

MOTOR TRUCKS GAIN BY RISE IN FREIGHTS

Writer Declares Autos Are Quicker and Cheaper.

SHORT HAUL IS CHANCE

Less Than Carload Lots Declared Opportunity for Machine With Trailer Attached.

"The motor truck branch of the automobile industry was much encouraged by the increase in railroad freight rates. Their trucks have been increasing competitors of the railroads for freight in the last six years. Higher rates should divert more and more business to them," says a writer in a recent issue of "Financial America."

"This is true particularly of shipments in less than carload lots. Examination of schedules published by the railway executives shows that freight thus classified pays 25 to 35 per cent more in increases than carload lots. The motor truck has long been a bidder for shipments of small lots. The owners of the motor truck express companies have been pushing main highways between large cities in the closely populated states should experience an expansion of business as a result of these higher rail rates on small shipments.

Freight Rates Are High.

"On a 25-pound tub of butter moving from the Chicago packing house to Philadelphia the rail increase is 10.8 cents, or about \$5.64 for a ton. On a bushel of potatoes from the nearby Jersey fields at Swedesboro the increase is 2.6 cents, or about \$1.33 a ton. On canned fruits from the canneries near Cambridge, Md., to Philadelphia the increase is \$1.76 for the ton. On dressed meats from the Chicago packing house the rail increase is \$9.68 per ton.

"All these additional costs give an advantage to the motor truckman outside of the great gain in time over rail freight, which may occupy from a week to two months in covering the routes mentioned, dependent on the degree of congestion and the working of priority regulations. Owing to ruinous delays during the last year, many manufacturers of small and valuable products have been using the motor truck to the exclusion of other carriers. This has been a useful resort in the delivery of perishable goods, which suffer most from delays in transport.

Trailer Doubles Load.

"It is estimated that under ordinary road conditions the five-ton truck will drag to market for the shipper a five-ton trailer, giving a total load of ten tons. The total load shown by the railroad rates on such ten-ton lots of farm products ranges from \$13 nearly to \$20 for the distances as that of Chicago to the Atlantic coast. If the motor truck can save the increase in the shipper and consumer it will establish itself on many new routes.

"A saving of the minimum amount, \$15 on a daily trip from the near shipping point, would give for 300 working days \$4,500 a year. At this rate the truck owner would be quickly paid for themselves.

"The Boston manufacturer who has been compelled to ship his goods by Philadelphia by motor truck will find no inducement to resume rail shipment in the near future. He has demanded. He can put about 4800 pairs of men's shoes aboard the five-ton truck and deliver them at the door of the distant city. This two local wagon or truck hauls between warehouses and freight stations are saved. This same advantage is obtained by many other shippers and is one reason for the great growth in the use of motor transport.

Truck Speeds Delivery.

"The truck not only speeds the manufacturer's delivery, but it is loaded at his door and unloaded at the door of the distant city. This two local wagon or truck hauls between warehouses and freight stations are saved. This same advantage is obtained by many other shippers and is one reason for the great growth in the use of motor transport.

MARKET ROADS ARE PRAISED

Projects in Lane County Meet the Approval of Engineer.

EUGENE, Or., Nov. 20.—(Special).—C. G. Whitmore, state highway engineer in charge of market roads, looked over two of Lane county's most important market road projects this week and expressed his approval of the manner in which they have been constructed and complimented the county court and heads of the road construction department on the class of construction.

The engineer informed the members of the court that Lane county's share of market road money for next year is approximately \$35,000, but before the money can be procured it will be necessary to match it by taxation and the tax to be levied for this purpose will be 1.57 mills, according to figures submitted by members of the court.

The engineer was taken over the new macadam road through the Colgate Crest hills, which is a part of the new Lorne highway, and pronounced it to be one of the finest roads in the state. He was also taken over the Mohawk valley road, and commented favorably upon the work there. These are both market roads upon which state money has been used.

ELECTION ALREADY ON SIGNS

Bulletin Board of U. S. Tire Company at Marion, O., Has News.

Already the outcome of the presidential election has been recorded on the roadside historical bulletin boards of the United States Tire company. At Marion, O., the board carries this information: "Marion is the Ohio home of Warren G. Harding, who was elected twenty-ninth president of the United States on his fifty-fifth birthday (November 2, 1875) by the largest popular plurality ever recorded."

And at Northampton, Mass., one of the big boards reads as follows: "Northampton is the Massachusetts home of Calvin Coolidge, who, on November 2, 1920, was elected vice president of the United States by the largest plurality ever recorded for that office."

In 1898 gasoline sold for 6 cents a gallon.

A CORNER OF EASTERN OREGON TRANSPORTED TO A PORTLAND AUTO SALESROOM.



INTERESTING DISPLAY OF W. C. GARBE, INC., FEATURING THE STUDEBAKER CAR IN WHICH IRVIN S. COBB TOURS OREGON.

One of the most unusual displays ever installed in a Portland auto salesroom is that of W. C. Garbe, Inc., showing the Studebaker six in which Irvin S. Cobb, well-known writer and humorous lecturer, and party toured central Oregon. Every effort has been made to faithfully reproduce a central Oregon scene, with the car, still splattered with mud and battered with heavy travel as it was the day it got back from the hard trip, as the central figure. The result is a display which has caused hundreds to stop and inspect. Half a dozen tons of sand were used to transform the concrete salesroom floor into an Oregon desert, and upright in the sand have been placed a number of juniper trees and a quantity of sage brush, imported from central Oregon. Bleached bones of animals of the plains, together with a couple of stuffed coyotes, finish the well-rounded picture.

SPEED SPOILS HIGHWAYS

CARE SHOULD BE USED, SAYS CITY TRAFFIC HEAD.

Trucks, in Particular, Are Harmful When Driven at Too Great Rate of Speed.

If the speed of every commercial car and truck were kept within the legal bounds at all times the cost of maintaining bridges and streets would be considerably reduced and their life would be longer. This is the opinion of Captain H. A. Lewis, head of the traffic bureau of the Portland police department. Captain Lewis has been making a study of damage caused by speeding of heavy vehicles, both from a standpoint of wear and tear on roads and bridges and also from the standpoint of accidents.

The traffic head, together with Chief Jenkins of the police department, has been selected to serve on the executive board of the International Traffic Officers' association, which will hold its next annual meeting at Cleveland, O., beginning December 6. While neither of the Portland officers will be able to attend, the meeting is being looked forward to with much interest, as plans for uniform traffic laws will be adopted at that time and steps taken to put these plans before the law making bodies of each state.

Passing of such laws, in the opinion of traffic officers generally, would mean greater protection to the public and convenience to drivers. It is also believed that, with local and state laws throughout the entire country in conformity, greater success would be met in enforcing the traffic laws uniformly in all localities.

"Few people realize the extent of damage done each year to Oregon roads by excessive speeding," said Captain Lewis, "particularly by heavy commercial cars and trucks. And if we want more good roads it is necessary for us all to work together to reduce to a minimum the cost of upkeep of the improved highways we already have."

Oregon regulates the size of trucks by license, but it is of as much importance that attention be given the question of speed, as lighter trucks that rivet at too great speed can cause more damage to roads and streets than heavy ones driven as they should. The traffic bureau of the police department is endeavoring to install governing devices on their machines, which will regulate the speed. Such devices do much to protect the roads, and it is also claimed for them that they show considerable saving in operation for truck owners. Of course governors are not necessary where the drivers at all times use care and precaution, but too frequently this is not the case.

The public is also interested from another standpoint, he stated, that of safety. The number of accidents which are caused by speeding and lack of control would be greatly reduced by the use of governors, it is claimed. Traffic records from all over the country show that the majority of every-day accidents are caused by one of the above reasons. The number is steadily increasing, and the operators of motors as well as the public are demanding more protection.

The answer to the above is, limit the speed either by the application of some kind of governor, or by the employment of enough officers by the city and state, to effectively enforce all laws as to speed, tonnage, etc., for the protection of the public and the highways.

MANY CARS IN NEW YORK

Over 300,000 Operated in City Each Day, Says Report.

NEW YORK, Nov. 20.—According to figures furnished to the Automobile club of America by the automobile bureau in New York City, over 300,000 motor vehicles are operated in Greater New York daily.

These figures, great as they are in themselves, do not take into consideration the enormous number of motor vehicles from other states that

CLUTCH ACTION IS TOLD

THAT ON HUDSON AND ESSEX IS OF MULTIPLE DISC TYPE.

W. J. McReil of C. L. Boss Company Explains Why Cork Inserts Are Saturated in Oil.

Head of Local Equipment Company to Attend Chicago Meet.

E. R. Wiggins, president and general manager of Wiggins company, Inc., left last week for an extended trip through western states. He is accompanied on this trip by Mrs. Wiggins. Mr. Wiggins will attend the fifth annual meeting of the Automotive Equipment association in Chicago and will also see the second annual automotive equipment show, held in the Coliseum during the show. Manufacturers of all classes of automotive equipment display at this show, which is held in the largest building in that city.

Mr. Wiggins will also go to Akron, Ohio, the home of the Diamond Tire, and familiarize himself in general with trade conditions and new items pertaining to the needs of the motorist. Mr. and Mrs. Wiggins will return to Portland early in December.

AUTO TRADE MEN ELECT

OFFICERS CHOSEN AT ANNUAL MEETING OF ASSOCIATION.

Name Changed From Garage and Repairmen to Portland Automotive Trades.

At a meeting of the Portland Automotive Trades association, held Wednesday evening at the Benson hotel, officers for the coming year were elected, and official action was taken confirming the suggestion of an earlier meeting and changing the name of the organization, which had been formerly known as the Portland Garage and Repair Men's association.

The following are the new officers: President, C. L. Weaver, Weaver Tire shop; first vice-president, Axel Kil-dahl, Lents garage; second vice-president, Edward Burk, Burk garage; third vice-president, L. L. Humen-thal, Oregon Pan Belt company; secretary, R. H. Cross, Bearing Service company; treasurer, Don Bates, Portland garage; members of the executive board, R. D. O'Brien, Union avenue garage, and C. V. Conant, Conant & Buchtel.

Departmental vice-presidents with supervision over the various automotive trades represented in the association, were also elected, as follows: Battery and electrical shops, J. W. Van Matre, Howard & Van Matre; garages, E. N. Donaldson, Interstate garage; machine and repair shops, V. C. Undeen, Factory Motor Car company; tire repair shops, L. M. Harper, Harper & Hall; paint and trimmings shop, Paul Stalker, Auto Sales company; sheet metal and wheel shops, G. G. Gerber.

The first New York automobile show was held in 1900.

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Today the Lex-Sedan stands higher than ever in the public esteem. Its value appears greater, its price fairer, and its advanced design more desirable.

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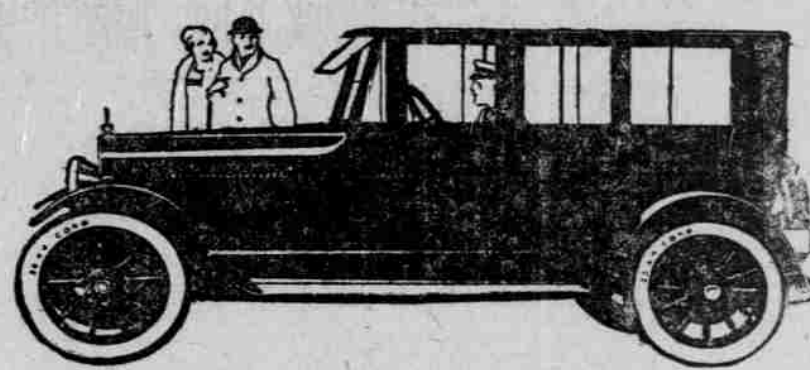
—They are protected against price reductions.

—They realize, regardless of price, that it is poor economy to buy a closed car now that will be old-style next year.

—They know the Lex-Sedan is the leading style closed car type for seasons to come.

—They want the exclusive advantages of Lexington that include the Moore Multiple Exhaust System, the Lexi-gasifier, the Cable Foot Brake, the One-finger Emergency Brake, the 2-Way Head Lamps, etc.

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Subsidiary United States Automobile Corporation

suited immediately to save the battery from death and yourself from a big expense."

The United States Light & Heat Corporation of Niagara Falls, N. Y., are distributing free of charge upon request a booklet on the care of batteries, called "The Black Mystery Box Explained."

MASON BRANCH COMES HERE

Local Concern Named to Act for Tire Manufacturing Company.

The Mason Tire Sales company, 82 North Broadway, which has been handling Mason tires throughout this territory, has been made a direct factory branch of the Mason Tire company, according to word received here last week. Naming of the company as the direct branch came following a visit here about two weeks ago by John H. Diehl, sales manager and vice-president of the Mason company, which is located at Kent, Ohio. That Mr. Diehl was well satisfied with his inspection of the local company was shown by the fact that a short time after his departure he sent back word

OVERHEATING BATTERY BAD

Evaporation of Water May Cause Deterioration of Plates.

"Be careful not to overheat your battery," is the advice of Dave Welch of the S. L. battery service station here, "as overheating expedites evaporation of water from the electrolyte, causes deterioration of plates and separators, and tends to buckle plates, in fact will ruin the battery."

"Overheating by discharge will not occur except under conditions where the driver is very much to blame, such as making the starter spin the engine or run the car by holding the starting button for a long period. If any point in the electrical system is out of order and the generator is allowed to overcharge the battery, overheating will occur. Therefore it is always well to inspect your battery after a long, hard drive as follows: Feel of the lead links and cover. If warm remove the vents from the cells and insert a thermometer, made of liquids, into the electrolyte. The temperature should never be more than 110 degrees F. If it is higher than 110 degrees F. the battery has a fever and the battery doctor should be con-

and 1000 tubes. On account of the fact that the cars in actual use are comparatively few, the cars are owned mostly by the wealthy class, although extensively used in the land of Nippon. A few are operated as taxicabs.

The company has been under the management of John M. Bruhn and Carl W. Wolford, who will continue with the branch organization, with Wolford as branch manager. The territory of the branch for the distribution of Mason tires will be Oregon, eastern Washington and northern Idaho.

Increase in Tire Production.

During the present temporary conditions in the automotive industry 1920 sales of the Miller Rubber company, Akron, O., are indicative of the soundness of the industry which is second only to steel in its importance today. Over the record year of 1919 sales to date show an increase of over 18 per cent, the company has reported.

Automobiles in Japan.

What is thought to be the largest single automobile tire order yet received from Japan has just been reported by the Goodyear Tire & Rubber company. The Goodyear order just shipped amounted to 1000 tires

Little Mr. Titan says—

"Unrestricted Power"

The TITAN lock and seal is a patented feature found only in Titan batteries—an ingenious arrangement comprising a rubber bushing, a compression ring, and a hard rubber lock ring that makes the post hole leak-proof and corrosion-proof without the use of adhesive compound.

Ask the TITAN service station man to show you this lock-seal and explain how it saves you money.



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