

SHIP-BY-TRUCK IDEA IS NO LONGER GERM

Method Develops Into National Movement.

VAST GOOD RESULTS

K. A. Price, Local Manager of Firestone Ship-by-Truck Bureau Tells of Advances.

How ship by truck, in little more than a year's time, has grown from the germ of an idea into a vital movement of national importance is a story which has been watched in the making by thousands of leading business men and transportation experts.

YES, THEY EVEN MAKE FORD FIRE DEPARTMENT TRUCKS!



This one was purchased recently by the A. G. Long company from the Palace Garage company, one of the authorized Ford dealers in Portland. As will be noted, it has very prominently displayed a fire hose, with which to require Pierce-Arrows and other loafers in the road to get out of the way. E. E. Allison, the salesman at the helm, made the sale.

ness men and transportation experts the country over, says K. A. Price, local manager of the Firestone ship by truck bureau.

Through the ship-by-truck movement in this short space of time practically every community—from the largest metropolis to the merest hamlet—has come to appreciate the utility of the motor truck as a real factor in transportation. It has already demonstrated its special adaptation to the field of the short haul, its practicability in linking up the farm, the market and the consumer and its all-around usefulness in developing our agricultural resources.

"It took the war to open our eyes," says Mr. Price, "to the splendid possibilities of the motor truck. That service record pointed the way to even greater fields of usefulness in peace time. It was with the idea of developing these possibilities that H. S. Firestone, president of the Firestone Tire & Rubber company, undertook to focus the attention of the American public on the importance of the motor truck in the nation's transportation scheme."

"He had visions of a great system of intersecting truck routes on all main highways, providing better food at lower costs, lifting the short haul burden from the railroads and in general facilitating traffic."

"His first contribution to that end was the slogan 'Ship by Truck.' This phrase, he believed, could become the watchword that would unite all those interested in developing and extending the use of the truck."

"To spread the message as quickly as possible the Firestone company placed full page ship-by-truck messages in the Saturday Evening Post, Literary Digest, Country Gentleman and other publications with national circulation. This was supplemented later by full page advertisements in the newspapers of the leading cities of the country, planned to help shippers use their local truck routes and to get more tonnage to the operators."

"The response was immediate and enthusiastic. Thousands of shippers turned to the motor truck as a new agency in transportation. Truck operators found new business coming their way and prepared to handle it. The truck manufacturers were the last to feel the influence of this revival of business, but as the movement gained headway the demand for trucks caught up with production and passed it. Today the truck manufacturing interests are faced with a demand that was scarcely anticipated a year ago."

"The simple message—'Ship by Truck'—had a telling effect, but the Firestone company realized the need of localizing the movement, of providing a clearing-house of information and promotion in each large trucking center. After all, the big test came in bringing the shipper and the operator together. To answer this need the Firestone ship by truck bureau was established, with headquarters at Akron, and local bureaus in the 63 cities in which the company maintains branches."

"In general the function of the central bureau at Akron is to collect and distribute information to the branch bureaus and to promote the national campaign in behalf of the movement."

"Its policy may be stated in the following programme of activities: 'To study the problem relating to the entrance on a sound business basis of the motor truck into our national, commercial and economic life. To promote the use of the motor truck where it is economically feasible. To analyze efficient cost, operating and business methods with a view to advocating their more general adoption. To plan co-operation with other forms or agencies of transportation so that our country may have a complete, efficient and economical scheme of transportation. To promote the construction and maintenance of roads, adequate for the proper use of the motor truck and the legitimate expansion of its service. To encourage uniform and suitable legislation relating to the use of motor trucks, trailers and the highways. To co-operate, when advisable, with other agencies having all of these policies or any one of them as their object. The local ship-by-truck bureaus bring shippers and operators together. Shippers call on them for information about routes, truck lines, tonnage capacities of trucks, rates, road conditions and the like. Truck

operators find that the bureau pass along to them many business opportunities."

"By way of giving the whole service a solid foundation and affording information on every conceivable phase of shipping by truck a new decision of the central bureau was established early last summer, known as the division of economic research."

"At the start the director assembled a staff of trained investigators and sent the most into the field to study the use of the truck in various industries. As a consequence, with an accumulation of authoritative information back of him, every local ship-by-truck representative is in a position to offer constructive suggestions to the trucking interests he comes in contact with."

"The Firestone ship-by-truck bureaus are designed to help the practical truck operator; but, more than that, they help the inexperienced truck man in getting his business organized along practical and successful lines. In short, they obtain and distribute those facts which tend to stabilize the motor express business and kindred activities."

"The first important trip of this kind was the memorable Akron-to-Macon journey, returning via the Atlantic seaboard, a 6700-mile jaunt, which caused great interest and enthusiasm and was productive of splendid results in the way of publicity and demonstration. Both giant pneu-

of the motor truck industry, has concentrated the full strength of its influence and prestige behind the ship-by-truck movement."

"The Firestone company, in contributing the ship-by-truck slogan and symbol to this representative body, is giving definite point to the policy that has guided its year's work—that ship by truck is the slogan not of any one interest, but of the whole trucking industry. The responsibility for its active promotion rests with every interest that believes in ship by truck."

"As we see it now, the most effective effort we can put behind this movement will be along the lines of those undertaken by the bureau's division of economic research—in making ship by truck synonymous with service. For ship by truck must be a service based on facts—a transportation system resting upon a sound economic basis."

FRENCH WORKERS BEHIND
It Will Take Auto Factories Six Years to Catch Up.

French automobile manufacturers estimate it will take them at least six years to catch up with the domestic demand for motor cars, but they feel that if, after that time, they have not built up a foreign market their business will suffer. A number of

KING PRESIDENT COMING

E. A. SCHEU TO BE IN PORTLAND MONDAY.

Formal Opening of King Sales and Service Station to Take Place While He Is Here.

E. A. Scheu, general sales manager of the King Motor Car company of Detroit, will arrive in Portland Monday to attend the formal opening of the Rubin Motor Car company and inspect the new home of the King eight, which has just been completed and which occupies a quarter block at the southeast corner of Broadway and Hoyt street, opposite the new post office.

This building, one of the most modern of its kind, has been erected at a cost in excess of \$25,000 and is in a fine location to give service. It is at the approach of the most important bridge spanning the Willamette and in close proximity to all important highways.

The Portland building is one of three to be placed in the most important cities in the northwest, including Seattle and Spokane, with a number of sub-service stations scattered through the territory. A well-organized crew of traveling trouble-shooters will constantly be at the call of all authorized service stations to assist the King motorist when in need.

In announcing the formal opening of the new home of the King eight sales and service station, B. W. Rubin, president of the Rubin Motor Car company, distributors for all the northwest territory, consisting of Oregon, Washington and Idaho, says that the principal office and distributing point will remain here in Portland.

"A new era has dawned," said Mr. Rubin, "in the manner in which automobiles must and will be handled in the near future. The King eight has recently incorporated a service programme of 52 weeks which heretofore was deemed impossible. This is one of the reasons why all dealers

handling the King line must be adequately equipped with modern service stations to carry out this 52 weeks of free service."

"Another feature inaugurated in this territory is that the price must include every necessary equipment and attachment, including five cord tires, bumper, spotlight, motorometer, glass wind deflectors, clock, tire cover, automatic tire pump, trouble lamp, Victoria side curtains, state license, full tank of gasoline and all necessary tools."

"The King eight is built along lines of scientific construction, which eliminates all that is coarse and cumbersome. Its ideal of a car is one of performance, ease of riding, good balance, one that will cut operating costs to a minimum and eliminate worries and aggravations from its owners. The new King eight has incorporated more than 100 improvements and refinements, which have added beauty, sturdiness and performance to its already tested qualities."

ROAD EQUIPMENT IS BOUGHT

Lane County Adds Another Scarifier and a Grader.

EUGENE, Or., March 20.—(Special.)—Augmenting the equipment for road building owned by the county court of Lane a Russell scarifier and a huge grader of the same make arrived here a few days ago from Minneapolis and will at once be put in commission. The county court is preparing for an active season of road building. This equipment, with other machinery ordered and already in use, said to be the most complete in the state, will materially aid in the work.

If the \$2,000,000 county measure carries at the May election members of the court say the equipment will be taxed to its capacity this summer and fall.

Vibration Loosens Cups.
It is remarkable what vibration will do in the way of loosening up grease cups that have gone in stiffly and apparently have been absolutely sealed. Every lost grease cup means that some part of the mechanism is in danger. The safest remedy for this trouble is to employ a set of cups with locked caps.

Why Brunswick Tires Win Preference

There are two main reasons—one, the name itself, which certifies superfine value—the other, that time tells the same story.

Thus reputation and performance unite in giving you all you expect—and more.

Yet Brunswicks cost no more than like-type tires. Many motorists would pay more readily, but the Brunswick idea is to GIVE the utmost, rather than to GET the utmost. And this has been true since 1845. You can appreciate what Brunswick Standards mean by trying ONE Brunswick Tire. It will be a revelation. You'll agree that you could not buy a better, regardless of price.

And, like other motorists, you'll decide to have ALL Brunswicks. Then you'll know supreme satisfaction from your tires—longer life, minimum trouble, lower cost.

THE BRUNSWICK-BALKE-COLLENDER CO.
Portland Headquarters: 46-48 Fifth Street



Sold On An Unlimited Mileage
Guarantee Basis

Brunswick Tire Co.

Multnomah County Distributors, Eleventh and Stark
Frank P. Walborn Broadway 35 W. F. McKenny

DEALERS

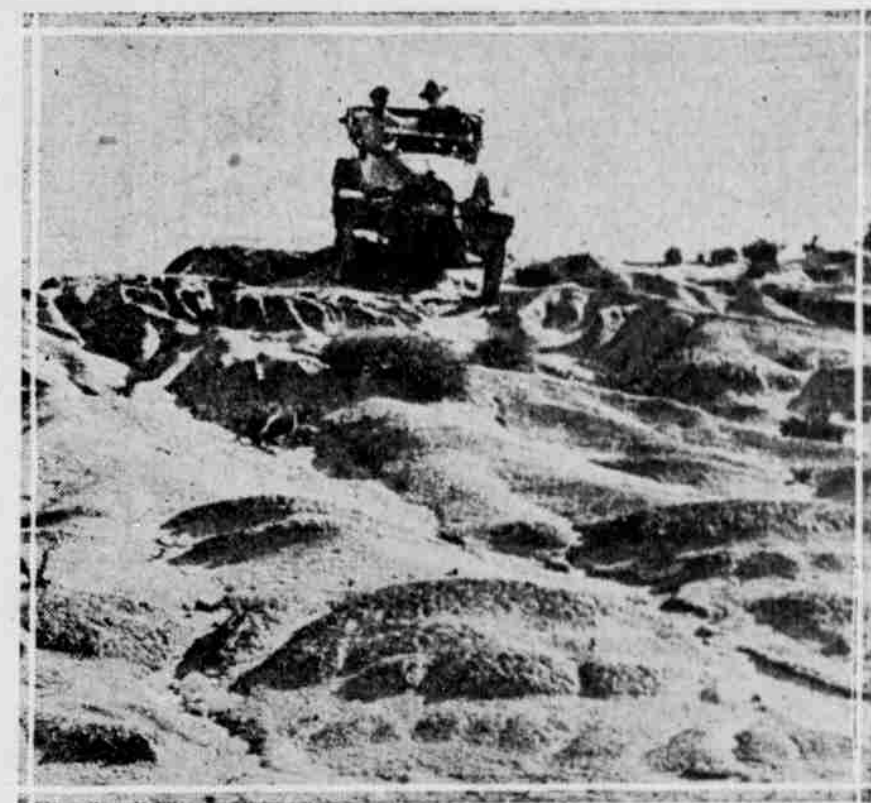
Tillman Auto Service Garage, 605 First St.	Graybeal's Garage 693 Union Ave. North
Piedmont Garage 1130 Albina Ave.	Boulevard Garage 42d and Sandy
J. J. Keys 379 East Morrison St.	Viaduct Garage 38th and Sandy
Reliable Auto Repair Shop Lennox and Foster	Knight's Garage 741 Alberta St.
C. O. Merrill Co. Second and Main	C. E. Osborn Gresham, Oregon
Montavilla Service Station 82d and Base Line Road	North Grand Auto Co. 30 Grand Ave. North
Portland Retread Vulcanizing 95 Eleventh St.	City Garage Twelfth and Alder
Williams Ave. Garage 482 Williams Ave.	Peninsula Garage Lombard St.



More People Every Evening

have accepted our public invitation to see the thrilling drive of two young girls on the "trail of the Arrow" in the Essex automobile.

Also the trip of the Maxwell Yank into the Desert—the most thrilling automobile motion picture ever filmed. Free moving picture show.



MAXWELL YANK

Never before has there been such a daring drive as that to the bottom of the Devil's Punch Bowl. You will never forget it.

The public is invited every evening during this week from 7:30 to 10 o'clock.

C. L. Boss Automobile Co.
615-617 Washington St. Portland

MORE EVIDENCE

Brute Strength

That Prime Necessity in a Motor Truck—Is Built Right Into the

S. A. Troxel "Also Bought a
Roosevelt, Wash. Master"

MASTER TRUCK

1½, 2, 3½ and 5 Tons

Three Drives Internal Gear
Timken Worm
Double Reduction Gear

W. C. GARBE, Inc.
FORMERLY OREGON MOTOR CAR CO.
Distributors

BROADWAY AT BURNSIDE

MORE EVIDENCE

MACK PERFORMANCE COUNTS

MACK TRUCKS CUT COSTS

It's the cost of operation on the ton-mile basis that determines if your truck is economical.

Compute the weight of the loads carried and the mileage covered by MACK trucks and you will soon see how they cut costs.

Then, too, there is the subject of mechanical upkeep. Mechanical dependability and operating efficiency of the highest order are inbuilt features of every MACK truck.

Parts used in the construction of MACK trucks are over-size. This provides the factor of safety so essential should an emergency arise. It is something seldom found in other makes of motor trucks.

Capacities 1½ to 7½ Tons

Mack International
Motor Truck Corporation

Tenth and Davis
Broadway 691

MACK