

SHIPPING BY TRUCK LOWERS FOOD COSTS

Survey Shows Great Savings
in Haulage Expenses.

BIG CARRIERS EFFICIENT

Broader Application Expected to Aid
Baker and Housewife Solve the
Bigger Loaf Problem.

A mighty factor in lowering the cost of flour is in prospect with a fuller development of the ship-by-truck movement among mill operators and wheat growers, its advocates declare. They point out that already by use of the motor truck many millers are

class of labor on delivery service than he could with his teams. Wages are higher, he says, but the output is practically double per man. "What truck transportation is doing for the large milling companies is illustrated by the report of one concern which operates 41 trucks and upwards of 60 salesmen's cars at all times. Cost sheets convinced the owners that trucks were not only a saving over horse-drawn vehicles, but that in many cases they were transporting flour at less than railroad freight rates."

Kent A. Price, manager of the Portland branch of the Firestone Ship-by-Truck bureau, at 65 North Park street, is gathering data on the use of the motor truck in hauling wheat and other grains in this territory. Forty-three other branches of the bureau in the United States are doing likewise. The same data will be gathered next year. By compiling and comparing the reports the central bureau at Akron expects to be able to know just what growth in popularity the motor truck is having on the farm and among millers.

TRUCKS NOW RIDING ON AIR

Pneumatic Tire Equipment Proves
Value on Trip.

A run which emphasizes the importance of pneumatic tire equipment on most trucks engaged in service in

MOTOR STOCKS DUE FOR BOOM, BELIEF

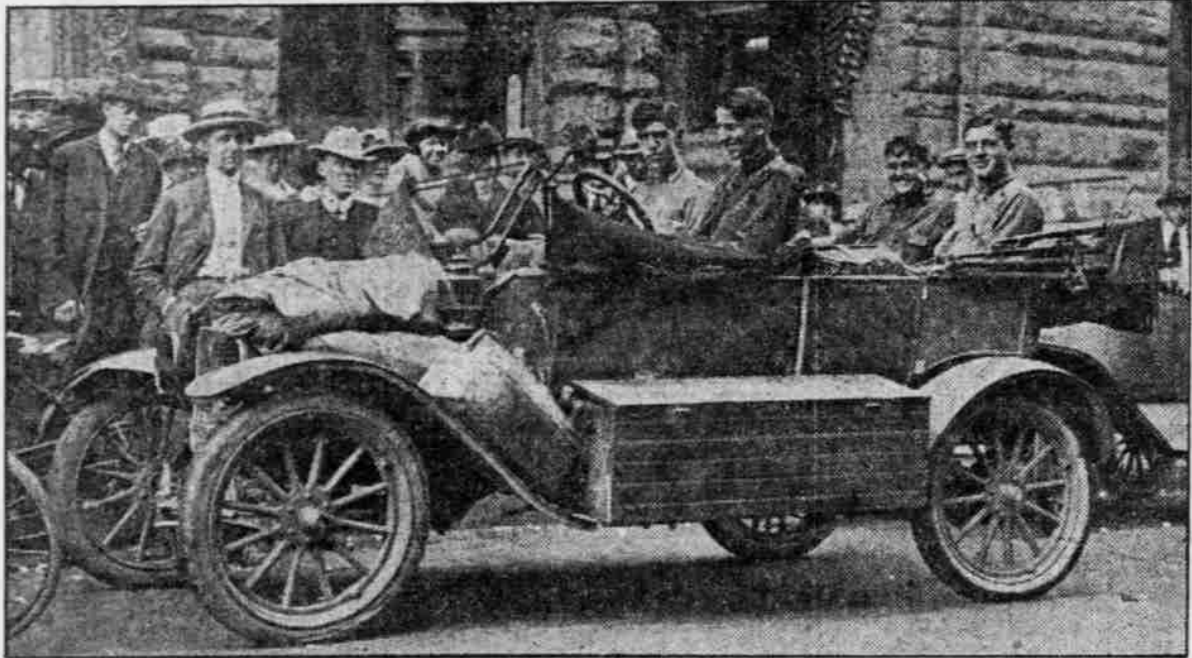
Heavy Buying in Several Issues Under Way.

MUCH ACTIVITY PROBABLE

Among Important Developments Is
Decision of Pierce-Arrow to Increase Its Car Business.

NEW YORK, Sept. 6.—Houses which over the past few years have had a line on the best buying in motor trucks are informing their people that they consider those stocks are in line at this time for a very important upward movement. They add that the buying

ALL ABOARD FOR PRINCETON UNIVERSITY BY FORD LIMITED!



THESE FOUR YOUNG MEN, ALL JUNIORS AT PRINCETON, SET OUT IN THIS FORD LAST WEEK, EXPECTING TO REACH THE CAMPUS BY OPENING DAY, SEPTEMBER 23. The young men in the Ford are, left to right—Thomas D. Ewing of Portland, son of Mr. and Mrs. James F. Ewing; Walter Dew of Princeton, N. J., owner of the Ford, who is at the wheel; Jerome Benson of Astoria, O., and Al McCormick of Brooklyn, N. Y. They left Portland Tuesday via the Baker (Or.), Salt Lake City, central route east. They took along plenty of equipment for camping en route, and their schedule calls for them to complete the trip in three weeks, which means that a certain Ford car will have to go some. The miscellaneous throng of Roman soldiers, senators, gladiators, etc., surrounding the Ford is not composed of friends down to see them on their way, but includes curious spectators assembled to examine the Ford and, perchance, to get their picture taken.

hauling directly to the mill from the threshing outfit in the field, thereby purchasing at from 2 to 5 cents below "mill-door" price. They cut their own hauling cost in many instances by carrying flour and feed to the farmers in the trucks going after his wheat. At the same time they build up their sales to the millers. "Time and labor saved in handling wheat is an economic influence that affects every one of us," the Firestone ship-by-truck bureau at Akron, O., points out in a recent bulletin. "It reduces the cost of one of the most important food staples. Development of the ship-by-truck idea among millers and farmers should aid housewife and baker in producing a larger loaf of bread for the same cost or in reducing the cost of the present loaf. Farmer, miller, baker and consumer share in this saving."

"Near Sacramento, Cal., seven three-ton motor trucks replaced 45 teams in moving the wheat from a 33,000 acre farm. Here the problem was largely a matter of labor. The truck drivers are paid higher wages individually than teamsters. Seven men, however, did the work of 45. The crop was moved promptly to the mill, something which otherwise would have been impossible. "In Norwalk, O., a small flour mill enjoys a lively trade with grocers within a 25 to 30-mile radius by using motor trucks. A thriving business was re-established after the mill had been out of operation for several years. This mill has proved especially successful in stimulating wheat production in the community by furnishing an active local market."

"A 50-year-old mill in Jackson county, Wisconsin, more than holds its own against youthful competitors by a vigorous application of modern business methods. Large trucks carry the flour from this mill to all the surrounding villages and farmhouses and wheat is brought in at low cost as needed. A saving is effected for the farmers as well as for the mill itself."

"A mill in Grove City, O., has expanded its selling scope from 'mill-door' trade to a radius of some ten miles through the use of trucks. They have eliminated the delays of short-haul freight to adjacent towns. They have opened up profitable business in nearby territory that could not be obtained otherwise."

"A miller at Springfield, O., reports that by the use of trucks he is able to deliver flour to the dealer's warehouse at the cost that he could deliver it by rail to the freight station in the same town. The volume of business with small dealers has been increased, since in many instances they increase a normal order of, say, five barrels, to 15 barrels in order to have prompt delivery at their door by truck. He says his trucks operating through the country also have been a powerful advertising medium and that he gains through being able to keep a better

GAS PROBLEM IS HARD ONE

\$1,000,000 FUND ASKED FOR RESEARCH WORK.

With Supply of Crude Oil of High Grade Declining, New Motor for Autos Necessary.

COLORADO SPRINGS, Colo., Sept. 6.—Because of a limited supply of petroleum in the United States, refiners have been forced to produce a lower grade of gasoline and automobile manufacturers must readjust their engines to new specifications, Henry L. Doherty told the representatives of the American Petroleum Institute at the opening of their convention here. Doherty is chairman of a committee of producers and refiners which is now negotiating with the automobile makers to obtain a satisfactory solution of the problem.

The gasoline problem is one which the contemplated bureau of statistics and research to be established in the institute will undertake to settle. William H. Manning, director of the United States bureau of mines, asked the institute for an appropriation of \$1,000,000 a year for the proposed bureau, the money to be raised on a pro rata basis by refiners and producers. The problem of using poor gasoline for automobiles is not a new one, Doherty said. His committee and representatives of automobile makers have been considering it for months. He declared there was no immediate means of increasing the output of high-grade crude oil and that to meet the rapidly increasing demands of the market a low-grade gasoline was the only apparent solution. He predicted that a satisfactory solution would be found without causing serious loss in efficiency through the lower grade fuel.

Don't start or stop suddenly. This strains your tires unnecessarily and causes rapid wear.

of motor stocks over the past few weeks has been of remarkably strong character. Stocks in which inside buying on a huge scale has been reported include General Motors, Pierce Arrow, Stutz Motors, Chandler Motors and others. In the case of both General Motors and Chandler Motors it is understood that large blocks of the stocks, bought at much lower levels, have been withdrawn from the market because of the income tax deductions that would follow profit-taking at this time. Pierce Arrow, in the opinions presented by some of the large motor houses, has now turned the corner. The bear contingent in the stock was able to work with marked success earlier in the year on the conditions affecting the company's motor truck business. For several years the Pierce Arrow had depended on such business to show a marginal profit, but with the ending of the war that business was not so profitable, inasmuch as the United States government had entered the motor truck field and had about 70,000 motor trucks to dispose of. Naturally, commercial buyers held off on their contracts for trucks, pending the placing by the government of a price on its wares. Finally the passing of the dividend on Pierce Arrow at the meeting last month caused some fairly heavy liquidation of the stock by tired holders. It was stated at the time by the management that earnings in the fiscal year up to that time had been at a rate greater than dividend requirements and that the cash position of the company was satisfactory but that the requirements of the company's business necessitated substantial capital expenditures in the future for maintaining manufacturing standards and meeting competition.

BUICK MAN GETS PROMOTION

Frank P. Turner, to Be Comptroller of General Motors.

Setting the Magneto. When setting a high-tension magneto it should first be seen that the proper cylinder is in firing position; that is, both valves closed and the piston

promoted to controller of the General Motors corporation, with headquarters at Detroit. Turner was formerly connected with the Du Ponts at Wilmington, Del. He will take up his new duties at once. E. W. Fractor, assistant treasurer of the Buick Motor company, will succeed Turner as controller and W. W. Bacon of the accounting department will be promoted to the office of assistant treasurer.

brought up to the highest point, which can be ascertained by running a rod or wire through the spark plug or petcock opening. When this point is reached the motor should be backed up one-eighth of a stroke, which is where the spark should occur when the American automobile manufacturers' spark lever is fully advanced. If it is desired to throttle the motor down very low the spark plug points should be opened until they are fully one-sixteenth of an inch apart.

Try for Speed Honors. American automobile manufacturers are reported to be so interested in trying to capture foreign racing honors that they now are at work designing cars to compete in the French grand prix. The Indianapolis speedway authorities have changed the specifications for entrants in the 1920 sweepstakes by establishing 183 cubic inches as the standard piston displacement.

MICHELIN

To Owners of Small Cars

Note Moderate Prices on
30 x 3, 30 x 3½ and 31 x 4 Sizes

Compare the following Michelin prices with those of other makes, and you will find that Michelins cost you far less than other quality tires—less even than many ordinary tires.

Prices for Michelin Tires for small cars:

Tire Size	Plain Treads	Universal Tread Non-Skids	Ring-Shaped (Tubes)
30 x 3	\$14.40	\$15.60	\$3.35
30 x 3½	18.90	19.90	3.95
31 x 4	—	27.90	4.50

(Note: Prices do not include war-tax)

Michelin Tires of all sizes are famous for their durability. This is equally true of the smaller sizes, which surpass all other makes for sturdiness and service. For example, the tread of the 30 x 3½ Michelin Universal, is over ¾ of an inch thick. Let us show you a section of this tire in comparison with other makes and judge for yourself whether you too, should not use Michelins.

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Good Dealers Everywhere
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Additional dealers wanted where we are not now represented.



TALBOT AUTO SUPPLY MICHELIN TIRES

72 Broadway Phone Broadway 1214

THIS RIDER IS THE NORTHWEST MOTORCYCLE CHAMPION.



R. P. Newman on the Indian motorcycle which he piloted to first place in the ten-mile race at the Rose City speedway on Labor Day. The race was a thriller, with all three riders on Indians. Newman's time for the event was 8 minutes 40 seconds, which is covering ground.

Your Money

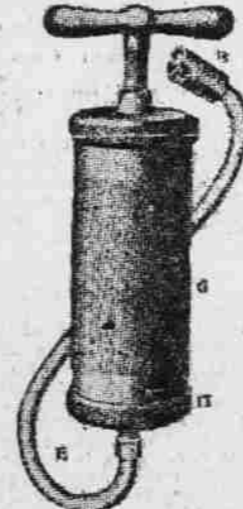
Before you invest your money in stocks or bonds, you make your own careful investigation of the stability and profit-earning capacity of the investment. Before you invest in a motor truck satisfy yourself on these same two points. Carefully examine the Atterbury Truck's design and construction. Compare it, item for item, with any other truck at any price. And bear in mind that 14 years of successful truck building assure you of the stability of the Atterbury.

Compare the Specifications
Atterbury Truck Sales Co.
"Truck Specialists"

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ATTERBURY MOTOR TRUCKS OF MAXIMUM SERVICE



IMPROVEMENTS IN 1920 MODELS

MOTOR CAR Manufacturers

Are quick to recognize merit in and to adopt any invention which will make their car or truck more serviceable and popular. This is one reason that

The ALEMITE LUBRICATING SYSTEM IS NOW

STANDARD FACTORY EQUIPMENT

On many cars and trucks, including the following:

- White Motor Co.
- Union Motor Truck Co.
- Rock Falls Mfg. Co. (Motor Heaters)
- Kelly-Springfield Motor Truck Co.
- Panhard Motors Co.
- American Truck & Trailer (Auto Truck)
- Premier Motor Car Corp.
- United Motors Co.
- Titan Truck Co.
- Parker Motor Truck Co.
- Federal Motor Truck Co.
- Transport Truck Co.
- J. I. Case Motor Works
- Tower Motor Truck Co.
- Hupp Motor Car Co.
- Apperson Bros. Automobile Co.
- Reo Motor Car Co.
- Triangle Motor Truck Co.
- Moreland Motor Truck Co.
- Vellie Motor Corp.
- Monarch Tractor Co.
- Nelson-LeMoon Co.
- U. S. Tractor & Mach. Co.

The Alemite System eliminates all grease or oil cups on your car. It gives positive lubrication to every bearing at up to 1000 pounds pressure. This Positive Lubrication means less wear—longer life.

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