

## PNEUMATICS EASIER ON LOAD AND TRUCK

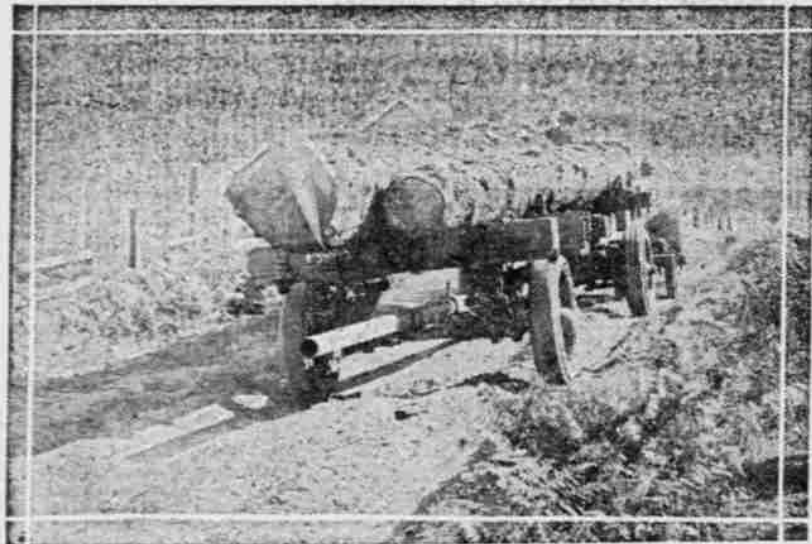
Here Are Some Facts Not to Be Controverted.

### DATA RIGHT FROM USERS

Among Many Firms Quoted in This Symposium of Fleet Owners Is Meier & Frank Company.

BY G. D. WILCOX, Director of Sales and Advertising, Commerce Motor Car Company. Never before in the history of the motor truck industry has any proposition presented itself with greater pos-

THIS FEDERAL TRUCK HAS MADE LOGGING OF SMALL TRACTS PROFITABLE.



FIGURES SHOW THE TRUCK EARNS \$75 PER DAY NET.

Something new in logging has been started by this Federal truck, which is operated in southwestern Washington not far from Portland. Where a farmer has a few good trees on his land but not enough to justify logging operations on the usual scale, the owners of this truck buy the timber on the ground, log it and haul it away on the truck, a two-ton Federal, with three-ton trailer. They have been hauling about 15,000 feet a day, according to figures obtained by Del Wright of the William L. Hughson branch here, and their profits, despite the fact that they haul over all kinds of road, are about \$75 a day net.

abilities than pneumatic cord truck tires. Many years have been spent in the development of this tire, with the result that today we have a product fully beyond the experimental stage and meeting with great success in the truck tire field. All the advantages of the pneumatic cord tire for trucks center around two fundamental qualities—cushioning and traction.

Cushioning.—Reduction of truck repairs and truck depreciation. Reduction in load damage. Greater daily radius of operation. Saving of fuel and oil.

Compressed air enclosed in cord tire construction provides the best cushion ever discovered for transportation purposes. It is the cushioning that eases truck action, that smooths its travel—not merely over bumpy going, but over the heavier rolling, rugged and stony roads. The result is a reduction of your repair bills, less time spent in costly lay-ups, less depreciation of truck, minimum breakage of fragile goods. The cushioning of the pneumatics shows saving:

- a. In trucks.
- b. In hauling time.
- c. In loads.
- d. In roads.

Owner records show the extent of the first three as follows:

In City and Inter-City Service. "No repairs in eight months—formerly every month on solids."—United States Naval academy, Annapolis.

"Upkeep reduced 75 per cent."—Joplin Hardware company, Joplin, Mo. "Upkeep less than half."—The Meier & Frank department store, Portland, Or.

"Saved 12 to 24 bottles every trip."—Price Bottling works, Price, Utah. "Do not need to case up products (candy)."—Klived Bros., Springfield, Mass.

In Farm Service. "Reduced shrinkage of cattle shipped."—Edward Shipporet, Scheduling, Neb.

"Big saving in delicate plants."—Germain Feed & Plant company, Los Angeles, Cal.

"Enables better prices on perishables."—Eaton Bros. fruit farm, Provo, Utah.

"Repairs in two years not greater than monthly when solids were used."—Smith's dairy farm, Aberdeen, Wash. "Make profitable the marketing of fancy berries."—Elson farm, Marshfield Hills.

In talking to those who haul fragile merchandise, such as glassware and the like, the Westinghouse Glass company furnishes a good example of the cushioning qualities of these pneumatics.

"The Chicago branch of this company conducted a test, covering a long period, in which it was determined the percentage of breakage in Mazda lamps transported by three different methods."

Average breakage by freight or express, 11 per cent. By truck on solids, 15 per cent. On pneumatic cords, 4 per cent.

In addition, it has been noted that pneumatic-tired trucks cover more distances and carry more loads on good roads in a day. They enable truck owners to cut down labor cost and unit mile cost, while increasing the territory and number of customers served.

In increasing the daily radius of operation pneumatic cord tires enable trucks to maintain their usual rate of speed most of the time. They do increase the minimum speed of trucks, and the average speed of units, formerly on solids, usually is considerably higher as a result. Cushioning and traction save that slowing down over bad stretches that is necessary on solid tires. Pneumatic-tired trucks are most active in traffic, quicker at the get-away and sometimes squeeze in and out of tight loading and unloading spaces.

Some users say that they carry twice as many loads, others that they do their hauling in half the time on these tires. Of course, when you figure comparisons between solids and pneumatics, charging against the solids the lay-up due to repairs and tieups due to bad weather, you may find that the pneumatics sometimes do 100 or 200 or 300 per cent more hauling.

"Four trips daily of 25 miller each twice as many as solids."—W. F. Taubel company, Inc., Riverdale, N. J.

"Ten hours as against 16."—Akron Lumber company, Akron, O.

"Increased range of operation and business 25 per cent."—Wardrobe Laundry company, Los Angeles.

In Farm Service. "Run completed in five hours, took eight on solids."—Germain Seed & Plant Co., Los Angeles, Cal.

"Collected eight tons milk, only five

tons on solids."—Union Dairy company, Rockford, Ill.

The high resiliency and easy rolling qualities reduces fuel and oil consumption with pneumatic cord tire equipment. It has been noticed there is least variation in the amount of fuel consumption over bad and good roads. This fluctuates greatly in solid-tire trucks.

Careful observation by highway engineers has shown that solid-tired trucks tend to increase the cost of highway upkeep on hard-surface highways. On the other hand, trucks on pneumatic cord tires have no more effect than the lightest passenger tires.

Also, vibration of solid-tired trucks produces greater strain on bridges. Trucks on pneumatics roll smoothly across, causing least jarring and shaking.

As definite knowledge on this subject is accumulated it is expected that the road effect of truck tires will develop into an important factor in determining the type of tires on most trucks used on our highways.

In no case should we overlook the driver as a factor in this situation. It has been found that truck drivers after riding on pneumatic cord tires have refused to work on trucks equipped with solids. Users report that the big pneumatic cord tire improves the working spirit of drivers, causing them to take more pride in their accomplishments and to be far more willing to work overtime if necessary. He is willing to give his pneumatic cord tires

more care to keep them on his truck.

The pneumatic cord tire has a broad wearing surface plus a positive grip on ground surface. The non-skid feature of the pneumatic cord tire enables uninterrupted travel over sand, snow, mud or ice. Such conditions cause hard edge solids to slip and stall. Consequently the pneumatic-tired truck has greater earning power, for it can be used all year, in general service and off the road hauling particularly in farm service. Users' records give a concrete idea of the traction of the tire.

"Travel where trucks on solids will not go."—Dayton-Wright Aeroplane company.

"Give traction in any weather."—Troy Garage, Troy, N. Y.

"Make deliveries regardless of weather conditions."—F. W. Albrecht, Akron, N. Y.

"The only tires that ran all winter."—G. H. Wilson, Utica, N. Y.

"Run 12 months; solids only four months of year."—Mont. Young, Duquesne, Utah.

"Navigate cranberry marshlands."—T. H. Budd, Retreat, N. J.

"Go anywhere on the farm."—G. George, Rushville, Ind.

"Their traction alone in deep sand is worth the price."—Valdosta Motor company, Valdosta, Ga.

Trucks on pneumatic cord tires can maintain their usual rate of speed over rough sections on which solid-tired trucks must slow down. Note following figures based on a year's time:

"Reduces gas consumption 25 per cent."—Lubric Oil company, Cleveland, Ohio.

"Saves two gallons daily or 30 per cent."—American Brewing company, New Orleans, La.

"Fuel saving is 30 per cent."—Akron Lumber company, Akron, O.

"Gas consumption is 10 per cent less."

"Clyde Line Pass Express, Miami, Fla. In Farm Service.

"Getting 12 to 14 miles to gallon."—Longtime ranch, Loomis, Cal.

"Average only 2 1/2 gallons on 40-mile trip."—Eatinger Bros., ranch, Cotford, Neb.

"Average 17 1/2 miles to gallon of gas."—Charles A. Gruba, Plattsburg, N. Y. Here are some figures on mileage.

In City and Inter-City Service. "Twenty thousand to 27,800 miles."—M. Berg & Son, St. Paul, Minn.

"In good condition at 14,400 miles."—Keltz Bros., Inc., Detroit, Mich.

"Twenty-two thousand miles of uninterrupted service."—L. C. Rawling, Boston, Mass.

"Up to 16,000 miles."—Wardrobe Laundry company, Los Angeles, Cal.

"Up to 15,000 miles."—C. J. Henner Refining company, Rochester, N. Y.

In Farm Service. "Up to 34,185 miles."—Smith Dairy farm, Aberdeen, Wash.

"Fourteen thousand miles of hard

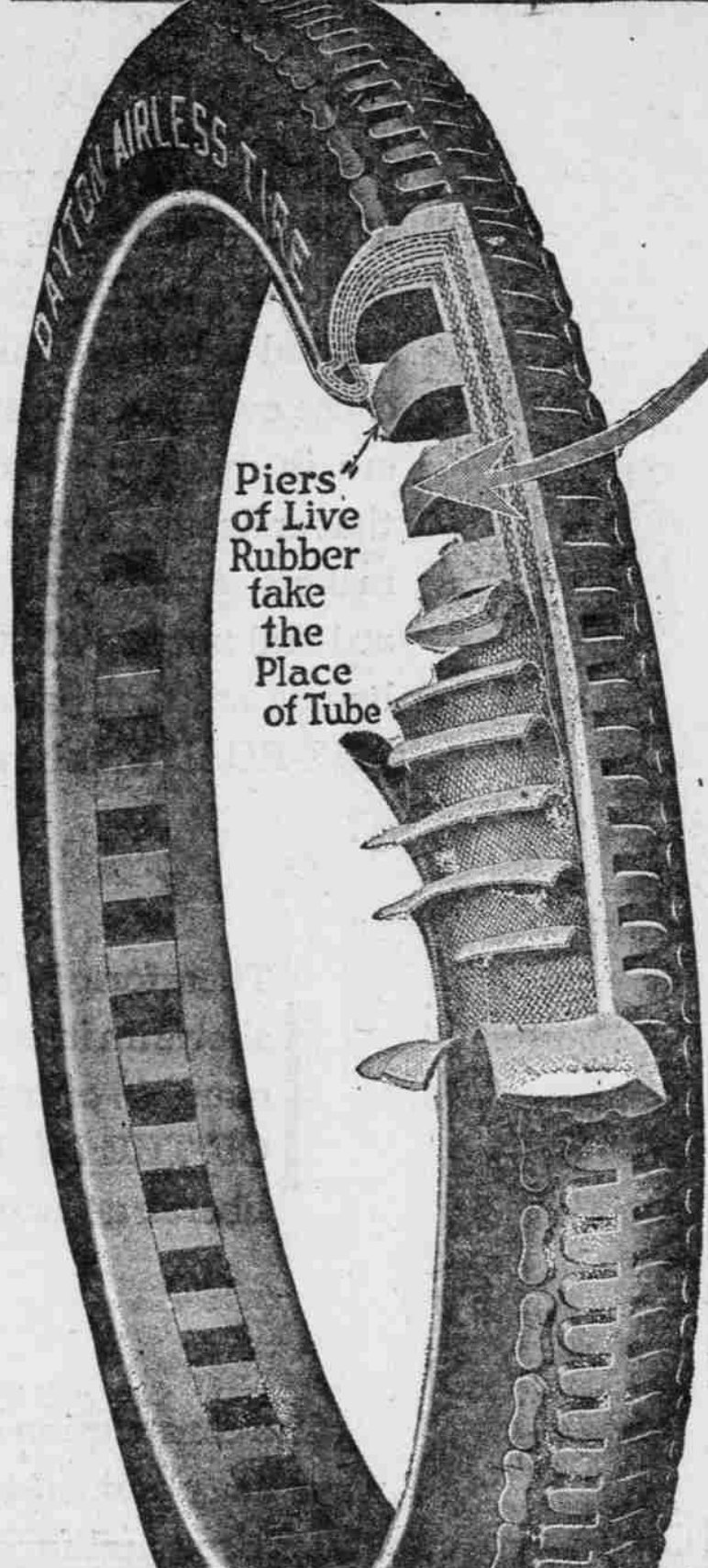
work."—Huntoulita Wagon company, Aberdeen, Wash.

"Fifteen thousand to 20,000 miles without interruption."—Santa Grudis ranch, Kingsville, Texas.

The highways transport committee of the United States council of national defense is anxious, especially just at this time, that its attention be directed to any sections throughout the country

in which products of the truck garden and the farm are in danger of being wasted as a result of lack of highway transportation to rail lines or the markets, direct. Those who know of such situations will aid in promoting the interests not only of the community directly affected, but of the country, generally in promptly putting this office in touch with them.

# No Punctures—No Blowouts Easy Riding as a Pneumatic



Piers of Live Rubber take the Place of Tube

## Record—unparalleled in Tire History proves Dayton Airless 99% Perfect.

Our fiscal year has just ended. A new page of tire history has been written.

An amazing record of uninterrupted, air-free, care-free trouble proof, delay proof mileage has been made that revolutionizes all standards of tire service.

- Dayton Airless have seen service that would wreck ordinary tires,
- on passenger cars and trucks,
- through the muddy roads of the middle west,
- over the rocky trails of the mountains,
- through the alleys of cities,
- over icy streets and frozen roads,
- across burning desert sands.

They have faithfully served stores, families, farms and factories,

- without one minute's delay for repairs,
- without back-breaking pumping,
- without tedious patching,
- without vexing changes of tires.

And with all this wearing, tearing service only 4/10ths of one per cent of thousands and thousands and thousands bought by owners of Fords, Maxwells and Chevrolets have come back for adjustment.

### Now, Dayton Airless are guaranteed 8000 miles.

Records have shown 2, 3 and 4 times that mileage.

If you would spend your money wisely, buy Dayton Airless. It's true economy.

You'll save tire-repair bills, for there will be no repairs.

You'll save time, for there will be no delays.

You'll save energy, for there will be no tires to change.

Investigate.

Ruts and stones could not break them

Tacks, nails and broken glass could not stop them.

They have made a surpassing score on Fords, overloaded with passengers; they have carried oil in Oklahoma, groceries in Chicago, dry goods in New York, paint in Baltimore, lumber in Michigan.

# Dayton Airless

30x3, 30x3 1/2 and 31x4 for Ford, Maxwell and Chevrolet

## Ira L. Gross

Distributor  
226 Stark St., Portland, Or.

## Big Used Car Sale

- |  |   |
|--|---|
| Winton Six<br>Looks like new.                  | Hudson Super-Six<br>Fine condition.           |
| 1919 Buick<br>5-pass. Never been off pavement. | 1918 Oldsmobile<br>Run 400 miles. Cord tires. |
| 1917 Cole "8"<br>This is a bargain.            | 1918 Maxwell<br>A-1 condition.                |

These cars have been thoroughly inspected. Every one is ready for demonstration. Come in and select your car now.

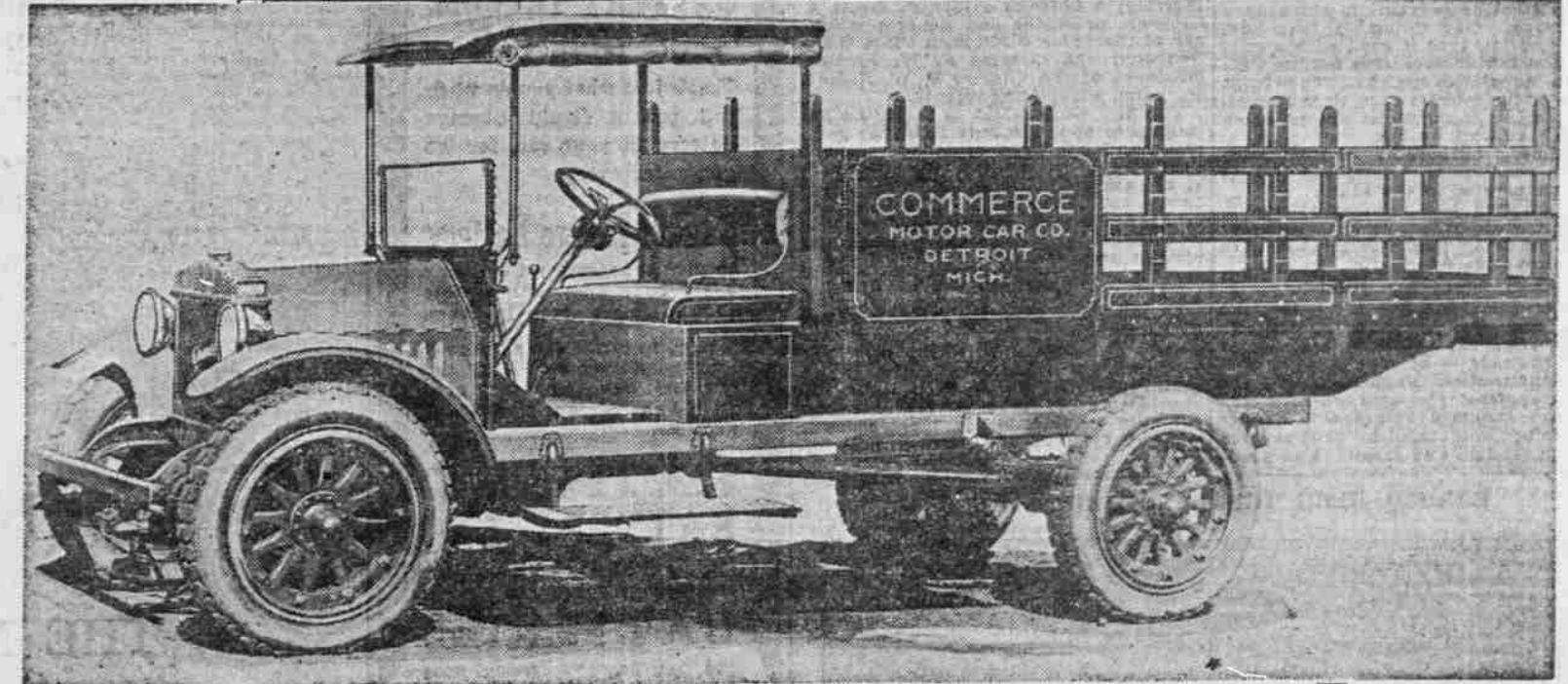
## J. H. Graham

Tenth and Stark Sts.

Distributor for

CASE SIX AND SCRIPPS-BOOTH AUTOMOBILES

# Commerce TRUCKS



1 1/2-2-Ton Model—Complete as Shown  
Motor-driven Tire Pump—36x6 Cord Tires—Electric Lights—Impulse Starter  
\$2304—F. O. B. Portland

## McCracken Motor Co.

490 Burnside Street

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