

# TRUCK BUREAUS ARE BIG AID TO SHIPPERS

## Ship-by-Truck Movement Is Fast Spreading.

### H. S. FIRESTONE STARTS IT

#### Bureau Being Established in Every Important City as Aid to All Concerned.

One of the greatest projects ever launched in the interests of efficient transportation is the ship-by-truck movement with its attendant establishment of bureaus in branch cities throughout the country to aid truck

as efficiency and mobility of the motor truck, affording an economical solution to their short-haul and service problems.

Each bureau is a clearing house for motor transportation data. Route maps, schedules, transportation costs, etc., will be furnished in printed form like a railway time table bearing on the particular conditions obtaining in the territory in which the bureau is located. These information folders will be of tremendous value to the local shippers and will greatly stimulate the business of truckers and motor transportation companies.

"The ship-by-truck movement is a vital, stimulating impulse for both the motor truck and the transportation business," said L. J. Sparks, local Firestone representative. "It has been launched at the logical time to interpret and bring the needed attention to the economy and efficiency of the motor truck as a transportation means to the business men who have merchandise to ship, as well as linking up the country producer and the city consumer."

"The response to our invitation to use the facilities of this bureau has been extremely gratifying. Both shippers and operators are using the service to advantage."

Tip for Truck Dealers.

As a means of stimulating commercial car sales the innovation of the Grant Truck Sales company, Cleveland,

# CHILDREN IN SCHOOLS TAUGHT ROAD RULES

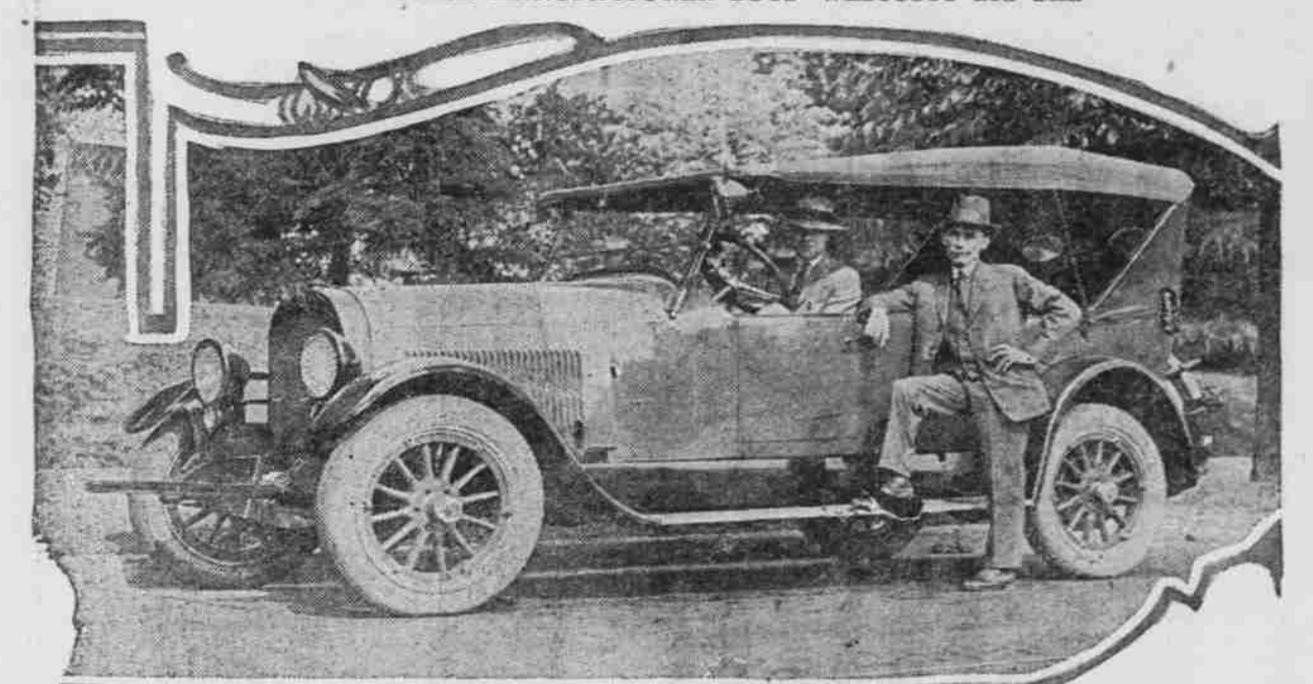
## San Francisco Invokes a New Safety-First Plan.

### STATE URGED TO DO SAME

#### To Reduce Auto Accidents to Minimum Purpose of Resolution of the School Board.

SAN FRANCISCO, June 14.—San Francisco county has taken the lead in the campaign launched by the California State Automobile association to reduce accidents to a minimum and facilitate motor traffic. The board of

PORTLAND BRICK MANUFACTURER BUYS WESTCOTT BIG SIX.



D. F. Shope of the Shope Brick company, beside his new Westcott. Mr. Shope bought the car last week from Jay Moltzner of Moltzner-Westcott Motors, who is at the wheel.

dealers and truck owners who are engaged in intercity hauling or terminal transference.

The ship-by-truck movement has been promoted by Mr. Firestone principally to convey to everyone interested the importance of the motor truck as a transportation medium. Particularly in this movement designed to engage the attention of merchants and manufacturers who have merchandise to ship in small quantities to outlying districts or neighboring towns and villages. It is a movement to promote greater efficiency in the hauling of shipments through the use of trucking agencies.

The plan as it has been developed embraces a ship-by-truck bureau in every branch city. Each bureau that had been established has an expert in charge. These branch bureaus in turn are under the jurisdiction of a central bureau at Akron. The aim of each bureau chief is to secure all the trucking data possible in his territory, to list and arrange that data so that it can be efficiently referred to and tabulated for the benefit of merchants and traffic managers of local industries.

Truck routes are listed along with the schedules maintained over those routes and as a result the truck owner and those who have occasion to ship less than carload quantities of merchandise are mutually benefited by this altruistic service established by the Firestone company.

The whole idea as it has been fostered and worked out will tremendously stimulate the volume of tonnage handling by trucks all over the country. To date over 50 ship-by-truck bureaus have been established at as many Firestone branches. This shows better than anything else the impetus this big movement has gained, the stride forward that it has made, and it has been such a stride as will place the motor truck as a factor of established importance in the nation's transportation systems.

The experts in charge of the local bureau help to organize the truckers into associations, where such organizations are feasible. The truck operators will be advised in one of the local papers in connection with the bureau's campaign to boost shipping by truck.

From the truck or transportation companies this expert secures such information regarding routes, number of trucks in operation, etc., as he needs to make his bureau of real help to the merchant or manufacturer, who in the past has been using the railroad to make small shipments short distances. By placing such information before these business men, they are easily convinced of the practicability as well

O, may be commended to other truck dealers. The company is providing a six weeks' course in truck driving, the classes being held once a week and addressed by authorities on the different parts of trucks, usually representatives of the makers of such parts as the tires, engines, electrical equipment, etc. The instruction given in the care and use of these parts and trucks generally will make for more efficient performance from the trucks sold, creating more satisfied users and encouraging repeat orders from the customers.

# THERMOID IS HAND-MADE

## TIRE MADE WITH THE FAMOUS CROLIDE COMPOUND.

### Strength and Elasticity Added to Fabric and Rubber, and Stone Bruises Guarded Against.

"When the chemists and expert tire men of the Thermoid Rubber company discovered the new chemical, crolide, which they compounded with their rubber in making the Thermoid tire, they'd pushed a great step ahead in the manufacture of the automobile tire," said R. E. Allen of the Allen & Hebard company, Thermoid dealers here.

"Many motorists do not realize what a stone bruise means to them until they have a blowout or constant tire trouble. In making the Thermoid tire special attention has been taken to see that the construction of the tire is perfect. When crolide is compounded with the up-river fine Para rubber it adds strength and elasticity to the fabric and rubber and has done a great deal in combating the stone bruises which are in most cases the ruin of tires."

"Thermoid tires have already proved to many motorists that they are the best hand-made tires and the fact that you take no risk with them is inducing many to give them a trial. All tires are sold on the basis of 6000 miles guaranteed service (Ford sizes 7500). We keep a complete stock on hand," added Mr. Allen, "and will be able to fill all orders immediately."

Don't leave the car alone with the engine running.

education, at the instance of President Gallagher, has unanimously adopted a resolution incorporating in the curriculum of the San Francisco schools a course of study embodying those portions of the California laws known as "Rules of the Road."

The California State Automobile association has petitioned the state board of education to take similar action throughout the state and has received word from the state board that the matter will be taken up at its next meeting.

The resolution adopted by the San Francisco board of education follows: "Whereas, the universal employment of motor vehicles for transportation of persons and property upon the highways and streets of our state, and the consequent necessity of familiarity by the public with the state rules regulating such traffic is obviously in the interest of public safety and the facilitation of such traffic; and

"Whereas, the board of directors of the California State Automobile association has advanced the belief that an approved course of study in the curriculum of the San Francisco schools of those portions of the California laws known as 'Rules of the Road' will reduce accidents to a minimum and facilitate traffic; therefore be it

"Resolved, By the board of education of the city and county of San Francisco, that such course of study recommended by the California State Automobile association be included in the curriculum of the San Francisco schools, such course of study to occupy not more than one hour in each week; and be it further

"Resolved, That a copy of this resolution be forwarded to the state board of education in Sacramento with the recommendation that similar action be taken throughout the state."

# KENTUCKY BUILDING ROADS

## Only \$4,000,000 to Be Spent, but It's a Starter Anyhow.

Kentucky will spend \$4,000,000 this year in road building under the state-aid plan. Work has already been started in 25 counties and applications have been approved. The state has been divided into 13 districts, each under the charge of a federal or state engineer, who will be the court of last resort in the matters of contracts and construction. In three counties, Madison, Bath and Harlan, convict labor will be employed.

THIS BIG WINTNER TRUCK WILL MAKE THE GRAVEL FLY.



IT WILL BE ON THE JOB THIS WEEK HAULING MATERIAL ON PACIFIC HIGHWAY NEAR COTTAGE GROVE. This four-ton Wintner truck, with four-pane Woods' hoist body, which has a capacity of approximately 10,000 pounds to the load, was purchased last week from the Oregon Motor Car company by Charles Johnson, who will haul gravel and rock for Albert Anderson, contractor on the Pacific highway near Cottage Grove. Mr. Johnson drove the truck to Cottage Grove. It has Giant Firestone solid tires.

# Republic Tires DO last longer--we know it by personal experience in hundreds of cases.

The Prodim Process does make the tread tough.

We have seen scores of Republic Tires on which the Staggard tread was scarcely rubbed when any other tread would have been worn down to the fabric.

Another thing we know by observation in hundreds of cases is that this tough Staggard tread does not chip nor cut as others do.

The Prodim Process does all that the makers claim and more in making Republic Tires last longer.

That is why we are not only dealers and distributors for Republic Tires—but believers in them and enthusiastic indorsers of their value.

If you'll give us the chance to prove their longer life we know you'll never buy anything but Republic Tires again.

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# REPUBLIC TIRES

## GENERALS USED WINTONS

### LIMOUSINES RATED BY COMMANDING OFFICERS.

Praise From One High Officer Given Winton Company for Performance of His Car.

Authentic information is now coming out about the service given at the front by American motor cars. Major General Cronkhitte, U. S. A., upon his return from abroad, writes the Winton company:

"It may be a matter of satisfaction to you to know that I drove one of your closed cars throughout my period of service in the American area in France, with a mileage total of over 15,000, and that throughout this period I never suffered a moment's delay."

"The service covered the rest areas as well as areas in advance, as far as a motor car could be utilized, and included, as well, service in Belgium, France, Germany, Luxembourg, Italy, Alsace and Lorraine. A great deal was printed during the war about the work done by American trucks, but not much was said about the limousines which Uncle Sam provided for the big men who directed the army operations on the other side. Limousines were supplied not only to

insure rapid transportation and some degree of comfort, but also to serve as offices, housing maps, equipment and supplies, that might be required at any moment.

When possible, an open car followed the limousine, so that should an accident happen to the limousine, the general would not be left stranded. It is evident from General Cronkhitte's letter that he never found personal use for any other car than the Winton limousine originally assigned to him. The roads and near-roads which the limousines were forced to travel put them to the severest of tests, and the speed they were required to make afforded little opportunity for their drivers to "nurture" them. Yet through it all General Cronkhitte's limousine stood up "without a moment's delay"—a fine testimonial to the sturdiness of Winton construction.

## KEEP HUB CAPS CLEANED UP

### Car Owner Should Repack Them With Grease Once a Month.

When putting the car in commission for the year and every month during the running season the hub caps should be thoroughly cleaned out, all the grease and verdigris removed, after which the caps should be repacked with fresh grease. It is also well to clean out the hubs and bearings, washing them thoroughly with gasoline, so that dirt and grit will be dislodged. When this has been done the moving parts should be put back in place, and the car can be driven without fear of improperly lubricated axles.

## DRIVE CAREFULLY IN MUD

### RACING THE MOTOR WILL ONLY STALL CAR WORSE.

### Correct Method Is to Drive in Low Gear Just as Slowly as Possible Without Stopping.

"Just remembering that the slower a wheel turns the more traction it has will enable many motorists to avoid the terrors of a self-dug grave when stuck in mud or sand," said C. L. Boss of the C. L. Boss Automobile company.

"Nine owners out of ten, when stuck in the mud, will put their cars in low gear and then race their engines for dear life, shortening the life of both tire and motor. With the wheels going at such a pace it is impossible to get traction, even of straw or twigs are placed beneath the treads, and the chains will be slipped around idly. The effect is usually to dig a deep hole and increase the difficulty."

The correct way is to pack cloth or twigs beneath the wheels, use low gear and only speed the motor sufficiently to take the clutch without stalling. Above all things, don't race the engine. Fine cars, like the Hudson super-six, have the power to extract themselves

from any difficulty if they are only given the chance."

## ARE YOU A GOOD BUSINESS MAN?

Have you ever figured out what your Battery expense is per month of service? Devote five minutes the next time you pass to see our proof that the

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(double life) costs less per month of service than any other; guaranteed for 18 months.

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