

**PROBLEM OF TIRES  
VITAL FOR TRUCKS**

Firestone "Giant" Solves Difficulty, Says Dealer.

**THEIR EFFICIENCY PROVED**

Scientifically Designed Tires Meet Every Transportation Need in Heavy Trucking Work.

"The success of the Firestone Giant tire in meeting the problem of heavy trucking is due to its principle of construction," says J. L. Carson, of Fletcher & Carson, distributor of Firestone truck tires. The shortcomings of the narrow, single and dual tires have been overcome in the wide reaching of the Giant. The big flutes or grooves and resiliency absorb the bulge caused by heavy loading. They form a cushion that takes the jolt out of the rough spots and protects the mechanism of the truck. The grooves also prevent spinning of the wheels and insure perfect traction on slippery pavements and through mud, sand and snow.

"As motor trucks become more and more a vital factor in trade building, as the element of delivery service becomes more and more important in the battle of business competition and the co-operation with present-day war needs, so does it become more important that the tire equipment exactly match the service needs of maximum efficiency.

"Among the foremost in its field, the Firestone Company has kept pace with every step forward in the truck industry by building up a line of commercial vehicles and every type of service. Starting with a study of each type and size of truck as it is produced, and analyzing every condition of service each may meet, Firestone builders are prepared for the personal or individual requirements of every operator.

**Design Scientific One.**  
"Every classification of service is sharply drawn at the factory. The engineers create the design of tires to fit the work—the chemists develop the compound to fit the work, and the specialists in building see that every step in the manufacture is an accurate development toward the practical service to be met. The tires are thoroughly tested, proved and practical truck tires for every road, load and condition of service."

"Back of the actual service of the tires and the intense efficiency in detail of manufacture are the Firestone service stations—one in every trucking center, each an example of the highest efficiency that has been reached in this field. And it has been through the efforts of a highly specialized and powerful sales organization, together with these efficient methods of manufacture, that half the truck tonnage of America is carried on Firestone truck tires."

"It is the verdict in the Pacific Northwest that no agency has responded more thoroughly or efficiently to the present-day war needs and local transportation needs than the modern motor truck."

"The motor truck has come to the front as another connecting link between the far-flung movement, which is redounding to the benefit of the producer, the consumer and the railroad, has been assisted in a great measure by the motor truck. This means of transportation facilitates delivery, conserves labor and effects the delivery of foodstuffs in better condition. The truck is becoming daily even more indispensable to heavy hauling, such as the carrying of ore, sand and steel.

**Tires Vital to Trucks.**  
"Motor trucks have proved their ability to meet gigantic delivery problems and to handle heavy loads, but the trend of progress and the demand for service have increased. These loads must become greater still and that their delivery must be completed with even more dispatch. The demand for service has increased. The demand for service has increased. The demand for service has increased."

"There must be no skidding, or accidents will be frequent and dangerous. Skidding must not occur, or gasoline costs will become almost prohibitive. The expensive truck mechanism must be cushioned, or the trucks will be weakened, rapidly by crystallization. Tire costs must be kept at a reasonable figure. With this demand for heavy hauling came a demand for heavier service tires—tires that would meet these trucking problems."

"It remained with the engineering specialists of the Firestone Tire & Rubber Company to supply the answer—the Firestone Giant tire."

**ROADS OPEN TO HOOD RIVER**

Columbia River Highway in Fine Condition All the Way.

**HOOD RIVER, Or., Oct. 19.—(Special.)**—With the Columbia River Highway between here and Cascade Locks now in excellent condition, dozens of cars arrive daily from Portland and other points. All motorists praise the road. Carl A. Flath, Klamath Falls druggist, who, with his wife, arrived recently to look after orchard interests, says the Columbia River Highway is the best road he struck between here and his home town.

While it will probably be another month before the work of placing a gravel surface on the Highway between here and Cascade Locks is entirely completed, the worst stretches of the road have been finished, and motorists encounter no really bad pieces of road. Three State Highway Commission motor trucks have been added to fleets already transporting gravel, and 17 big cars are now hauling material.

**THROWING OUT CLUTCH BAD**

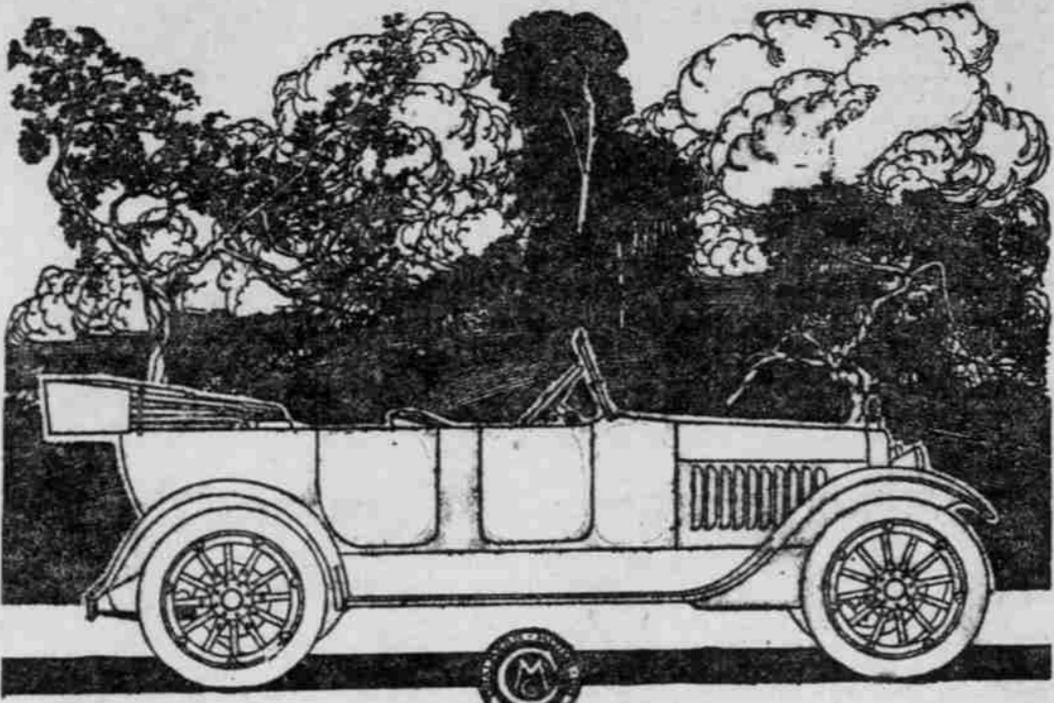
Better to Put Gear Lever in Neutral When Coasting.

When coasting down a long hill it is a decided advantage to throw the gear lever into neutral position, thus allowing the car to coast without turning the engine over. The same result can be obtained by holding the clutch out, but this imposes very undesirable wear upon the clutch throw-out, whether it be roller, ball bearings or lubricated friction surfaces.

**Test Batteries.**

Be careful to test your storage batteries, if possible, before adding water. The fresh water is heavier than the electrolyte and so stays at the top until the battery has been charging for several hours. If you forget and put in the water first it will be necessary to wait until the following day, running the engine meanwhile.

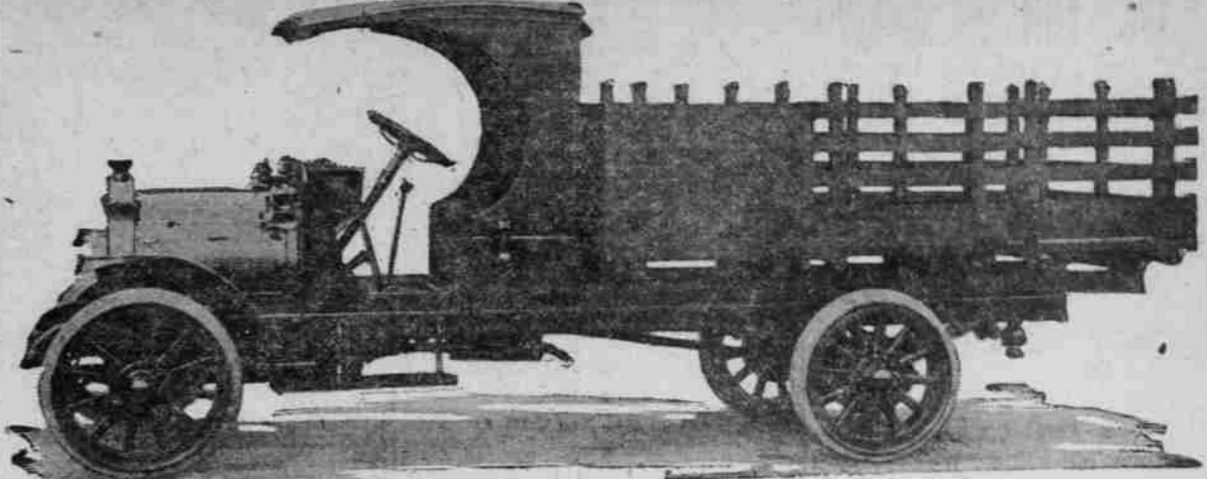
**CHALMERS  
War-Time Message!**



You want during war times and for your future use an Automobile that is economical to run and to own, one that is Quality and looks Quality.

The Chalmers Engine is built so that the new war tax by the U. S. Government will be the smallest on any automobile, the state license fee also the smallest, the tires are 32 by 4 inches and cost much less than tires used on the usual higher wheels the mileage per gallon on gasoline is exceptionally good. All your expenses are unusually low.

**C. L. Boss Automobile Co.**  
615-617 Washington St. Portland



**Fulton Truck**

**Economize!**

—with "Triple-Heated" Gas

FULTON Motor Trucks out-economize other trucks of similar carrying capacity. They average twelve to fourteen miles per gallon—in many cases even better than that.

This is due primarily to the fact that FULTON gas is "triple-heated" instead of just heated as in other motor vehicles. Every ounce of fuel energy is turned into useful driving power.

FULTON rear axle construction, scientific distribution of weight and long springs economize wonderfully on tires, and combined with a low center of gravity permit greater speed than ordinarily—economizing on driving time. Economy is vital now—economy of every kind. Are you applying it to your transportation? FULTON trucks are helping the nation by doing more than their share of the saying. All of our resources, all of our

energy and skill have been devoted to the development and perfection of this one model, a ton and a half truck. And we are the largest exclusive builders in the country of trucks of this capacity. FULTON first cost and maintenance cost are so low and FULTON service so exceptional that the FULTON one-and-a-half-ton truck is qualified to handle 80 percent of the delivery problems to economical advantage. Price \$1850 f. o. b. Farmingdale, L. I.

**CHEVROLET TRUCK HERE**

**NEW MOTOR WAGON HAS VALVE-IN-HEAD ENGINE.**

**One-Ton Vehicle Received by Regner & Fields Also Has Starter and Electric Lights.**

Regner & Fields, local distributors of the Chevrolet, have received a shipment of the new one-ton Chevrolet truck and are now displaying it at their salesrooms at Grand avenue and East Burnside street. The truck, which has a worm drive, is equipped with the valve-in-head motor which has contributed so much to the success of Chevrolet touring cars. The engine is larger, of course, than the "four ninety" engine.

The new truck is being marketed under the promise that it will solve many of the delivery problems of local merchants in speeding up delivery and releasing men for war purposes. One feature that will appeal to the average truck buyer is that it is equipped fully with an electrical system, including starter and electric lights. It is also provided with a governor which permits a certain maximum speed and this prevents speeding and consequent damage to the vehicle while heavily loaded. The front tires are pneumatic, while the rear end is equipped with solid.

**New Car Owners in County.**

Temporary police licenses were issued in Portland last week to the following buyers of latest model motorcars, pending arrival of the official state licenses from Salem. This list is compiled by M. O. Wilkins, publisher of the Automobile Record: Ben Rieckard, 944 E. Broadway, Chevrolet; L. B. Crawford, Graham, Route A, Chevrolet; Harry G. Allen, care of Crystal Laundry, Dodge; Lily E. White, 248 Fourth, Liberty.

**SAMSON SIEVE GRIP TRACTORS**  
Closing Out Line at Sacrifice Price

I have four of these tractors, absolutely new—never been used; also some 14-inch extension rims, which I will sell less than wholesale cost.

**SAMSON TRACTORS**  
have been a success for 15 years, therefore you take no chance.

Call or write quickly if you want the best bargain of your life.

**E. J. ALLEN**  
DEALER. WOODBURN, OR.

- William M. Biegler, 635 East Twenty-first street, Maxwell.
- R. Kaufman, 343 Morrison, Oldsmobile.
- C. B. Reynolds, 1040 East Alder, Paige.
- A. L. Piller, Willbridge, Premier.
- R. M. Cameron, 1023 East Irving, Buick.
- Henry Booth, 1216 East 18th, Chalmers.
- Klaus Hirso, 212 Third, New Chevrolet.
- Carrie Scott, 773 East Taylor, New Chevrolet.
- E. A. Rice, Box 473, Route A, Portland, New Chevrolet.
- W. L. Carpenter, 800 Oregonian building, New Franklin.
- R. Ho, Box 235, Route A, Portland, New Maxwell.
- Frank J. Schuler, Hood River, New Oldsmobile.
- J. W. Reed, 191 North 15th, New Overland.
- H. H. Pink, 314 Mississippi avenue, Studebaker.
- A. Sunier, 411 Broadway Apts., Vella.
- Oliver Poole, Congress Hotel, Buick.
- Fred J. Wyatt, 308 East Thirty-third street, Chalmers.
- F. E. Wanless, Newberg, Chevrolet.
- R. E. De Armond, 953 Water street, Chevrolet.
- C. W. Carter, M. D., 781 Xavier street, Empire.
- Dr. George Buck, Sargent Hotel, Ford.
- Margaret Fritchell, 1743 Portsmouth avenue, Ford.
- Marvel Case, 574 Rodney, Ford.
- Gus F. Emerick, Tull Hotel, Oldsmobile.
- J. W. Bushong, Alder Hotel, Liberty.
- S. S. Demont, 287 Hall, Maxwell.
- S. S. Segil, 622 Laurel, Oldsmobile.
- Hockingham & Hecht, Multnomah Hotel, Buick.
- Sam Cankobita, 1045 East Nineteenth, Buick.
- E. D. Greens, 1075 Woodward avenue, Dodge.
- G. M. Thiel, 1143 Mississippi avenue, Empire.
- G. Dresbrecht, 315 Beach, Overland.
- W. A. Hiebel, 1578 East Lincoln, Roe.
- G. J. Evans and T. O. Evans, Imperial Hotel, Studebaker.
- M. G. Waltham, Sherlock Building, Buick.
- A. E. Kooness, 291 Schuyler, Buick.
- E. H. Grubb, 717 Wasco, Dodge.
- Ray Graham, 182 1/2 Washington street, Empire.
- Adam J. Greth, 621 Thurman, Dodge.
- Frank New, 227 Madison, Dodge.
- Fred A. Prudin, 1122 Stephens, Elgin.
- E. H. Larkin, 182 1/2 Washington, Empire.
- National Laundry, East Eighth and Clay, Ford.
- James Boyd, Golden West Hotel, Hudson.
- A. E. Adams, 1163 Missouri avenue, Maxwell.
- A. J. Lloyd, Linton, Maxwell.
- D. E. Denhoff, 282 Eugene, Nash.
- H. B. Shofner, 413 Alder, Peerless.
- Clara N. Welch, New Scott Hotel, Studebaker.

traffic, 10 being exclusively for passenger cars and 12 for motor trucks. Motor trucks will be prevented from using the streets designated for the use of passenger cars, though their drivers may make deliveries or collections of merchandise on those streets by entering them at the nearest intersecting street.

**Pendleton Road to Be Paved.**

**PENDLETON, Or., Oct. 19.—(Special.)**—The City Council has submitted a proposal to the County Court to cooperate in the paving of the three-quarter mile road leading from the Pendleton city limits to the city cemetery. The cost is estimated at about \$2000 and the city suggests that one-third be borne by the city, a third by the county and that the remainder be raised by public subscription.

Remember that automobilism is no longer a luxury of the rich, but it is actually a necessity of those that are only fairly well to do.

**CHEVROLET**

**THE CHEVROLET  
ONE-TON TRUCK**

**WORM DRIVE**

is now ready for immediate deliveries—on display at our salesrooms. Built for uninterrupted service with capacity loads.

Fully equipped with self-starter and electric lights. Either express body or chassis.

Chevrolet commercial light delivery cars are making good with scores of Portland firms. It's a money-maker for the merchant.

ON DISPLAY NOW—WILL DEMONSTRATE

**Regner & Fields** 12 Grand Avenue  
Distributors At East Burnside