PURCHASING TRUCK DEMANDS MUCH CARE

What Size and Type to Get Must Be Determined.

REPUTATION IMPORTANT

Well-Made Truck, Chosen to Best Fit Work Demanded of It, Should Hold Up Well.

There are more problems involved in the buying of a motor truck than in the purchase of any other commodity, declares the head of a big contracting firm of an eastern city, which uses dozens of motor trucks constantly. Before any thought is given to a specific vehicle the prospective purchaser must carefully calculate the definite requirements which the vehicle is to fulfill. After that has been done the amount of money available for the purchase is determined, then the search for the truck that meets the predetermined conditions begins.

The matter of the capacity of the truck to be purchased is the prime consideration. "What size shall I get?" seems a simple question, to be determined perhaps by the amount of money available, but in reality it is the most difficult of all for the uninitiated to answer and an error made here is likely to mean the failure of the attempt to install motor transportation. Failure to select a truck of adequate size is directly responsible for most of the failures in motor truck transportation.

Must Determine Load.

The only safe method of procedure is for the prospective buyer to determine the maximum load to be carried and provide a vehicle capable of handling such loads with an adequate factor of safety. If, for instance, the average load is found to be 1500 pounds, but the conditions of service demand frequent handling of 2800 pounds, then the vehicle purchased must be designed to carry the latter weight and not the former. A motor truck designed for a load of 1500 pounds which is called upon to carry 2800 for, say, one-third of its running time, is being heavily overloaded and will rapidly disintegrate. Truck makers are a unit in agreeing that overloading is the greatest evil in the motor truck field today. Far-sighted users of motor truck fleets are increasing the precautions against overloading in their service and it is vitally important that the prospective truck user should take this lesson to heart before purchasing his vehicle. On the other hand, the use of a truck that has a capacity far beyond the normal load makes for expensive operation and reduces the efficiency. So it is important that the normal load should be accurately determined and the vehicle be bought with that capacity in view.

Chassis Selection Problem.

After the proper capacity has been determined the next problem is the selection of the chassis. With an unlimited amount of money available this is an easy matter, but where the cost must be kept within definite limits, as is usually the case, the problem is more complex. The best way to attack this phase of the matter is to produce a list now on the market with their complete specifications and prices. This department will be glad to mail such a list on application.

The first question to consider is the maker of the truck, his standing in the field, his financial responsibility, his reputation for promptly supplying spare parts and service of various sorts. Just remember that while a passenger car laid up for a protracted period while the owner is waiting for spares to be forwarded may involve inconveniences, a truck similarly out of commission involves loss of money, it being a unit of your regular business organization. A few inquiries among users of any particular make of truck will give you information in regard to the manufacturer's and dealer's service system and facilities. If there is any doubt in regard to the manufacturer's financial soundness, it is best to procure a rating from one of the regular commercial agencies.

Reputation Counts.

Now when it comes to the question of the mechanical makeup of the vehicle under consideration it is scarcely within the province of the average buyer to determine just how good or how bad the various mechanical units may be. What every buyer can do, however, is to make sure that the various units employed in the truck are the product of reputable parts manufacturers. Every one knows the reputation of such parts as Continental engines, Brown-Lipe transmissions, Timken axels, Delco ignition and their fellows. But for every one of these units made by such responsible parts manufacturers who cannot afford to turn out defective work, there is a similar unit made by some concern of a doubtful reputation, building parts to satisfy a price demand only. The only safe way is to buy a vehicle embodying parts produced by responsible parts makers, who have a reputation to sustain.

In certain cases a particular type of design of vehicle lends itself to a particular business, so that selection is narrowed down to this class. For example, a four-wheel drive truck is peculiarly adapted for carrying heavy loads over bad roads. A mining concern carting ore and heavy supplies over mountain roads that have poor surfaces, or a contracting firm working in the outlying districts, would almost necessarily give the preference to four-wheel drive trucks. On the other hand, for ordinary city work the two-wheel drive meets every requirement and the field for picking is very much extended.

Body Is Up to Purchaser.

The prospective customer cannot determine quality by appearance. The only safe way is to buy from a responsible manufacturer and then one may be sure that the transmission is of adequate size to bear the strain that will be imposed upon it, that bearing trouble will not develop in a few months because the maker saved a few dollars by skimping on this equipment and that other ailments will not appear because of materials.

Today every truck manufacturer is in a position to supply a model truck or tractor of the exact size to accommodate a body calculated to meet the requirements of any given business. The question of a body is strictly up to the purchaser, but by giving the manufacturer the data in the case he can offer valuable suggestions, show designs and quote prices.

While the subject of the equipment is a big one in itself, it may be well to suggest the advisability of equipping with pneumatics instead of solid tires. Vibration is just as bad for a truck as it is for a passenger car.

Look out for the children.

TRUCK LECTURES ATTRACT SEVERAL HUNDRED PORTLAND OWNERS AND DRIVERS.

Demonstration of new G. M. C. motor given recently at the Wentworth & Irwin salesroom by a factory expert. Features of the new motor which provide longer life and easier repair have created a sensation in truck circles.

AUTO SHOWS HELP SALES

WESTCOTT FACTORY OFFICIAL IS VISITOR IN CITY.

New York, Chicago and San Francisco Are All Showing Marked Improvement.

That from the standpoint of actual sales the recent San Francisco automobile show was one of the most successful ever held in this country, is the declaration of E. H. Kron, special representative of the Westcott Motor Car company, Springfield, O., who was a Portland visitor last week. Kron arrived in this city from San Francisco, where he had been in attendance at the auto show there and after a couple of days here in conference with officials of the Weller Motor company, local Westcott distributors, he left for Spokane to attend the Spokane show, which was held last week. He expects to return to Portland following the Spokane show for another visit here and then will go to Seattle for the annual auto show there, which is scheduled for the first week of April. Mr. Kron was also in attendance at the New York and Chicago shows.

"The automobile shows this year have proven a distinct impetus to the market," said Kron, "and in this respect the San Francisco show was particularly successful. A goodly number of actual sales were reported at the New York show and the revival of the market immediately following the show was very marked.

"The Chicago show proved to be a disappointment in regard to actual sales during the show, and automobile men there feared that it had not been a success from a business standpoint. They had their fears set at rest the week following the show, however, for an unusual period of buying developed. In Chicago the situation seemed peculiar, for while the show did not develop immediate buying, it created such interest that the market the following week developed remarkably.

"The San Francisco show was unusually successful from every standpoint. The show itself was the last work in artistic decoration and successful management, and the booths were among the finest ever shown in this country. Attendance was heavy and from the first day buying was keen. During the entire week prospects were numerous and the week following the show showed a direct response to the show stimulus."

In regard to the Westcott car Kron said that all three shows stimulated sales for the Westcott and Westcott dealers in each of the cities got their full shares. In Chicago, he said, four Westcott cars were sold during the show and 32 cars the week following the show. The Westcott factory at Springfield, he said, went upon a schedule of 100 per cent production on March 1, the factory claiming the distinction of being one of the few plants in the country to get back into capacity production so early in the year.

TRUCK OPERATION ADDRESS

G.M.C. Sales Head Talks to Officials of Baking Company.

That truck operation presents one of the best opportunities on the part of bakeries to build up a profit was the declaration of A. H. Nehl, sales manager for Wentworth & Irwin, Inc., GMC truck distributors for this territory, in addressing a meeting of salesmen and officials of the Log Cabin Baking company Monday evening, March 7.

The subject of Mr. Nehl's talk was, "How Truck Driving Affects Profits," and he pointed out that careful and economical operation of the truck or fleet of trucks which the baking company may operate will aid materially in making a good showing on the ledger at the end of the month.

"Inasmuch as the wholesale price of a loaf of bread is fixed by competition and to some extent by law, while the weight of the loaf is fixed by law, and the cost of production is determined largely by such factors as wages, cost of flour, etc., which can be varied but little by the manufacturer, the baking company's opportunity for saving lies in keeping the cost of truck operation below a certain point. Keeping this cost down rests entirely with the man who operates the truck. Poor or careless diving means high truck upkeep and may result in actual loss in the business, while low operating cost means saving and perhaps the difference between ruin and prosperity for the firm. With the 'man behind the wheel' rests a greater share of the responsibility for successful business than is generally realized."

SURREY AUTO INFLUENCE

TWO DECADES REQUIRED IN CHANGE OF BODY STYLES.

Revolution in Designs Largely Due, It Is Declared, to the Custom Builders.

There is a tradition in the automobile world that in the earliest days of the industry the fashions of a horse-drawn world were so strongly impressed upon one motor-car builder that he produced a car whose dash carried a whip-socket. Whether the story is true or not, it is certain that the general architecture of surrey and buckboard was plainly reflected for a number of years in all automobile body design. And, according to a designer of the Packard Motor Car company, the complete revolution in automobile body styles that has come about in the last two decades has been largely due to the influence of the custom body builders.

"The custom body builders, designing cars to order for particular people, pioneered the way for many advances in body design," says a statement received by the Portland Motor Car company, local Packard distributors. "Factories are naturally conservative in the matter of making changes in body types because of the vast expense involved. Public favor must be pretty well established for certain features of body design before a factory changes body styles to meet them. Consequently, it is common to find the popular custom-built body of one season widely copied in factory production one or two years later.

"In designing our custom-built bodies we are enabled to keep in close touch with local conditions. An example of this is the 40-gallon gasoline tanks with which our special Packards are now equipped. Last summer it was often difficult to buy fuel in small towns. Many of our patrons wanted to carry a sufficient fuel supply to take them for long distances without refilling, and the large fuel tanks made a distinct hit with them. The assurance of having plenty of gasoline on vacation excursions into the mountains as well was important to them. There were so many considerations in favor of the large fuel tanks in fact that we adopted them as a standard feature of our custom-built jobs.

"The Gould type of top with sliding windows has proved extremely popular for our custom-built touring cars. Their design permits the creation of a car with all of the comfort of the enclosed model without its weight, and without sacrificing the graceful speedy lines of the open car."

Be considerate toward others using the street.

MILTON SIGNS FOR RACE

SPEED KING TO PILOT CAR AT INDIANAPOLIS.

Chauffeur to Drive Durant Special for Millionaire in 500-Mile Annual Sweepstakes.

INDIANAPOLIS, Ind., March 5.—Tommy Milton, the speed king of the world, has entered the ninth annual 500-mile sweepstakes to be held at the Indianapolis motor speedway Monday, May 30. He will pilot a Durant Special owned by Cliff Durant, millionaire race enthusiast who, in the past, had driven his own racing creations but who, it appears, will get his thrills from the stands in the future. He will get plenty of thrills watching Milton urge his speed creation over the bricks of the Indianapolis speedway, for Milton's racing life has been one thrill after another.

Milton made the fastest automobile trip ever negotiated by mortal man when he fanned a racing car over the sands of Daytona Beach, Fla., at the astounding speed of 156.04 miles per hour. And as a thrilling finale to the great feat Tommy's car caught fire while he was traveling at this unheard of speed, and he calmly drove it into the ocean and escaped with but a few minor burns.

The year before, at Uniontown, he gave a masterly exhibition of handling a mount under difficulties when his car caught fire and wound up its career in a blazing mass of flames in front of the grandstand. When the car caught fire, instead of driving ahead, in which event the flames from the burning engine would have incinerated him where he sat, he skidded his car sidewise, fanning the flames away from him and so brought his car to a stop with only a few scorches to show.

He has always been on the job with quick wits whenever the occasion demanded, and is one of the most skilled drivers in the racing fraternity.

Tommy is a thorough mechanic as well as a great driver, and he always knows just how far to push his mount. In the Indianapolis event last May there were many cars that were miles-per-hour faster than his Dusenberg, but he plugged along throughout the event, keeping an even gait and except for his monotonous regularity would have been unnoticed. Toward the end of the 500-mile jaunt, when other cars were breaking down under the gruelling grind, Milton was still going at the same speed and he rushed under the wire for third money.

Tommy Milton stands second in the 1920 racing championship conducted by the American Automobile association, with 930 points, having been exceeded only by the late Gaston Chevrolet, who was killed in the final race of the season at Los Angeles.

Milton is always a favorite around the race tracks, he is a clean-cut young chap with a youthful and pleasing smile. He was married shortly after the last Indianapolis race and makes his home in St. Paul.

Getting Rid of the Exhaust.

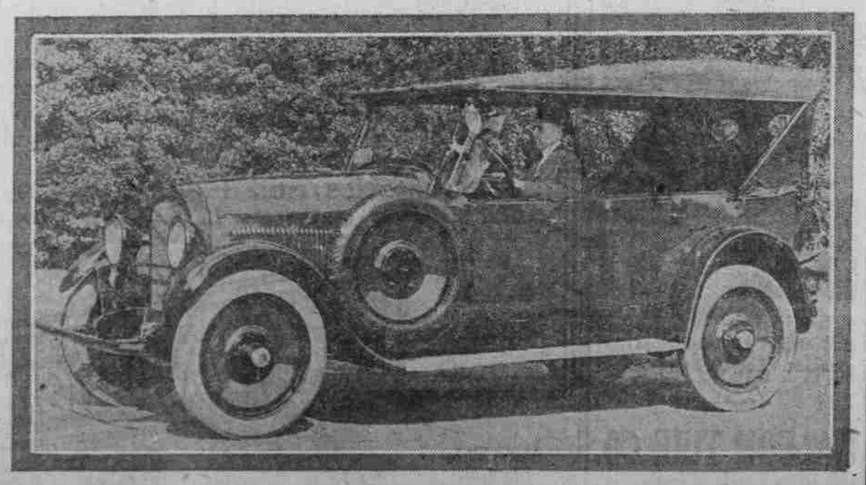
For the car owner who does much of his own work, it is necessary to have some means of running the engine in the garage safely. This is easily accomplished by running a metal pipe from the end of the exhaust out through a hole in the wall of the garage, thereby carrying the dangerous exhaust fumes out into the open air.

Truck Tires.

For the man who drives a big, heavy car the possibilities of truck pneumatics are worth consideration. These are now available in larger passenger car sizes, and they are much heavier than corresponding passenger car casings, insuring longer mileage at comparatively slight advance in cost.

The state militia of Pennsylvania, when fully organized, will have close to 750 pieces of motor equipment.

REPRESENTATIVE OF WESTCOTT FACTORY IS PORTLAND VISITOR.



E. H. Kron, special representative of the Westcott Motor Car company of Springfield, O., who was in the city last week, and handsome Westcott touring car placed at his disposal while here by the Weller Motor company, local Westcott distributors.

The World's Greatest Tribute to Dependability

Cadillac Sales in the Last Three Years Were Nearly One-Third Greater Than the Combined Sales of the Eleven Other American Makes Listed at the Cadillac Price and Higher

It has been our pleasant privilege to share with the public the many splendid tributes that have been paid to Cadillac since the beginning.

We have taken a just pride in the long succession of official and popular testimonials to the Cadillac's engineering excellence, its fine mechanical construction and its dependable performance.

Our friends the world over have rejoiced with us in celebrating the remarkable honors that have been conferred on Cadillac, particularly during the last three years.

Cadillac owners would be less than human if they did not partake of our sense of satisfaction over the appointment of Cadillac as the Standard Seven Passenger car of the United States Army—the greatest official tribute ever paid to any automobile.

And Americans in general shared our pride in the most recent compliment to Cadillac—its characterization by a noted English motor authority as "more closely approaching the ideal (of perfection) than any other car on the market today, regardless of price or size."

But, impressive and significant as these testimonials are, we feel that a *more* impressive and *more* significant tribute has been paid to the Cadillac during the last three years, by the world's buyers of high-grade motor cars.

Of the twelve makes of automobiles selling at the Cadillac price and higher, Cadillac was chosen by one-third more people than all the eleven others combined.

What these figures would have been had we been able to manufacture all the Cadillac cars the world wanted, is merely conjectural.

It is a well-known fact that many persons who wanted Cadillacs, bought some other make of car because they could not get a prompt delivery of a Cadillac.

The fact is that when it was possible to get a Cadillac, nothing else would suffice; the public was unwilling to accept any substitute for Cadillac dependability. This was strikingly exemplified during the last three months of 1920, when our production began to approximate the demand.

During those three months, Cadillac sales leaped to a figure 43% greater than the eleven other makes combined.

We are grateful to the public for this unparalleled tribute to Cadillac, and we are fully conscious of the responsibility which it entails.

We pledge ourselves again to go on building, better and better, a Cadillac that can be depended upon to do all the things an automobile is intended to do; do them better than any other car, regardless of price or size; and continue to do them for a longer period, without any nursing, coaxing or petting.

It is our resolve to continue to build the Cadillac in such manner that it shall grow more and more worthy of the wonderful allegiance of Cadillac owners.

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN.

Covey Motor Car Co.

Distributers.
Washington at 21st. Phone Main 6244.

CADILLAC

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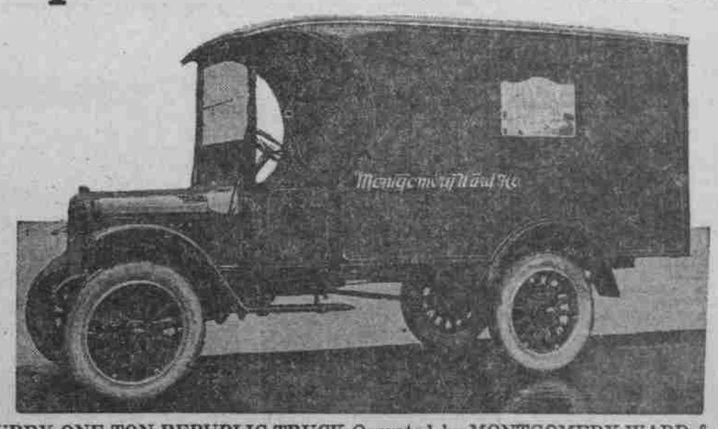

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