



The Force Behind the Symbol

Belief in the future of the truck as an efficient, economical mode of transportation has long been dominant in the Firestone programme.

To instill this belief in the public mind and broaden it in industrial and commercial circles, Firestone inaugurated the "Ship by Truck" movement and contributed the symbol.

The idea expressed in this emblem, "Ship by Truck," has met with quick acceptance. It symbolizes the vision and business faith of all motor truck interests. It is a direct notice to all shippers that the truck industry has taken its right place as a big element in transportation.

Guided along sound business lines and placed on a substantial, practical footing, motor truck express lines, serving farmers and neighboring communities, are now established and operating successfully as allies of the railroads.

Without the motor truck today, the delivery systems of our big cities would break down completely. And in the modern industrial field the motor truck is as essential to production as the plant machinery itself.

"Ship by Truck" is the slogan that has common significance for all these interests and for the public at large. The force behind the symbol is an awakening appreciation in all quarters of the truck's value in solving the nation's problems of distribution.

The Firestone Ship by Truck Bureaus, with headquarters at Akron, are in operation in the principal cities, to serve all interests as a clearing house of information and promotion.

The Firestone Bureau here wants to serve you. It wants to help this city and vicinity to be among the first to prove all the advantages of "Ship by Truck"—and to reap the benefits.

Whether you are a shipper or a truck operator, a motor express man or a local transfer man, a truck distributor or a tire dealer, the Firestone Bureau is at your service.

Use this service. See telephone number and address below and list of routes and local motor express operators.

All Directions From Portland and Other Points

Cut Out and Save This Truck Route Schedule

(Corrected to November 1st. Discard former schedules.)

Your local Firestone Ship by Truck Bureau presents here the Ship by Truck facilities available to all in this city and district. Manufacturers, merchants and farmers have applied and are applying this service to their business with profit to themselves and satisfaction to their customers.

For more information call up the Bureau. The gathering and compiling of this schedule information is only a part of the service we are giving. We have much information of all kinds relating to truck operation and transportation, some of which may be of great importance to you. Helpful data is coming to us con-

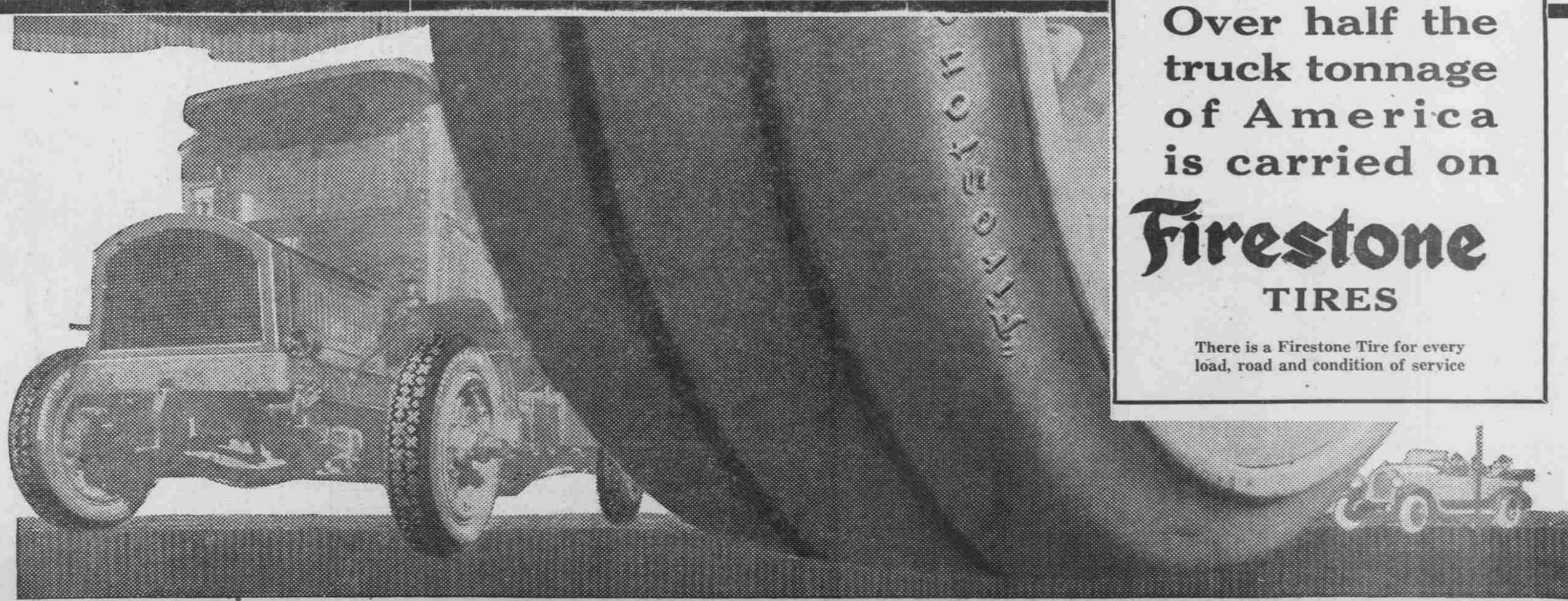
stantly from all over the country through our Headquarters Bureau at Akron. Suppose you see if some of this won't help you. And, in turn, we want any information you can give us that will help the cause. Call us up or write.

THE FIRESTONE SHIP BY TRUCK BUREAU, 65-69 NORTH PARK ST. PHONE BROADWAY 2367.

- ROUTE NO. 1—Distance, 120 miles round trip to Salem. Covers east side of Willamette river along Pacific Highway.
- ROUTE NO. 2—Distance, 50 miles round trip to Liberal. Covers all way points between Portland, Oregon City and Liberal.
- ROUTE NO. 3—Distance, 70 miles round trip to Forest Grove. Covers all points between Portland, Hillsboro and Forest Grove.
- ROUTE NO. 4—Distance, 40 miles round trip to Oregon City. Covers all way points between Portland and Oregon City.
- ROUTE NO. 5—Distance, 18 miles round trip to Vancouver. Pacific Highway to Vancouver.
- ROUTE NO. 6—Distance, 100 miles round trip to Cascade Locks. Covers all way points between Portland and Cascade Locks.
- ROUTE NO. 7—Distance, 50 miles round trip to Hockinson, Wash. Daily freight between Portland, Vancouver, Orchard, Sifton, Brush Prairie and Hockinson.
- ROUTE NO. 8—Distance, 64 miles round trip to Washougal, Wash. Covers all points between Portland and Washougal.
- ROUTE NO. 9—Distance, 35 miles round trip to Gresham. Powell Valley Road to Gresham.
- ROUTE NO. 10—Distance, 45 miles round trip to Scappoose. All points between Portland and Scappoose on Lower Columbia Highway.
- ROUTE NO. 11—Distance, 20 miles round trip to St. Johns and Keaton. Returns by Linton Road, west side.
- ROUTE NO. 12—Distance, 55 miles round trip to Warren. Covers Linton, Burlington, Holbrook, Scappoose and Warren on Lower Columbia Highway.
- ROUTE NO. 13—Distance, 70 miles round trip to St. Helens. Covers all points between Portland and St. Helens on Lower Columbia Highway.
- ROUTE NO. 14—Distance, 60 miles round trip to Newberg. Covers all points between Portland and Newberg.
- ROUTE NO. 15—Distance, 40 miles round trip to Wilsonville. Covers all points between Portland and Wilsonville.
- ROUTE NO. 16—Distance, 70 miles round trip to Dayton. Covers all points between Portland and Dayton.
- ROUTE NO. 17—Distance, 20 miles round trip to Mount Scott and Leita.
- ROUTE NO. 18—Distance, 70 miles round trip to Deer Island. Covers all points between Portland, Columbia City and Deer Island.

Inter-City Truck Transportation Companies Operating Out of Portland, Ore. ANYWHERE—ANYTIME

- Arnold Trucking Company, 128 Union Ave., East 5102. Route—Nos. 3 and 14. Daily, 9 A. M.
- Behrke, G. A., 49 Front St., Broadway 2191. Route—No. 3. Daily, 9 A. M.
- Commercial Transfer Company, 225 Ash St., Broadway 2382, A 2078. Route—Nos. 9, 10, 11. Daily.
- Dennis, J. A., 742 Vanderbilt St., Columbia 806. Route—No. 11. Daily, 10 A. M., 3 P. M.
- Gilman Truck Company, 40 Second St., Broadway 5121. Route—No. 6. Daily, 2 P. M.
- Hansen, P. B., 68 North Sixth St., Broadway 2199. Route—No. 13. Daily, 2 P. M.
- Hertel, R. M., 181 Sidmore St., Woodlawn 73. Route—No. 2. Daily, 7:30 A. M.
- Johnson's Truck Line, 203 Washington St., Main 6051. Route—No. 16. Daily, 2 P. M.
- Lewis Brothers, 40 Second St., Broadway 5121. Route—No. 12. Daily, 2 P. M.
- Martin's Truck Line, 203 Washington St., Broadway 5121. Route—No. 18. Daily, 1 P. M.
- Newberg Truck Company, 40 Second St., Broadway 5121. Route—No. 14. Daily, 8 A. M., 2 P. M.
- N. S. Oldham & Sons, 241 Front St., Main 2399. Route—No. 13. Daily, 4 P. M.
- Oregon-Washington Truck Service, 40 Second St., Broadway 5121. Route—No. 7. Daily, 2 P. M.
- Pioneer Auto Truck Company, 226 Ash St., Broadway 2454, A 2825. Route—No. 5. Daily, 10 A. M., 4 P. M.
- Portland Auto Transportation, 224 Taylor St., Main 1550. Route—No. 17. Daily, 5 P. M.
- Portland-Washougal Truck Line, 40 Second St., Broadway 5121. Route—No. 8. Daily, 2 P. M.
- Rogers Auto Transfer Company, 271 Taylor St., Main 2205, A 3110. Route—No. 3. Daily, 1 P. M.
- Stig Olson Auto Service, 40 Second St., Broadway 5121. Route—No. 13. Daily, 6 P. M.
- Warren Truck Line, 203 Washington St., Main 6051. Route—No. 4. Daily, 8:30 A. M.
- Watkins, M., 40 Second St., Broadway 5121. Route—No. 4. Daily, 11 A. M.
- Wedemeyer Truck Service, 40 Second St., Broadway 5121. Route—No. 6. Daily, 9 A. M.
- Weeks Transfer & Storage Company, 2 First St., Broadway 5121. Route—No. 9. Daily, 11 A. M., 2 P. M.
- Willamette Valley Transfer Company, 124-126 N. Fifth St., Broadway 454. Route—Nos. 1 and 4.
- Williams Transfer Company, 203 Washington St., Main 6051. Route—No. 4. Daily, 2:30 P. M.
- Alberta Transfer Company, 44-46 E. Sixth St., East 5600, B 2044. Route—No. 8. Daily, 2:30 P. M.
- American Transfer & Storage, 209 Oak, Broadway 4132.
- Auto Baggage Transfer & Storage Co., 270 Twelfth, Main 1860.
- Brooklyn Transfer Co., 378 Hawthorne Ave., Office, East 4450; Res. Sell, 566.
- Baggage & Omnibus Transfer Co., 55 N. Park St., Broadway 1090.
- Baggage Transfer & Express Co., 66 Sixth St., Broadway 222.
- Baggage Transfer Service Co., 68 1/2 Broadway, Broadway 120.
- Bee Line Auto Delivery, 304 Third, Main 1324.
- Brewster, W. W., 145 Eleventh, Broadway 133.
- Broadway Transfer Co., 86 Union Ave., East 6011.
- B. & C. Transfer Co., 270 1/2 Third, Main 3750.
- Central Transfer Co., 633 Thurman, Broadway 123.
- Central Transfer & Storage Co., 272 Fourth St., Main 7075.
- City Motor Trucking Co., 215 Hawthorne Ave., East 2220.
- City Transfer & Storage Co., 25 Front, Main 62.
- Clyde Transfer Co., 68 N. Sixth, Broadway 2199.
- Columbia Transfer Co., 35 First, Broadway 2082.
- 169 1/2 N. Sixth, Broadway 1761.
- Commercial Transfer Co., 35 First, Broadway 2082.
- Conley Bros. Baggage & Transfer Co., 310 Oak St., Broadway 406.
- Dodge Delivery & Transfer Co., 209 1/2 Washington, Main 510.
- Driscoll & Collier Transfer, 351 Jefferson, Main 2171.
- East Side Transfer & Baggage Delivery, 102 1/2 Belmont, Tabor 256.
- Eaton & Maxwell, 222 Pine St., Main 3882.
- Empire Baggage & Transfer Co., 145 Eleventh, Broadway 133.
- Ever Ready Transfer Co., 411 1/2 Stark, Broadway 401.
- Pacific Storage & Delivery Co., E. Madison and First Sts., East 891.
- Fulmer, L. J., Coal and Transfer, 1009 Belmont, Tabor 2635.
- Fulton, H. H. & Sons, Transfer, 350 Hawthorne Ave., East 450.
- C. W. Gleason, 40 Second St., Broadway 5121.
- Green Transfer Co., 202 1/2 Alder, Main 1261.
- Heiser Bros. Transfer Co., 46 N. First, Broadway 3667.
- Herrick & Cline, 83 E. Eighth, East 5446.
- Hunt Transfer Co., 45 N. Fifth, Broadway 2415.
- Judson Freight Forwarding Co., 15th and Kearney, Broadway 3640.
- Kenton-Portland Transfer Co., 74 E. Watta St., Woodlawn 1292.
- Kimney Home Co., 403 Hoyt, Broadway 702.
- Manning Warehouse & Transfer Co., Sixth and Hoyt, Broadway 702.
- Montavilla Auto Transfer Co., 182 First, Main 1295.
- Marshall Transfer Co., 128 N. Sixth, Broadway 3320.
- Montavilla Transfer, 208 Morrison, Marshall 1968.
- Montavilla Transfer, 83 E. Eighth St., Tabor 876.
- Montavilla & Mt. Scott Baggage & Transfer Co., 224 Taylor, Main 1550.
- 6405 82d St. S. E. Tabor 7172.
- Mt. Scott Express & Transfer Co., 224 Taylor, Main 1550.
- Nelson Truck Line, 303 Washington, Main 6051.
- Northeastern Transfer Co., 64 Front, Main 446.
- Olsen, C. M., Transfer Co., 248 Pine, Marshall 811.
- Olsen Roe Transfer Co., 514 Hoyt, Broadway 627.
- Oregon Auto Dispatch, 500 N. 13th, Broadway 2309.
- Oregon-Washington Truck Service, 40 Second St., Broadway 5121.
- Otey's Transfer, 111 Grand Ave., East 3564.
- Pacific Coast Transfer & Storage Co., 115 Second, Main 4785.
- Pick, C. O., Transfer & Storage Co., 33 Second St., Broadway 2098.
- Pihl Transfer & Storage Co., 327 Davis, Broadway 2156.
- Pioneer Auto Truck Co., 226 Ash, Broadway 2354.
- Poff & Harvey, 206 N. Jersey, Columbia 308.
- Portland Transportation Co., First St.
- Star Transfer Co., 345 Thurman St., Broadway 381.
- Portland Van & Storage Co., 10th and Kearney Sts., Bldg., 5610.
- Quick Service Transfer & Storage Co., Inc., 234 Broadway, Broadway 2719.
- Riverview Auto Transfer, 271 Taylor St., Main 2205, A 3110.
- Res., 1351 Virginia, Marshall 1106.
- Rogers Auto Transfer, 271 Taylor, Main 2205.
- Ross City Van & Storage Co., 8222 Foster Road, Tabor 1124.
- Ryan, D., Transfer, Alder-St. Dock, Main 5321.
- Security Storage & Transfer Co., 105 Park, Main 5120.
- Sellwood Transfer Co., 331 Unadilla, Sellwood 81.
- Shepherd, J. H., 170 Killingsworth, Woodlawn 200.
- Solliday Bros. & Kelly, Furniture Moving, 80 N. Sixth, Broadway 4222.
- Stevens Bros., 210 Fourth St., Main 6074.
- Terminal Baggage Transfer Co., 69 1/2 N. Third, Broadway 2202.
- Transcontinental Freight Co., 13th and Kearney Sts., Bldg., 5610.
- Universal Auto Transfer Co., 224 1/2 Second, Marshall 250.
- Vinson Transfer Co., 46 Second, Broadway 1156.
- Wheeler, Charles C., 403 E. Burnside, East 4999.
- Wilson, Roy, 200 N. Jersey, Columbia 72.
- Willamette Valley Transfer Co., 126 N. Fifth St., Broadway 451.
- Wynn Auto Delivery Co., 22 Johnson, Main 2870.
- Yett, C. C. & Son, 204 1/2 Alder, Marshall 289.



Over half the truck tonnage of America is carried on Firestone TIRES

There is a Firestone Tire for every load, road and condition of service