is no longer a slight young man, but a very husky and muscular citizen, and he now operates not only the original 2-ton truck with which he began, but two other G. M. C. trucks as well on this run. They operate almost on train schedule and they never miss a day except Sunday.

Return Load Problem Solved. Mr. Josie hauls out supplies, furniture and all manner of goods from Portland to the country merchants and residents of that section, and he hauls back their produce to Portland. Getting return loads, of course, is the secret of conducting a paying business of this kind. When no other loads are available, which is not often, Mr. Josie has his business so well organized that he brings in cordwood to Portland.

About a year ago Arnold Nelson, of Portland, bought a 2-ton G. M. C. truck of Wentworth & Irwin and put it to work on the run from Portland to Sherwood, Tualatin and Newberg. He makes one round trip each day and has about all the freight and express shipments he can handle. He takes out freight and brings in baled hay and other seasonal produce. His return load one day last week consisted of a truckload of ship knees, and he often brings in calves, hogs and other stock.

Watkins Bros., of Portland, saw the possibilities of an automobile freight and express service to Oregon City. They make daily trips and always carry full loads. They go to Oregon City via the East Side route and return by the West Side, thus serving a large territory with their 2-ton G. M. C. truck.

Dan Pierce, of Forest Grove, makes weekly round trips between the two towns. A couple of weeks ago his outgoing load consisted of sewing machines. He hauls in berries and other produce, making daily trips during the fruit canning season. In between times he does a local express business in Forest Grove. He also has a 2-ton G. M. C. truck.

McMinnville Gets Weekly Service. J. R. Hartzell, of McMinnville, with a 1 1/2-ton G. M. C. truck purchased from Wentworth & Irwin, makes weekly round trips between McMinnville and Portland. He has been on this run a year and business is increasing so that he soon may have to increase the service to two round trips a week.

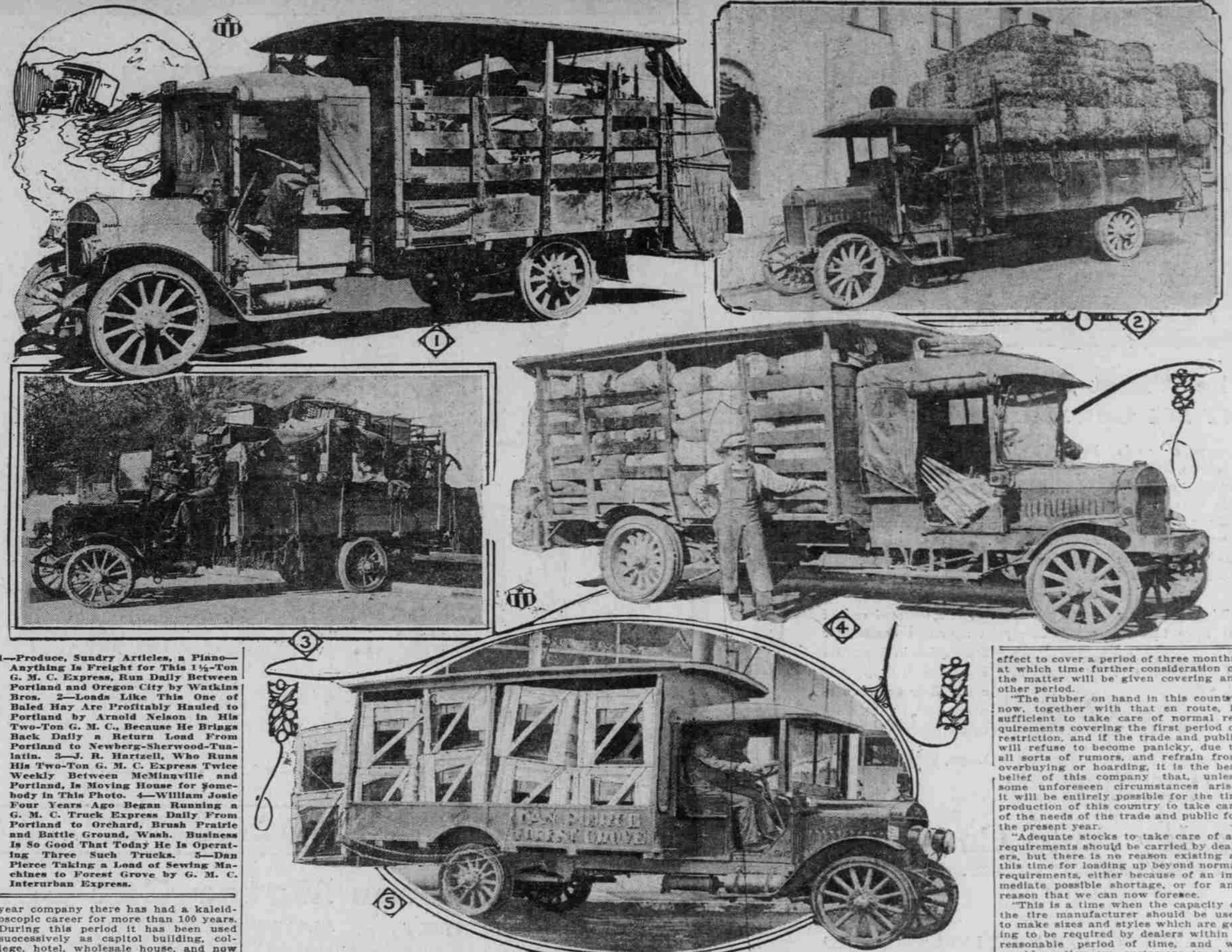
In general, the rates by motor truck are about on a parity with rail freight rates, but the service is very much quicker. Of course, some of the heavier articles of freight are not as yet hauled by automobile truck, but the trucks handle a surprisingly large variety of shipments.

As the main highways are improved in line with the programme of the State Highway Commission, this automobile truck interurban service is certain to expand very greatly. Just how great this expansion will be can be judged from the case of Southern California, where inter-city truck lines are developed probably to a greater extent than in any other state, a fact attributable entirely to the network of hard-surfaced roads.

There the unvarying result of this extension of automobile truck service has been the upbuilding of the small towns into important centers. The reason is very plain. The small-town merchants are able, through the quick, reliable motor truck service, to keep their stocks right up to date and to obtain almost immediately from the city any article in stock that is called for. Their customers no longer find it necessary to go to the city to make purchases, but spend their money at home, and the whole community benefits.

AMERICAN TIRES IN AFRICA. Goodyear Tire & Rubber Company Builds Up Big Business There. One of the foreign countries in which American-made tires have been introduced very successfully is South Africa. The Goodyear Tire & Rubber Company, of South Africa, has built up an extensive trade in this rapidly-developing automobile country, with headquarters at Cape Town. The building now in use by the Good-

SURE, WE HAVE 'EM! AUTO TRUCK EXPRESS LINES RADIATE FROM PORTLAND HUB OUT TO THE SMALLER TOWNS FOR MILES INTO OREGON AND WASHINGTON.



1—Produce, Sundry Articles, a Piano—Anything Is Freight for This 1 1/2-Ton G. M. C. Express, Run Daily Between Portland and Oregon City by Watkins Bros. 2—Lands Like This One of Baled Hay Are Profitably Hauled to Portland by Arnold Nelson in His Two-Ton G. M. C. Because He Brings Back Daily a Return Load From Portland to Newberg-Sherwood-Tualatin. 3—J. R. Hartzell, Who Runs His Two-Ton G. M. C. Express Twice Weekly Between McMinnville and Portland, Is Moving Home for Somebody in This Photo. 4—William Josie Four Years Ago Began Running a G. M. C. Truck Express Daily From Portland to Orchard, Brush Prairie and Battle Ground, Wash. Business Is So Good That Today He Is Operating Three Such Trucks. 5—Dan Pierce Taking a Load of Sewing Machines to Forest Grove by G. M. C. Interurban Express.

## EXIDE SERVICE IS HANDY

"BATTERY TESTED WHILE YOU SLEEP" IS SLOGAN. Storage Battery Company Sends Out Service Men to Inspect Cars in Garages.

This is a day of new ideas and the latest is the brand new idea of the Storage Battery Company, local Exide distributors, who have started what they call the Exide testing service. Realizing that hundreds of cars kept in public garages do not get the usual attention of their storage batteries, the Storage Battery Company has service men who call on the garages at night when the largest number of machines are in respect each battery, filling it with pure distilled water when needed. A full report of the battery's condition is left for the owner's perusal.

The service is absolutely free and is of great benefit to the garage men, as it enables them to give expert free service to their customers.

It is of equal value to the busy car owner, as he has a full written report on his battery each week. The Storage Battery Company has been in business here for several years and has recently moved into its new building at 345-350 Couch street. The new building gives it what is said to be the largest and best equipped exclusive battery service station in the Northwest. Exide batteries are handled exclusively.

## RAYFIELD CUTS COSTS

E. R. WIGGINS GIVES ADVICE ON CARBURETORS. Perfect Balance Obtained for Mixture Especially Noticeable in Climbing of Hills.

With the high price of gasoline, automobile owners are looking to the carburetor to save them all possible on the item of expense. "It is extremely important that the right carburetor is used, and it will pay anyone to discard an old carburetor if it is not working properly," said E. R. Wiggins, of Archer & Wiggins, distributors for the Rayfield carburetor.

"You ask me why you should buy a Rayfield carburetor. Here are some of the reasons: While the adoption of a Rayfield would be to your advantage for several reasons, perhaps the chief argument in its favor is economy—the fact that it will pay for itself at the end of a few thousand miles.

"Of great importance also is the increased speed, power, flexibility and the minimizing of carbon troubles. "These desirable features are incorporated in the Rayfield. Each has been worked out to the highest state of efficiency.

"The two simple adjustments provide the means of obtaining a perfect mixture at all speeds.

"A dash regulation of needle valve position is provided for varying motor and atmospheric temperatures. This insures easy starting and does not disturb the balance of the mixture, the same ratio of gasoline and air being maintained throughout the different throttle positions, which enables the driver to proceed immediately after starting his cold motor, without being subject to the delay and annoyance of waiting for the engine to warm up.

"The perfect balance of the mixture is most noticeable in hill climbing, where the last bit of power in the motor must be available. A marked con-

## TIRE DEALERS ADVISED

NO CAUSE FOR PANIC IS REASSURING NEWS. United States Tire Company, in Letter to Trade, Sums Up the Tire Situation.

The attitude of the United States Tire Company with regard to the situation created by the Government's regulation of crude rubber importation is set forth in the following letter just issued by that company to the trade: "As there have been many rumors recently of varying nature regarding the effect on the production and supply of tires, due to the Government regulation of crude rubber importation and policies adopted by some people in the trade, which do not seem to reflect the true situation, we will give herein some facts, as we see them, which, we believe, will be acceptable to dealers.

"In order to conserve boat tonnage for military requirements the Government has restricted the importation of crude rubber, the present order in-

effect to cover a period of three months at which time further consideration of the matter will be given covering another period.

"The rubber on hand in this country now, together with that en route, is sufficient to take care of normal requirements covering the first period of restriction, and if the trade and public will refuse to become panicky, due to all sorts of rumors, and refrain from overbuying or hoarding, it is the best belief of this company that, unless some unforeseen circumstances arise, it will be entirely possible for the tire production of this country to take care of the needs of the trade and public for the present year.

"Adequate stocks to take care of all requirements should be carried by dealers, but there is no reason existing at this time for loading up beyond normal requirements, either because of an immediate possible shortage, or for any reason that we can now foresee.

"This is a time when the capacity of the tire manufacturer should be used to make sizes and styles which are going to be required by dealers within a reasonable period of time, and we would caution our customers to place orders for their requirements well in advance in order that we may shape our production to what will actually be required, instead of using our materials and capacity to a certain extent in making sizes and styles which would necessarily have to be carried on hand for an unreasonable period of time."

Don't permit your spotlight to blind the drivers of approaching cars.

### War Economy

It is real war economy to buy Republic Tires because they last longer.

They are made by the Pröidium Process.

This process toughens and strengthens the rubber.

The patented Staggard Tread of Republics gives maximum non-skid with minimum friction.

Republic Black-Line Red Inner Tubes have a reputation for freedom from trouble

The Republic Rubber Company  
Youngstown, Ohio

PORTLAND TIRE & TRUCK CO.  
Distributors  
71 Broadway. Phone Broadway 2162

## HOOD HAS REASON

Slope of Franklin Radiator Is Real Safety Feature. DESIGNER EXPLAINS WHY

Much More of Roadway Visible to Driver of Franklin Than With Conventional Type With Its Large Radiator Front.

The characteristic design of the Franklin hood has always been a subject of interest to almost everyone who follows automobile style.

"Many explanations have no doubt been offered unauthoritatively for its sloping front," says Mr. Emond, body designer for the Franklin Automobile Company, "but few, indeed, unless they are Franklin owners, ever recognize the element of safety that such shape of hood embodies.

"The man who has been accustomed to driving a Franklin has only to take the wheel of almost any other car to appreciate the advantage the Franklin hood design gives when driving.

"The conventional type of hood with its large radiator area in front shuts off a large portion of the road directly before the car. This makes it necessary to use considerable judgment and attention in order to pick one's way around ruts or obstructions in the road, particularly when driving speed.

"The slope of the Franklin hood permits the average man to see the road clearly within ten feet of the front wheels. Bad spots can be avoided with greater ease and surety.

"In addition to the feature of safety found in this shape of hood, it also plays an important part in lengthening the life of the car, through the fact that many bumps can be avoided that would otherwise be not only discomforting to the occupants of the car, but also hard on the mechanism and tires.

PAIGE MAKES BUSINESS PAY For-Hire Car in Seattle Gets 125,000 Miles, Earns \$8000 Net.

James Johnson, who is a familiar figure on Seattle streets, has made the for-hire business pay big dividends in the past three years. He operates four cars in the livery business and has made the purchase price of three of his cars from the net earnings of the business.

Late in the Fall of 1915 Johnson bought a Paige, and, according to word received here by Cook & Gill, Paige distributors, the car has a mileage of 125,000 miles to its credit. Johnson figures that this car alone has netted him in three years a little more than \$8000, and the machine is in splendid condition now. Three additional Paiges have been added to Johnson's for-hire fleet, and now all four cars run steadily, day and night, rain or shine.

"The Paige is adapted to the requirements of the for-hire business, because it is never in the shop, so to speak," said Mr. Johnson. "I have not kept track of the repairs on each individual car, but they have been small. The principal item is lost time, and I have lost very little time on these cars. They are out in all kinds of weather, over all road conditions and they always come through and make a profit. I am going to buy another, and would buy more if the labor problem wasn't so perplexing."

# PAIGE

The Most Beautiful Car in America

## Out There

After months of hibernating, it is a great privilege to hike for the "open" when the first days of summer arrive. That is the season when every normal family wants to forget sweltering cities, party manners and all the other features of unnatural living. A tiny cottage with a ten foot garden begins to look mighty interesting—for the grass is actually green, the air is pure, and there are wonderful possibilities for a hammock and a good book.

Why not break away from the "cliff dwelling" this summer. It is really quite simple. Pick out a spot not too far from the office—buy yourself a sturdy, dependable five-passenger car like the Paige "Linwood"—and just see what happiness it will bring to you and every member of the family. Remember, there are no mile posts when you own a Paige.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

## COOK & GILL CO., Inc.

DISTRIBUTORS  
Broadway at Everett  
Portland, Oregon