

REPUBLIC TERRITORY GREATLY ENLARGED

Roberts Motor Car Co. Gets 11 Counties in Idaho.

ALLOTMENT IS 500 TRUCKS

Other Gossip of Local Trade Includes Return of Tire Man and Cook & Gill Policy.

One of the pioneer motor truck distributing firms in Oregon is the Roberts Motor Car company. Several years ago this firm brought the Republic truck into this territory. In those days selling trucks was a good deal like selling the first issue of Liberty bonds—it required a vast deal of pioneering work. The prospective purchaser had to be thoroughly "shown" before he would even consider the purchase of a truck.

But the Roberts Motor Car company "showed" the merits of the motor truck so thoroughly that today there are about twice as many Republic trucks in this state as any other make of truck. Every county is sprinkled with yellow chassis trucks. Naturally, the territory has appreciated this aggressive distribution of its trucks. It has just indicated its appreciation in the essential manner by allotting to the Roberts Motor Car company, as additional territory, 11 counties in Idaho, including Boise, the state capital.

O. W. Roberts and H. J. Stoutenmyer, for some time territory representatives for the firm, are now in Boise opening a wholesale and retail branch there for Republic trucks. From this branch will be handled the wholesale business for eastern Oregon. Mr. Stoutenmyer will have charge of the branch, which will include not only a salesroom, but a part supply depot and service station for Republic trucks. The departments will be operated along the same lines as at the Portland headquarters.

To take care of the increase in its Oregon business, its seven counties in Washington, and the new territory in Idaho, the Roberts Motor Car company has signed for the delivery of 500 Republic trucks in the coming season. In the territory, the firm sold 335 Republic trucks in Oregon, and its business totaled \$1,000,000, which will be considerably increased this year.

Dave Crawford is general sales manager for the company. The service end at the new Boise branch will be in charge of Earl Bowyer, who has had long experience with the Republic line.

Cook & Gill, distributors in the Oregon territory for Paige cars and trucks, who recently moved into a factory quarter block at Eleventh and Brunsdick streets, that is one of the best equipped automobile plants on the Pacific coast, go on the theory that every car is a potential member of the firm. Owners of the firm and all department heads once a month hold a "get together" meeting with the employees which is mightily enjoyed by all hands. One reason for this is that there is nothing formal about it. In discussion of the business and methods of improving it, much stress is placed on the value of suggestions from employees. There is a standing offer of \$5 for the best suggestion and \$2.50 for the second best, and a hundred each of these monthly gatherings. After business matters have been threshed out, all take on coffee and sandwiches. At the monthly meeting, last week, they were further entertained by the prowess of "Kid" Meeker, one of the Cook & Gill men, who handled a sailor opponent rather roughly in four rounds.

F. H. Nash of the Atterbury Truck Sales company of Portland, will depart in about a week for Chicago to attend an automobile and truck show. While there he will meet his new service engineer, Carl H. Charnquist, formerly of Omaha. Mr. Charnquist was recently sent by Mr. Nash to the Atterbury truck factory, where the factory is conducting a course as to insure the quality of the trucks with every process in the manufacture of Atterbury trucks. He will also take a shorter course at the Stewart factory.

M. J. Woolack, assistant manager of the American Tire & Rubber company of Portland, returned last week from visiting the plant of the General Tire & Rubber company at Akron, O. It was his first trip to big league territory, and he was amazed at the vast business done in Akron. The General plant, for instance, had no finished tires left, everything having been shipped out to fill orders made weeks before. The factory already has one big addition in full operation, with another one under construction.

F. H. Hearsch, western division manager for the Kelly-Springfield Tire company, was a recent visitor in Portland with C. H. Meade, manager of the new Kelly-Springfield factory branch here. Mr. Hearsch just returned from a list to the factory of the company at Akron, O., and its new factory at Cumberland, Md., which is to turn out 1,000 tires a day when completed. The company is starting something new in building its second factory outside of Akron, but is doing so on purpose, believing that Akron has reached its limits as a factory center. Several hundred trained workmen will be transferred from Akron to Cumberland when the new plant is ready.

W. S. Wells, president of the Marshfield Auto company and his brother and partner, Hank Wells, were hosts at a dealers' get-together banquet in Marshfield recently. Guests included C. Chancy of the Coopers-Cary Auto company, Bandon, Or.; E. L. Greenough of Coquille, Or.; T. R. Harrington, Maxwell service station, Portland; Charles Hall, president of the bank of Southwestern Oregon and of the Oregon state chamber of commerce, and Ted Herlihy, chairman manager of wholesale sales for Oregon. One feature of the evening was a banquet, the menu of which was made up entirely in automobile terms. Guess for yourselves what some of the following items indicated: Oregon gasoline cocktail, specific gravity .86, Marshfield town bootleg special, warranted seven years old and in 1919, Marsfield slung canvas-back duck, retarded yams, non-skid salmon, hot timken pudding, coater, key of cigarettes, pantanote dressing, motor oil sauce, thermo-siphon pimientos.

Battery Filler.
A very convenient filler for putting electrolyte in battery jars is made by steaming an old jar until it is soft and then forming a sort of spout at one side by means of two pieces of board. When the jar cools it retains the shape that has been given it.

REPUBLIC TRUCK DOES HEAVY HAULING IN KLAMATH FALLS COUNTRY.



Two and one-half-ton model owned by City Transfer company of Klamath Falls, with four-ton load of hay. This truck was sold by the Roberts Motor Car company of Portland through the Dunham Auto company of Klamath Falls.

"This truck," says a letter to the Roberts Motor Car company here, "is making the run to Bligh, 60 miles, under extremely bad road conditions, the snow being about one foot deep and drifting until the truck has to drive in its own track. Recently it made the round trip in one day, carrying 2500 pounds one way, and is the only truck making the run, as others have been taken off, unable to handle the grade."

READ INSTRUCTION BOOK

OWNER CAN SAVE HIS CAR BY FOLLOWING DIRECTIONS.

Briscoe Man Points Out the Importance to Every Motorist of Keeping Car Lubricated.

"Instruction books are really a part of the sale of the car that they go with," says Waring Sherwood, advertising manager of the Briscoe Motor corporation, Jackson, Mich. "If the owner reads the book, it reads and followed, will greatly increase the appreciation of the owner of the car and, from an otherwise indifferent owner, make of him a booster."

"It does not follow that everyone who buys an automobile is personally going to keep his car in running shape. Especially is this true among the high-priced cars. But among cars of medium price, such as the Briscoe, the owner will take it upon himself to attend to the small adjustments necessary, and he will take pride in understanding the mechanical features of his car. That is where the instruction book plays an important part."

"Take oiling, for instance. Once a month the average car owner takes his car to the garage man for a thorough oiling. He would rather trust this matter to a competent mechanic than undertake the unpleasant task himself. But there are bearings in his car which need attention every 250 miles of running. By reference to his instruction book these are easily located, and these grease cups are, in the Briscoe, readily accessible. The oiling chart will show also the value of suggestions from employees. There is a standing offer of \$5 for the best suggestion and \$2.50 for the second best, and a hundred each of these monthly gatherings. After business matters have been threshed out, all take on coffee and sandwiches. At the monthly meeting, last week, they were further entertained by the prowess of 'Kid' Meeker, one of the Cook & Gill men, who handled a sailor opponent rather roughly in four rounds."

ENCLOSED CAR SHORTAGE

JORDAN SAYS DEMAND CAN'T POSSIBLY BE MET.

Lack of Glass Crops Up to Add to Difficulties of Much-Harried Auto Manufacturers.

Edward S. Jordan, president of the Jordan Motor Car company, urges Jordan dealers to safeguard their spring business by taking now all Jordan cars they can get from the factory. Mr. Jordan sends this message from England, where he went to attend the Olympia motor show and visit the principal foreign motor car factories.

"We are now producing 500 cars a month," Mr. Jordan says, "with orders from dealers for immediate delivery of ten months' production at this rate. There is every indication that the demand will increase steadily throughout the winter."

"The closed car situation from the standpoint of deliveries is most discouraging. No one can begin to produce enough closed cars to meet more than a fraction of the demand. No one could possibly have anticipated such a demand. Even if it could have been anticipated, producers of plate glass for windshields and top lights and closed car windows would be unable to supply sufficient glass for months to come. Further, the cost of the closed car hardware is far too limited to satisfy the demand. Besides all this, the number of body manufacturers is very small considering the demand, their facilities are limited, and they cannot get enough men qualified to build high-grade closed bodies."

"It will be impossible for any factory to include closed models in their shipment of open cars. Any dealer who shows inclination to hold up shipments of open cars when closed cars will have to pay the penalty in the spring through the shortage of open cars when the most needs them. We therefore urge all distributors or dealers to safeguard their spring business by preparing for it as we have prepared for it by notifying all our suppliers that we are ready to take any quantity of material they can ship at any time."

NEW USE FOR A DODGE

ENGINE FUMES USED TO BUMP OFF PESKY RABBITS.

Australian Turns Exhaust Into Rabbit Burrows and It's Good Night for Poor Bunny.

Early in the 19th century, the pioneers of Australia, confronted by the problem of obtaining fresh meat at low prices, began to breed rabbits for table purposes. The experiment proved a success from the very start, but it was not many years before the blessing of plentiful rabbits began to take the aspect of a plague of the most serious character.

"You will be interested to know a new use for the Dodge car. I am fumigating rabbits with it. I remove the silencer and fit on a piece of 1 1/2-inch pipe with a reducing socket and a water pipe union, six feet of one-inch hose, go to a burrow the upwind side, face the car to the wind, put the hose into the burrow in the most upwind hole and fill that hole up with dirt. As the smoke comes out of the other holes, fill in till all are packed. If a large burrow, rug the car for five minutes, when every rabbit will be killed."

MOTOR TRUCKS RELIABLE NOW

Different Story From Trucks First Built in Early Days.

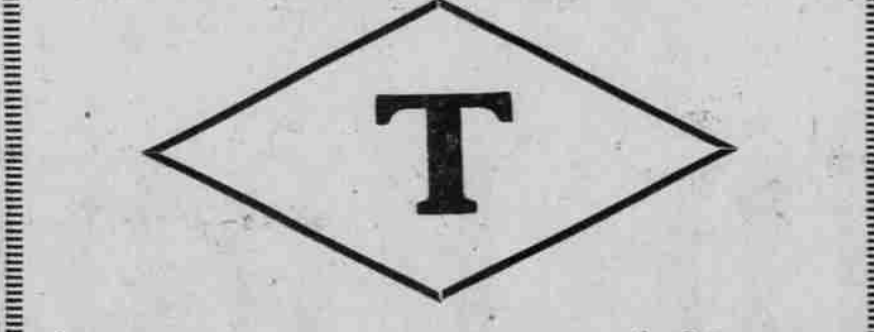
"It's a far cry from the motor truck of today to the first models at the start of the industry," says H. J. McIntosh of the McIntosh Motor Car company, local Kiesel distributor. "When trucks were first placed on the market for general sale, they were far from being reliable hauling units. In fact, most of the trucks then sold were simply express bodies mounted on passenger car chassis with lower gear ratios."

TIRES LAST FOR THREE YEARS

Car Goes 32,547 Miles Over Sands Without a Puncture.

The west provides many pitfalls for the tire user, soft sand, ruts and sharp rocks testing pneumatic tires to the utmost. Often there are no roads to follow, cross-country driving being necessary. Added to this are dust and sand, and the burning hot sand throughout the desert wastes, which speed the doom of many a tire. Recently H. T. Alexander of San Antonio, Tex., reported that his car, carrying three-quarter to one-ton loads between Castoville and San Antonio and over other rough roads ran 32,547 miles without a puncture during three years of operation.

DIAMOND



—the nation's freight car—
Ask W. H. Holt
54 East 79th St.
what he thinks of Diamond T Trucks and Service.

Diamond T Truck Sales Agency
89-91 North Ninth Street. Phone Broadway 476

WHOLESALEERS BACK AUTO TRUCK LIVES

Truck Shipments Solve Problems of Grand Rapids.

COMPETITION EASILY MET

Traffic of 85 Tons of Freight Now Handled Daily From Large Central Terminal.

"What 'ship by truck' can mean to wholesaleers is well illustrated, its advocates point out, in Grand Rapids, Mich., where 19 truck routes, operating 32 motor trucks, have the staunch support of wholesale dealers in fruits, groceries and drugs. These Grand Rapids dealers are backing 'ship by truck' because, by speeding their shipments to neighboring Michigan towns, it permits them to compete with Milwaukee wholesaleers."

Last spring the Grand Rapids men found that the Milwaukee wholesaleers were making substantial inroads on their business. Lake transportation was making it possible for the Wisconsin dealers to get their shipments into the territory more quickly than could the Grand Rapids houses. They were shipping into the Michigan port cities that had the best railroad facilities.

Grand Rapids dealers, dependent entirely upon the railroads, were not so fortunate in obtaining quick deliveries. Then the ship-by-truck idea came along, they adopted it and now they claim to be far outdistancing their rivals.

In Grand Rapids "ship by truck" operates through a central terminal. This terminal, which was fostered by the local First-Trust ship-by-truck bureau, operates under the name of the Associated Truck Lines of Grand Rapids.

By the first of September it had outgrown its original quarters and was forced to move to a larger place. Today more than 17,000 pounds of freight is leaving its two loading platforms daily. Incoming freight, representing return loads, is 40 per cent as great. The shortest route is 22 miles long. The longest is 50 miles.

Quick Deliveries Made. Deliveries to Muskegon and Grand Haven, the principal cities in which Milwaukee competes with Grand Rapids, are made by 5 P. M. of the day an order is received in Grand Rapids provided the order is telephoned before noon. Deliveries are made to Kalamazoo the same day on orders received if it is telephoned to the wholesale house before 10 A. M.

Delivery by the wholesaler to the terminal station saves the motor truck the time that would be required in making a "pick up." This is the big advantage found in the central terminal system. It expedites the handling of incoming freight in the same manner, the consignee or his agent calling at the terminal for it. In addition to that at Grand Rapids, central terminals for motor trucks are successfully operated in Minneapolis, St. Paul and Louisville.

IDAHO MOTORISTS APPEAL

Busses and Truck Freighters Now Required to Furnish Bond.

BOISE, Idaho, Jan. 10.—(Special).—An appeal has been filed in the Idaho supreme court involving the constitutionality of the motor carrier law, chapter 106, section 2, of the revised codes. The appeal is the case from the operator of a motor truck, and J. P. Koll, operator of a passenger car. Motorcar operators contend the law is class legislation, as it requires motor busses and freight trucks to furnish a bond, whereas no such requirement is made of railroads, street cars and other common carriers.

NEW PENDELTON TIRE FIRM

L. A. Dare of Seattle Has Agency for the Diamond Line.

PENDELTON, Or., Jan. 10.—(Special).—The Dare Tire & Rubber company is the new member of the Penelton's automobile colony. The concern is headed by L. A. Dare, formerly vice-president of Piper & Taft of Seattle, one of the large sporting goods houses of the northwest. The company will distribute Diamond tires for Gilliam, Morrow, Wallowa, Union, Umatilla and Baker counties. For the present its headquarters are in the Penland Bros. warehouse, but a location in the business section is being sought.

Seized Spark Plugs. When a spark plug has been screwed in too tightly and has then rusted it is very hard to remove. Here is a method of doing it. Build a shallow dam of putty around the top of the plug and then fill it with kerosene. Let the kerosene soak in for 12 hours and it will loosen the rust so that the plug can be unscrewed.

USL

THE UNITED STATES LIGHT AND HEATING CO.

Storage Batteries

With the machine pasted plates and nonbreakable jars are guaranteed for 15 months.

Investigate before you buy your new battery.

We test and repair all makes of storage batteries.

See us about your electrical troubles.

Sunset Electric Co.
Phone Broadway 126
48 North 8th Street at Davis

Light Weight and Durability are the best Guarantee of Quality

THE difference between a Maxwell and a larger car is largely a matter of weight. Each carries the same average passenger weight, travels over the same roads, and at the same speeds. Per pound of metal the cost to make each is about the same. One lasts just about as long as the other. The mission of the Maxwell is to carry the same load, over the same roads, and at the same speeds, at extremely low costs. That is highly efficient transportation. It is expensive to haul dead weight. Therefore, every superfluous pound has been eliminated. Light but strong metals have been used. These are the quality metals. They provide the "toughness," the wear, the ability to stand any strain and shock; and yet they are light in weight. This is the secret of the Maxwell. It explains why a Maxwell delivers a mileage—that is inexpensive—that is troubleless—that is almost endless. The greatest efficiency-economy record ever made is held by a Maxwell. It ran 22,020 miles continuously without one single stop of the engine, carried a full passenger load, averaged 22 miles to the gallon, at a speed of 25 miles an hour! The story of the Maxwell and its great acceptance by the world is a story of its merits. For in five years 300,000 have been built, and these have made many friends. 1920 production increases to 100,000 Maxwells. Which will supply 60% of the demand.

Price Advances \$75.00 January 15th

C. L. Boss Automobile Co.

615-617 Washington St. Portland

REO

(Note—The carrying capacity of a Reo 3/4-ton speed wagon is never exaggerated or misrepresented. It is sold strictly on its rated capacity of 1500 pounds.)

Portland Bolt & Mfg. Co.

—Their Experience—

The commodities manufactured by the Portland Bolt & Nut Manufacturing Co. frequently make delivery loads small in bulk but heavy in weight. Mr. J. M. Llewellyn, president and general manager, states that the REO 3/4-ton Speed Wagon, purchased by them over a year ago, has many times carried loads exceeding 3/4 of a ton—frequently as high as a ton and a half.

Their Speed Wagon has never been in the repair shop and has "been on the job" every working day. The service the REO SPEED WAGON has rendered has made Mr. Llewellyn justly enthusiastic.

We might add that the experience of the Portland Bolt & Nut Mfg. Co. is by no means exceptional—rather, we would say, ordinary.

Statements from owners should be sufficient evidence for any intending purchaser.

Northwest Auto Co.

Distributors "The Line Complete" Portland, Or.
Alder at Eighteenth