

TRUCK SOON PAYS FOR ORIGINAL COST

Investment More Than Repaid by New Economy.

DOUBTERS ARE ANSWERED

Merchant of Low-Priced Commodities Often Declares Use of Auto Is Too Expensive.

One of the first arguments that a merchant of low-priced commodities gives against truck operation in place of horses is that the truck is too expensive. The small profit on a small volume of business, he claims, doesn't

or the small gasoline truck very seriously. Hand in hand with expansion by means of trucks comes the means for advertising. Advertising creates more business, and more business can only be handled successfully by faster equipment working a given number of hours daily. The average small merchant is lacking in his ability to expand rapidly because he always thinks of himself as a small dealer; he hardly ever considers the large territory around him which he could serve if he had the equipment with which to do it.

TOLL BRIDGE IS DISLIKED

Aberdeen Motorists Want to Eliminate Charge for Passage.

ABERDEEN, Wash., March 20.—(Special.)—The Grays Harbor Motor Car association has appointed a dealers' committee to confer with the county commissioners on the elimination of toll over the Northern Pacific bridge now being used as a temporary outlet to the east from the Harbor. The association hopes to secure county aid in maintaining the bridge and believes that Aberdeen and Hoquiam motorists should not be made to pay the costs.

Jack Sims of Hoquiam was elected president and J. C. Reilly, Aberdeen, secretary. Thirty dealers, represent-

NEW YORKERS WANT BUSES IN BROADWAY

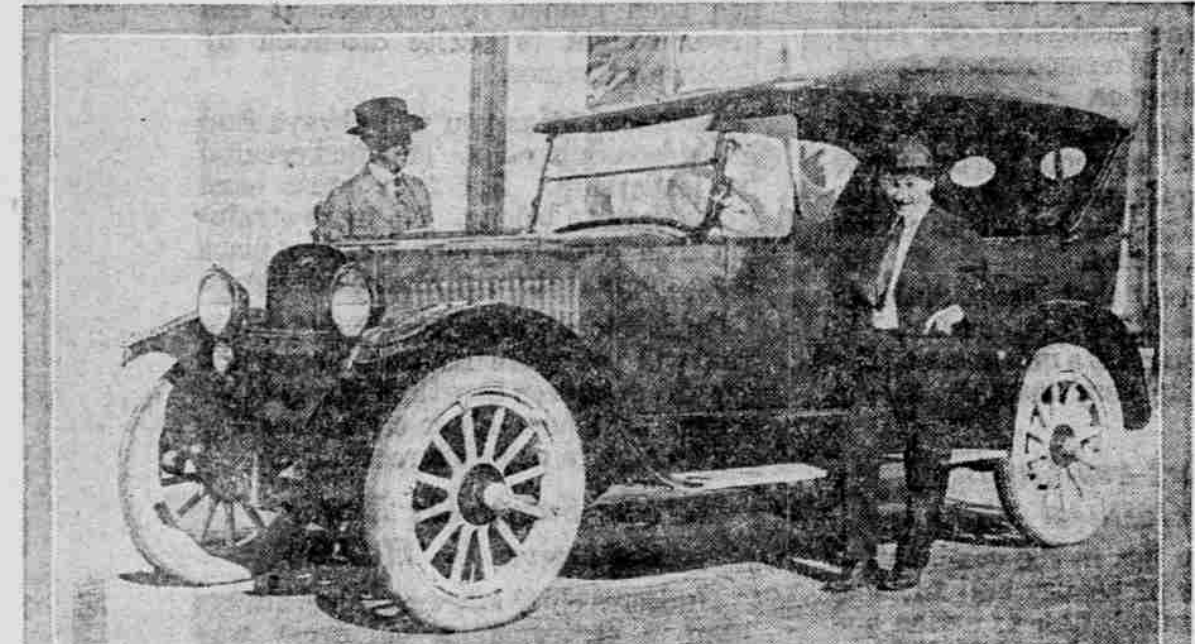
Fight On to Have Car Tracks Taken Out.

CONGESTION IS TOO GREAT

Nationally Known Firms in Move to Substitute Bus Lines for Trolley Cars.

At a recent meeting of the board of directors of the Broadway association of New York city, it was decided to raise a special fund of \$25,000 to be expended in an effort for removal of streetcar tracks from Broad-

HOTEL MAN PROUD OWNER OF NEW PATERSON SIX.



Nick Rapiakia (front) of the Glenwood hotel bought this car last week from the Lewis E. Obye Motors company. Paterson distributors here, the sale being made by G. S. Eble, who is on the other side of the car. This Paterson is specially painted in a handsome deep green.

permit of the expenditure of a truck the hiring of a driver and the maintenance of it in the proper way. The first thing this merchant does when he says that is that he doesn't want to expand his business. Those are not the exact words he uses, but unknowingly that is implied. Expansion cannot be had with the horse equipment because it requires a truck to cover a greater area, hence supply more customers. Some typical examples and comment on them follow: A dealer in bottled beverages does a town business exclusively and uses one horse-drawn vehicle, which is worked to the limit. No further expansion can be had unless another horse and wagon are secured. The frequent starts and stops, this merchant says, make it impossible to operate a truck economically. Has he ever considered the electric truck or the low-priced gasoline truck, such as the Ford, Dodge, Maxwell, Geo., etc.? The electric especially does away with the objection that frequent starts and stops are expensive, and this type of vehicle can be operated at far less cost than a horse and wagon of the same capacity. Above all, this truck will work a greater radius, does not require much experience for operation, is easily garaged and can be charged by the owner or driver.

Few Parts in Electric.
The mechanical parts are very few and hardly ever get out of order; the electrical side of the truck is easily understandable by the town electrician, or in a large community by dozens of garage men and service station hands. It is quite true that the initial cost of such a vehicle is higher than the horse equipment, but if business expansion is to take place it cannot be done more economically unless a truck is brought into the business. Take groceries, for example. In the smaller towns the progressive merchant uses some small gasoline vehicle as indicated mentioned above, while the backward one uses the horse equipment. The latter will always do a "one-horse" business. He must make his delivery schedule, the size of the load, etc., with the horse's ability constantly in mind. The small grocer, butcher, vegetable store and hundreds of others will bring up the subject of increased prices due to the truck equipment. One such merchant recently told the writer that he could not sell even certain staples at the same price as the competitors in the town because the competitors either did a carry-home business or used horses. An investigation showed that this merchant was right so far as prices were concerned, but he gave the wrong reason for the difference in his prices, because he had no proof sufficient that he wasn't using his trucks right. The competitors who used no wagon or truck delivery were of the chain store variety, and these stores buy their goods in such immense quantities and have such a rapid turnover that they can afford to sell at a lower price. But rapid turnover is a function of the number of customers you have.

Better System Needed.
The more customers the more business, naturally. It is obvious that the greater territory you serve the more customers you will get, and the larger territory can be covered properly only with trucks. A fish store in one town near the writer serves customers six miles away, and those same customers can buy their sea food only four blocks from their homes. They don't buy from the local store because one can never depend on the delivery of the goods because boy delivery is used. The dealer six miles away has a regular schedule, but he also guarantees that you will get your order delivered at any reasonable time you state. Such service is appreciated by the customer. The small merchants like those above mentioned, and who state that it is often very expensive to make deliveries because you never can fill the wagon and it doesn't pay to send it out with goods for four or five customers. If you do send it out the cost of delivering eats up the profit on the sales. When operating motor-driven wagons it is essential to work them continuously, if possible, through given hours of the day, say between 7 and 8 for early morning deliveries, between 10 and 11 for noon work and for two hours at night between 2:30 and 5:30. When a truck is standing idle it isn't eating oats, and during the time it works it can cover twice to three times the territory that a horse covers. It is a fact that the small merchant has not considered the electric truck

ing the entire county, attended the banquet. E. C. Davidson was appointed chairman of a committee to direct the handling of the state auto convention here in July. Several interesting talks were given on business practices and conditions, among which the used-car situation was thoroughly discussed.

HOW DOWNEY GOT ON MAP

FEDERAL TRUCK SOLVED MARKETING PROBLEM.

Before Truck Came Producers in Fertile District Could Not Sell Their Produce.

Fertile agricultural ground which surrounded Downey, Cal., produced an abundance of marketable crops, but lack of facilities for marketing these crops quickly in the populous nearby markets was a keen source of worry for producers, who were unable to cash in on the bounty of nature. In June, 1914, R. B. Briscoe purchased a 1½-ton Federal truck. His attempt to solve the local problem was watched with interest by the hundreds of farmers beset with the same problem. Up to this time the raising of produce and marketing it by rail had been unprofitable and unsatisfactory because the trip to Los Angeles, the nearest large market, could not be accomplished by their teams in one day. The town bid fair to slide into a rut of obscurity. The first year Briscoe marketed his crops in Los Angeles with little trouble, no delay, and at prices that gave him a good margin of profit. He was able with his truck to make the round trip in three hours, with the result that he had plenty of time for his farm work. He soon learned that by making two or more trips a day he could market his neighbors' as well as his own crops. The profit of the extra trips more than made up for the labor he hired for his own farm. The following year he easily made two 30-mile trips each day at an expense of \$7.20, including all items and \$2.50 a day for himself. This was at the rate of \$1.80 per ton, hauling two tons on each trip and four tons when necessary.

With this one truck Briscoe has been able to market the produce of both his neighbors and himself by obtaining orders from produce men in Los Angeles and other markets and guaranteeing shipments on schedule time. In addition he was able to hunt for new markets where the commission men were not so well supplied, such as Long Beach, Pomona, San Pedro and Santa Ana. Briscoe and his truck proved to the farmers of this section of the country that the motor truck is the answer to the economical marketing problem.

Essex Tops Hand Tailored.
Tops on Essex touring cars are hand-tailored to each car in the big body-trimming department at the Hudson factory. The tops are cut by expert designers, the material is sewed by a small army of women and then both curtains and top are carefully fitted to each car.



We wish to announce the opening of our new store in Portland, where we will carry one of the most complete stocks of patent rings in this city. Overseas .015 to .021 and run in size from 1½ inches to 12 inches in diameter. If you are having compression and oil trouble you should see us before having cylinders ground or other rings installed. We guarantee to give perfect compression and stop oil trouble. We specialize on tractor, truck, marine and stationary engines, also air compressors and ammonia machines. We have oversizes made especially for rebored cylinders.

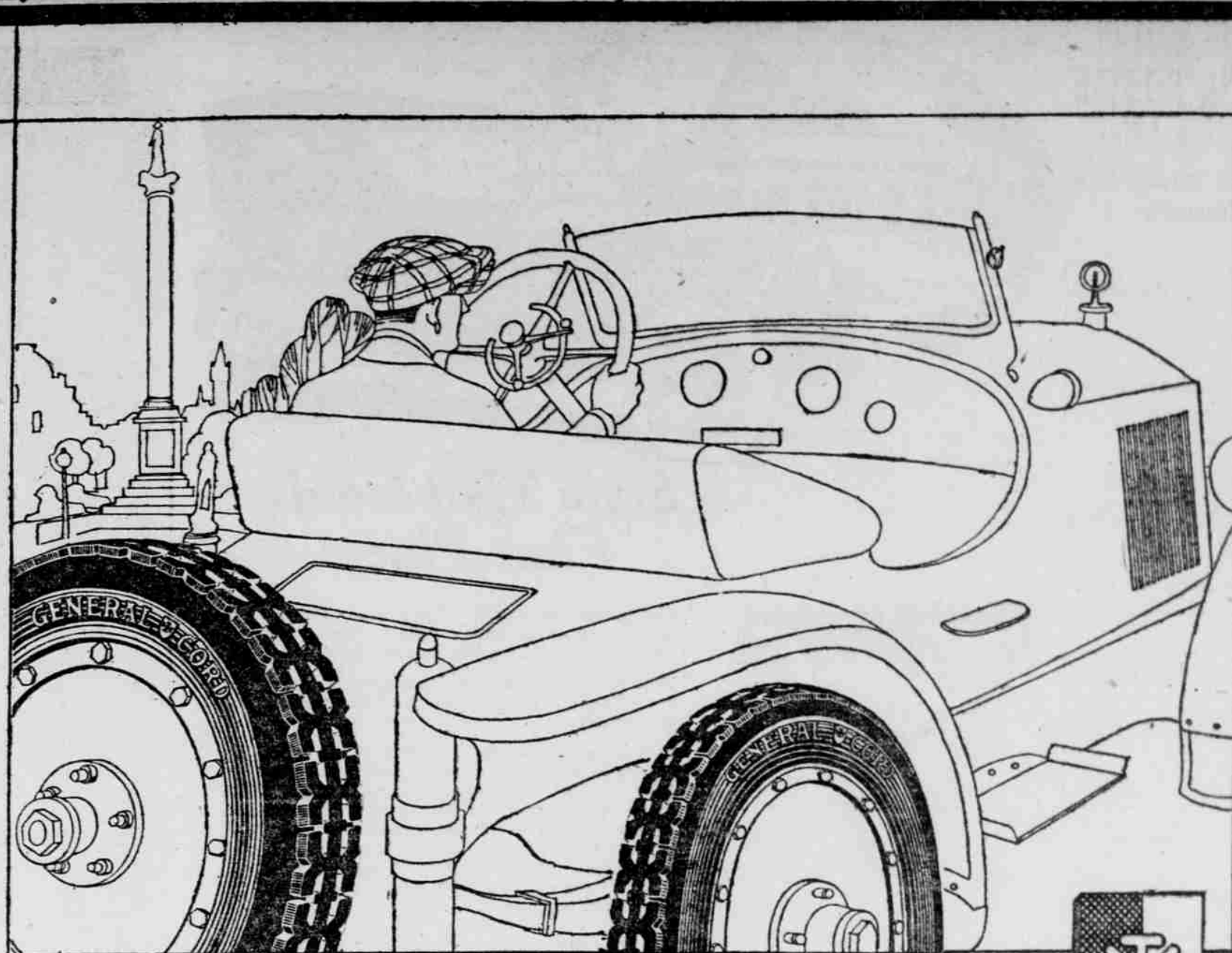
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In European cities and in some American cities accommodations under cover 60 passengers and can be successfully operated in Broadway. It is more mobile than the street car because it is not confined to rails and stops at the curb, and while it prevents many accidents by letting the passengers alight directly on the sidewalk, it also would permit all other vehicular traffic to move uninterruptedly in the lanes now provided for it. In case of a breakdown the bus can be moved to a side street instead of blocking the entire line as the street cars now do.

"Reliable information is that a bus line can profitably be operated on the entire length of Broadway on Manhattan for a single fare." In a statement by the managing director of the Broadway association he says: "Nearly all cities in the United States and on the continent refuse to let street car tracks be laid in their finest streets. The modern motor bus as used

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