

TRANSPORT BURDEN OF FARMERS HEAVY Truck Freighting Designed to Relieve Situation.

PRODUCTION INCREASE AIM

Improvement of Highways and Facilities for Moving Crops Will Help to Solve Food Problems.

"In relieving the farmer of the burden of transporting his crops to market when all of his energy should be directed to increasing production of food the highways transport committee has a great opportunity," says Julius L. Meier, regional director of the committee's work in the Northwest. "The only way we can do this speedily is through the development of a highways transportation system. Let us hope that within the next six months we can put over this country organized lines that will take from the farmer this burden of hauling and give him the time which, in many cases, is as much as the time spent in actual crop production. It has been shown that in a great many cases the farmer spends as many hours on the road as he actually spends in the production of his crops."

"What we need is an extensive system operated by men who are not food producers. As the situation is shaping now, it may be boys who have been trained in the motor transport service in the army. They can be put on motor lines in their own communities."

Vehicles Are Available.
"We have developed, within the last four or five years, the manufacture of the vehicles needed for this purpose until they are in sight. A few months ago the objection that was raised to the use of motor trucks was, where will we get the motor trucks; when will they be available? But we have seen a rapid increase in the manufacture, and with the end of the war, coming as it does now, with the release of materials for the manufacture of motor trucks, we have those things available. We have also available potential men, men who are trained in motor transport work, who have operated vehicles of this sort. Consequently what we have before us is simply to work out the details of putting this system in operation."

"Of course, that involves the obtaining of highways over which it is possible to operate. If the farmer is to dispense with his extra horses, he must know that he has an assured contact with the market daily and regularly; otherwise he must keep a reserve, so that when the other system fails he can help himself. Consequently, it must be dependable. To be dependable it must not be allowed to develop here and there without supervision, but it must be developed as a National system, as reliable as our services."

Circle Starts at Farm.
"A great deal of the difficulty of the farmers in selling and in marketing their stuff has been that they dealt with representatives, so that every time there was a dispute or anything, the responsibility was passed on to someone else. If the driver of a rural truck smashes a crate of eggs, he comes back the next day. He is personally responsible, and he is going to look at the matter in a different way from the fellow who throws the eggs off a train and smashes them. He is not working for the farmer."

"I have emphasized several times that the most successful rural motor express lines are those operated by owners who take a personal interest in the people they serve. They represent the farmer, and they go from the country to the city and back to the country rather than the city to the country and back to the city. That is another interesting detail. The farmer has been in the habit of having the transportation begin in the city. This transportation circle starts at the farm. It does not come from the city to the farmer, from the farmer to the market and back. He has a greater personal interest in the financial success of this enterprise."

"Before the war came along we talked entirely of the growth of the population of the United States, and what we were going to do to feed our own people. Now, our population is going to grow faster and faster. We have got that condition to face, as well as to take care of the starving multitudes on the other side."

LINK OF HIGHWAY LOGGED SECRETARY COVERS ROAD FROM COAST TO COAST.

State Highway Department of Nevada Arranges to Improve Two Worst Sections.

Field Secretary H. C. Ostermann, of the Lincoln Highway Association, has just completed the last lap of his return journey to the National headquarters in Detroit from the Pacific Coast, after spending all of his time from the first of May upon the Lincoln Highway, in his official capacity. Leaving Detroit in the Spring, Field Secretary Ostermann drove first to New York City, and from the Eastern terminus he made the coast to San Francisco, making the 3232-mile journey over the Lincoln Highway by easy stages. In the course of his trip Mr. Ostermann completed the most complete log of the Lincoln Highway that has ever been made covering any route of anything like this mileage, which he conferred with the officials of the Lincoln Highway Association in the many communities along the route and made a personal inspection of all improvement work in progress.

In addition to driving on the Lincoln Highway, the field secretary, accompanied by Joseph E. Caine, of Oakland, Cal., California State consul of the Lincoln Highway Association, and S. A. Host, assistant secretary, drove the route from Carson City, Nev., through the Yosemite Park, by way of the Tioga road, and logged the route, compiling this information for the benefit of all tourists of the coming year.

While in the West Mr. Ostermann completed an agreement with the State Highway Department of Nevada for the improvement of the two worst sections on the Lincoln Highway in that state with funds provided through the Lin-

coln Highway Association by John W. Willys, of Toledo, a director of the association. The field secretary also negotiated with the officials of the state of Wyoming for improvement in Sweetwater and Carbon counties, to be financed in similar manner. The Lincoln Highway official was also called upon to pilot the first heavily laden transcontinental motor trucks over the western section of the highway upon their trip to the Pacific Coast.

Although results of actual construction are not as extensive as might have been anticipated in normal times, Field Secretary Ostermann expresses himself as being exceptionally well pleased with existing conditions in each state traversed by the highway. He looks with confidence to a banner year of road building in 1919.

Number, Please.
Because of the great variety of windings necessary for service under varying conditions, starting motors and generators are given serial numbers and are usually fitted with a plate containing this and other data. In writing requests for information in regard to their equipment these numbers and data from the plates should be given, in order to insure intelligent replies.

GOODYEAR BUSINESS LARGE

GROSS SALES FOR FISCAL YEAR TOTAL \$131,000,000.

Six Thousand Employes of Rubber Company Enter Service, 43 Losing Lives.

As in former years, the annual meeting of the Goodyear Tire & Rubber Company, Akron, Ohio, held at the company's offices, December 2, 1918, showed that the past year's business was the most successful in volume and profits of any year in the history of the company. Gross sales for the fiscal year ending October 31 amounted to \$21,000,000, an increase of \$20,000,000 over the previous year. Net profits for the year were \$15,388,190.74 as against \$14,044,216.10 for the preceding year. President F. A. Seiberling, in his report to stockholders stated that approximately 15 per cent of the company's total volume for the year had been Government business, upon which the Government was paying a profit, if any at all, had been made, and that final costs might show that this business had actually been handled at a loss, but that no matter what effect this might have had on the net profits for the year, the company had well earned the right to share in its share in helping to win the war and took a just pride in its record.

"The results for the year are satisfactory," he said, "when we take into account that our factories were operated with an inadequate supply of labor during the entire year, more than 6000 of our employes having entered military service—43 having given up their lives in this country's cause—and that at no time during the year were we able to supply product in sufficient quantity to meet the demand. All of the directors were re-elected, as follows: F. A. Seiberling, C. W. Seiberling, G. M. Stadelman, F. H. Adams, F. W. Litchfield, H. B. Manton and J. P. Loomis. The directors in turn elected the following officers: F. A. Seiberling, president and general manager; C. W. Seiberling, vice-president and manager of purchases; G. M. Stadelman, vice-president and manager of sales; F. W. Litchfield, vice-president and factory manager; A. F. Osterloh, secretary; W. E. Palmer, treasurer and assistant secretary; H. J. Blackburn, assistant treasurer."

POINTERS FOR TRUCK DRIVERS

Keeping Motor Vehicle Really Clean Is Important.

Yesterday the driver of a motor truck was a red-necked individual, performing a function, necessary perhaps, but all of the dirt he accumulated nor distinguished. Today the truck driver is recognized as one of the saviors of the Nation and has achieved at least a position of respect in his fellow countrymen's sentiments. Just another metamorphosis wrought by the war. In the September issue of Motor, the National magazine of motoring, H. A. Tarantous offers a page of valuable suggestions for military truck drivers, and of course these hints for increasing efficiency are equally applicable to civilian drivers. "How many truck drivers," he asks, "never have gone over the truck by units, tightening all nuts and bolts in easy reach and out of easy reach? It will surprise most drivers to learn how loose certain parts get even in a short run of 60 miles over fairly rough roads. It should be remembered that many of the Army trucks are run at times with an overload, but the overload is not permanent. Nevertheless, overloading is a bad thing and the driver should do everything possible to correct the effects of this condition. "Cleanliness is a very important item in the care of any vehicle. There are many exposed parts which if allowed to collect dirt very soon will cease to function properly. Take the brake adjustment for example. Usually there is a turnbuckle, a clevis arrangement of V nuts for taking up on the brake lines. These parts, if allowed to accumulate mud and dirt on the threads, soon get 'set' in place and when the time comes to make an adjustment quickly, it is found that it cannot be done. If the driver will only go over the truck and scrape away this mud from important parts, he will save much time and trouble later. "Lubrication on a dirty surface is little better than no lubrication at all. For example, complaints about stick operation of the brake and clutch are often like this. They are cured by the application of a little oil at the joints. But the joints must first be cleaned before the oil is injected. An oil hole will not feed lubricant if there is dirt at the bottom of it. Exposed oil holes should be cleaned out before the oil is injected. So much of our National efficiency now depends on our truck drivers that it would be well if all these individuals could absorb the valuable suggestions in this article."

FARMERS FIND AUTOMOBILES ESSENTIAL.

The consensus of opinion among the readers of the National Stockman and Farmer is that the automobile is as much a necessity as the plow, the binder or the silage cutter. "Taking the automobile from the farm," these farmers say, "would be like taking the railroad from the country." In the majority of cases it was stated that the automobile on the farm is used 90 per cent for business and 10 per cent for pleasure.—Franklin Service Bulletin.

DRY BEARINGS.

If the oil grooves in the bushings become clogged the oil will not be able to reach the surfaces which need it. The use of excess quantity of graphite sometimes serves to produce this condition.

NEW MOON RECEIVES MERITED RECEPTION

C. H. S. Company Distributes Car in Oregon.

TWO MODELS ANNOUNCED

Sales of 6-36 and 6-66 Are Backed by Promise of Efficient and Permanent Service.

Oregon motorists have manifested much interest in the Moon car, new to the state, but not to the automobile world, which is distributed here by the C. H. S. Company, 65 North Twenty-third street, near Washington street. One of the largest garage and repair shops in the state serves as the most of operating for the new company.

The Moon Motor Car Company has been in the automobile field for 14 years at St. Louis, where for 40 years the company has been making buggies and carriages. In the East, Middle West and California the car has more than lived up to its makers' expectations and is popular and widely used in those sections.

"The new 6-36 is the counterpart in every essential of the larger Moon models," reads an announcement from the company. "A special Continental 'Red Seal' engine makes it a triumph in economy and scientific light weight."

"Little Six" Announced.
"The Moon Company never has withheld the means necessary to obtain desired results. In announcing the new 'Little Six' it offers a car whose correct, up-to-date design and construction place it in a class far beyond that of other cars of similar price.

"Features of the car are the extremely high radiator which is slanted back to the high front cowl, low, backward-tilted windshield and ample room for all occupants. The little car is equipped with Delco ignition, Spicer universal joints and Timken bearings. Its economy of gasoline, oil and tires makes it a most economical car to buy, regardless of price.

"The Moon 6-66 includes the refinements and comforts which are usually 'extras' in other cars. Its graceful symmetry reflects the latest designs in motor car construction. There is satisfaction in its silent, swift-running Continental engine through the assurance of ample reserve power. There is abundance of leg room in the front compartment and in the tonneau. Even the auxiliary seats are unusually comfortable.

Delco Starting System Used.
"Delco starting, lighting and ignition systems insure a perfect, simple and positive means of control. Timken bearings and Spicer universal joint add their intrinsic value to the work of our own engineer. Like all Moon models, it is mechanically as perfect as 14 years' adherence to sound principles of construction can make it."

TRANSMISSION IS PRAISED CAREFULLY DESIGNED.

Engineers Put In Months of Tireless Working in Prefecting Models of Popular Car.

"In designing the three new Series 19 Studebaker cars, Studebaker engineers were not bound down to any hard and fast rules," says W. C. Gates, president of the Oregon Motor Car Company, distributors of the Studebaker. "No one's pet theory was allowed to dominate the plans for the various units of the new cars. Every one, however, including some of the best in America, was required to set down, as if he were to design a car for his own personal use, specifications for consideration in working out the plans for the Series 19 Studebakers. As a result of these deliberations, three months of tireless work over drafting boards, plans were evolved that represented the best that engineers know. Experimental models were then built and put on road and speedway for the famous Studebaker 40-000-mile endurance test—the most rigid test known to automobile history."

"The intermediately located transmission of the new Studebaker cars stands out, perhaps, as one of the most conspicuous examples of the great care and thought given the construction of each unit of the new Studebaker cars. It is located just back of the clutch and is connected with the clutch by means of a double Thermoid-Hardy flexible coupling.

"There are four Timken bearings in the Studebaker transmission and each bearing has the splendid mechanical advantage of being adjustable to wear. And, instead of the four-jawed or dog coupling ordinarily used, the second speed gear is cut with internal teeth which act as a clutch, engaging with the main drive pinion when in high gear. The result of this unique construction means that there is never any difficulty in shifting into high, and easy, quiet gear-changing is effected with a total absence of the usual clashing of gears. The new Studebaker clutch brake still further aids toward this end, automatically checking the speed of the clutch when the latter is released."

"The transmission itself is supported by a sub-frame, a feature new to American practice and used only on one or two of the highest-priced cars, which also carries the rear of the motor. Without this arrangement the benefits of a better plant rigidly connected with the additional cost, weight and inaccessibility of a bell housing and with added flexibility, gained from the flexible couplings."



Charles C. Gates E.M.

Puncture-proof Tire Service Guaranteed

At Only 1/2 The Cost

Better tire service—puncture-proof service—was brought within the reach of every car-owner, when Charles C. Gates, consulting engineer, turned his attention to the tire problem—and solved it.

He put 5,000 to 15,000 additional miles of service into a tire—the same tire you have been throwing away merely because the tread was worn.

He made that tire puncture-proof, and guaranteed it to be so.

Gates Half-Sole Tires are the embodiment of a proven scientific principle, applied to the construction of tires.

They are revolutionizing the whole tire industry and the great factory

at Denver has been doubled and re-doubled in the past two years, to take care of the demand.

350,000 motorists, including the greatest business houses of the country, are using Gates Half-Sole Tires as regular tire equipment.

They are used because Gates Half-Sole Tires are puncture-proof—guaranteed so—yet cost only 1/2 as much as other guaranteed tires.

Investigate before you buy another tire.

There are now over 800 authorized service stations of the Gates Half-Sole Tires in the United States. The list below gives the names of those in the nearby territory.

- OREGON
- Eugene—James Wilkinson, 828 Wilamette St.
 - Portland—Hutch's Tire Shop, 70 Sixth St.
 - Albany—Ralston Electric Supply Company.
 - Astoria—Folkers Tire & Vulcanizing Works.
 - Baker—Independent Tire Company.
 - Beaumont—Best & Harris Vulcanizing Company.
 - Burns—Burns Garage.
 - Condon—Shelley Garage.
 - Corvallis—A. G. Held.
 - Dallas—C. J. Shreve.
 - Medford—F. R. Roberts.
- ASHLAND
- Roseburg.
- WASHINGTON
- Centralia—St. John & Titus.
 - Chickama—Twin City Auto Company.
 - Kelso—Peterson Garage & Machine Works.
 - Vancouver—Cherry & Cherry.

Applications are now being considered for the following points where authorized dealers will be appointed shortly:

OREGON.

Asland, Roseburg.

Look for this sign



The Half-Sole Tire has been developed and perfected by The Gates Rubber Company, at Denver. The name "Half-Sole Tire" is registered in the U. S. Patent Office and no other firm or individual has the right to use it in connection with the advertising or sale of tires or tire accessories.

HUTCH'S TIRE SHOP

Distributors for Gates Half Sole Tires
VULCANIZING 70 Sixth Street

ANNUAL BANQUET ENJOYED

ROBINSON-SMITH ORGANIZATION CELEBRATES RECORD.

President of Company Makes Good on Promise to Share Profits With Firm's Employes.

To celebrate the enviable record established during the year 1918, members of the firm of the Robinson-Smith Company, authorized Ford dealers, 33 employees and a number of invited guests gathered at the Benson Hotel last evening for the company's first annual banquet. After a sumptuous dinner an interesting programme was carried out.

M. O. Wilkins, president of the Dealers' Motor Car Association of Oregon, addressed the banqueters on "Fourteen Points in the Production of Waste." Other speakers were W. S. McNamara, manager of the Portland branch of the Ford Motor Company, and O. E. Fletcher, A. E. Smith, secretary of the Robinson-Smith Company, spoke on service to customers and courteous treatment.

percentage of their salary drawn during the period they had been in the employ of the company. In presenting the checks, A. E. Robinson, president of the company, reminded those present that just a year ago when the business was purchased he stated that if it was run on a profitable basis every employe would receive a share, the amount to be based upon the length of time employed and earning capacity. "Despite the fact that the Ford factory was operated on a 100 per cent war basis for a long period during 1918," Mr. Robinson said, "and that for several months no cars were received from the factory, the war period has been passed successfully, which, in a measure, was due to the hearty co-operation of every employe."

Mr. Robinson congratulated those present upon their loyalty and endeavors to help make the Robinson-Smith Company the largest and most efficient Ford agency on the Pacific Coast. Messrs. Robinson and Smith are pioneers in the automobile business. Mr. Robinson has been engaged continuously for over 20 years in the industry and has spent a decade on the Pacific Coast. Mr. Smith, a native son of California, has grown up with the business since its infancy. The Robinson-Smith Company is located in the largest Ford service station on the Pacific Coast, covering an area of 40,000 square feet, entirely devoted to body building, painting, top making, upholstery, radiator repairs,

shop work, parts, accessories, service and storage. After wishing each other the compliments of the season, all declared they had spent a very pleasant evening.

Tapping Means Loose Bolt.

If a clicking or tapping sound is heard coming from the crankcase interior it ought to be investigated at once. Open the crankcase and examine all bearings and bearing caps. Should a broken bolt be found all in that bearing should be renewed, as the others are probably bent.

Franklin for Fuel Chief.

Mark L. Regan, director of the oil division, United States Fuel Administration, has unmistakably recognized the Franklin automobile to the extent that he has purchased a Franklin touring car and a Franklin four-passenger roadster.

Pump Perfection.

Motorists who use of one of the hand

pumps will do well to give the pump a few strokes before attaching it to the valve. This blows out any grit or other foreign matter that may be clinging to the pump valve, preventing their finding their way into the inner tube.

Oil springs every week.

Oil springs every week.

BUICK EXPERTS

BUICK REPAIRS EXCLUSIVELY

32,000 sq. ft. floor space. Live or dead storage. Cheap rates. PARTS SUPPLIES PORTLAND BUICK REPAIR CO. N. W. Cor. Sixteenth and Jefferson St. Portland, Or. Main 3419

Auto Springs

4000 Springs in Stock. LAHER AUTO SPRING CO., INC. 34 N. 15th St.