

EXPERT RELATES ADVANTAGES OF POWER WAGONS

Reasons Why Auto Truck Is Superior to Horse Drawn Vehicle Explained; Time and Money Saved.

(This is the first of a series of articles on "The Efficiency of the Motor Truck as Compared to the Horse-Drawn Vehicle," written for The Journal by C. H. King, salesmanager of Keats Auto Co., who is an authority on this question. Mr. King's knowledge of local conditions makes him especially fitted to treat this subject.)

Only those who have motor trucks in service fully appreciate the time, labor and money saved by the installation of power wagons. Economy is synonymous with motor transportation. Many big, progressive firms consider the commercial car still an experiment and an intrusion upon their business methods. In other instances they look upon it simply as an effort on the part of the manufacturer or dealer to force something upon them for which they have no practical use just for the sake of the profit realized from the sale. Also, there is too much tendency for firms that could use motor trucks to profitable advantage to compare the modern truck with those of earlier vintage.

Experienced and reputable automobile men do not try to make everyone believe that the power wagon is necessary to the economy and efficiency of their business. There are businesses in which it would not be profitable under certain conditions.

Means Great Saving.
But there are many instances where, by a readjustment of the delivery system, the motor truck could be installed and bring gratifying results. This change would not only be a saving in time, money and labor, but absolutely essential if for no other reason than that of meeting competition. Motor delivery service adds considerable prestige to a firm and a consequent valuable advertising asset.

Convincing missionary work is necessary to make the business world generally recognize the value of this method of delivery and transportation. The educational campaign that now is in progress is bearing fruit; the inevitable outcome will be realized when the man with the motor truck gets away with a large share of the business, and no doubt even then some will be reluctant to admit the cause.

Device of Destiny.
The motor truck is a device of destiny, and it is here to stay just as sure as any invention which helps to further modern progress. The accompanying illustration will give you a comprehensive idea of the efficiency of the motor truck as compared with the horse-drawn vehicle.

You will notice that the truck radius is 1936 miles. From the center to the outer edge of the circle is 25 miles. The radius of the horse-drawn vehicle is 14 square miles. This represents the distance—10 miles—from the center to the edge of the inner circle.

Study these figures carefully and grasp the vast superiority of the motor truck. They show that the truck is capable of covering a territory of such radius to and from the base of supplies which is equivalent to 50 miles, while that of the horse is only 20 miles at the maximum. A high-grade truck can accomplish two and a half times as much as a two-horse team, and the further great advantage lies in the fact that the truck is competent to perform these duties far more consistently. Furthermore, it is necessary to have a change of horses at least twice a week to cover the given radius.

Results Much Greater.
Concerning the initial investment, which looms up as a disastrous amount to many, there is an unnecessary amount of fear. To be sure, it is somewhat greater in the truck. But the results accomplished are two and a half times greater. So, you see, it is only a matter of a short time when the motor truck has more than justified and repaid the heavier investment.

Another illustration gives the average distance every ten-hour working day of the horse and wagon as compared to that of the motor truck. The average daily distance of the horse is from 16 to 20 miles, while that of the truck is 40 to 60 miles. To give a more practical illustration, if you had a given quantity of merchandise to move in one ten-hour day, one truck could move this merchandise, while it would be necessary for the equivalent of two and a half teams to do it, basing this comparison, of course, on the assumption that the capacity of the motor truck and the horse-drawn vehicle to be the same.

In the next article, which will appear next Sunday, I will treat the comparative cost of operating the motor truck and the horse-drawn vehicle under the same conditions. If you are interested in this matter, keep this series of articles on the efficiency of the motor truck as compared to the horse-drawn vehicle. Then you will have valuable data at your disposal for future reference.

FOUND BUSINESS GOOD ALL OVER NORTHWEST

That conditions, in the automobile business in the country look very good for the season is the opinion of G. W. Nelson, manager of the Rambler Auto company, of Portland.

"Our factory representative, J. L. Stanley, who was recently in Portland, is certainly doing business in the country," said Mr. Nelson. "A five car contract has just been closed at Lewiston, Idaho, while contracts of a similar nature have been closed or are now being closed at Vancouver, Wash., Walla Walla, Wash., Pendleton, Ore., Eugene, Or., Monticello, Wash., Mount Vernon, Wash. In every town Mr. Stanley stopped at, business conditions were picking up at a rapid rate. It is expected that good crops are assured, which no doubt is the cause for the increased activities in all lines of business, and especially in the automobile business."

AUTO TRUCK SAVES TIME AND MONEY

16-20 MILES
AVERAGE DISTANCE COVERED BY TEAM AND WAGON IN A DAY

40-60 MILES
AVERAGE DISTANCE COVERED BY MOTOR TRUCK IN A DAY



Diagram showing superiority of auto truck and C. H. King, who gives reasons.

BUYER EXPECTS TO GET GREAT DEAL FOR HIS OUTLAY OF COIN

Demands Becoming Heavier Yearly; Maker Must Strive to Keep Up With Times.

"The automobile buyer is expecting more and more of a machine each year," says Mel G. Johnson, of the Howard Automobile company.

"The factory that expects to survive the present readjustment period must continue to improve its product to keep pace with this demand in the future even more than in the past. It has been a few short years since the owner of even the highest priced machine was more than pleased if he succeeded in making a 100-mile run in one day without trouble, while a trip of 400 or 500 miles was an event which was of general interest to the public and for that reason was given considerable space in the columns of the press.

"No one ever thought of taking a machine out in the rain even in the city, while a trip over country roads in a storm was unheard of.

Stored for Winter.
"A large percentage of the cars in use were either stored for the winter as soon as the first fall rains had softened the roads. The troubles of the owner of a car in those days were many. The magneto had not been perfected and the owner was forced to rely on storage batteries for electric energy. The early carburetors were crude affairs compared to the carburetor supplied today even on the cheapest cars. Tires were another part of the equipment which were sure to give a great deal of trouble to the early owner. In contrast to the troubles of a few years ago, Johnson points to the demands of the present day owner of even the cheapest popular priced car. In the first place his car must be good to look at.

"It must have good lines, good paint, good upholstery, and good equipment, and above all things it must render uninterrupted service. While the owner of one of the older cars was perfectly willing and in fact expected to put in a lot of time repairing the car while on the road, the modern owner complains if he has even to change a spark plug while on a 500 or 600 mile trip.

Johnson states that he knows of one 1912 Buick being driven from Reno to San Francisco last year by an inexperienced driver who did not have even an extra spark plug in the car. There are many people driving cars today who know absolutely nothing of the mechanical construction of the machine. They know where to put water, oil and gasoline, and there their knowledge ends. Johnson is of the opinion that not one owner in 50 knows anything about adjusting either his carburetor or magneto; in a way this knowledge is unnecessary, for the modern automobile of standard make is practically trouble-proof in every respect. In fact, it is almost impossible to wear out a properly constructed automobile that is properly lubricated.

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Spring days are Ford days. When the open road allures, you'll want and need a light, right and economical Ford. But, unless you get yours today you're almost sure to be disappointed. The supply is big, but the demand is bigger.

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ROAD CONDITION IN SOUTHERN OREGON DEPLORABLY BAD

So Declares Motorists Who Have Returned From Tours; Competent Engineers Said to Be Needed in State.

Motorists returning from the southern part of the state tell of the deplorable condition of the roads. Save for a few short stretches of macadam and gravel highway, the main route leading to California is so badly cut up that it is impossible for a motor vehicle to negotiate it. Automobileists are justly wrathful in condemning the roads. There seems to be no concentrated effort to improve conditions, they declare, and little hope is held out for immediate action.

In marked contrast to this are reports from California, where the roads are especially inviting to motorists. The latest Portland tourist to return from the southern state is Hamilton Corbett. Mr. Corbett is enthusiastic over the highways there. During the week he motored, his Pope-Hartford roadster covering a total of 1000 miles.

Hard to Make Speed.
It is not difficult, according to Mr. Corbett, to average 15 to 20 miles a day in California. His longest day's drive was from Santa Barbara to Del Monte. A steady pace of 30 miles an hour can be maintained on the California highways without straining the car or discomfort to the occupants.

In Oregon, through the Willamette and Rogue valleys at least, it is quite difficult to make more than 50 or 75 miles a day with an automobile at this particular season. Following the recent heavy rain which spread over the entire valley southward, several parties from Portland attempted to drive to the southern part of the state. They either turned back or shipped after battling with a few miles of mud and running into several washed out bridges and culverts.

"It seems a pity that something hasn't been done to get some tangible improvement in the country roads," said one automobilist who had a strenuous four-day trip covering less than 150 miles from Portland. "Those who have not been over the roads south of Salem can't conceive of their deplorable state. I am sure that if the proper officials

While the Luvette is not very well known in Oregon and Washington, due, in a way, to the limited number of machines made by the concern, both the president and treasurer expressed themselves as much pleased with their visit to this territory and assured a representative of The Journal that more attention would be paid to the northwest territory than has been heretofore.

A company of Luvette men, headed by La Due and Kennicott, purchased some time ago Broadmead farm, one of the old Ladd estates, located about twenty miles below McMinnville, and have gone down there to look after some necessary improvements. Mr. Kennicott said that the property was purchased with a view to cutting it up into small tracts and reselling it to small farmers around Luvette, Minn., who wanted to come to Oregon. But since visiting Oregon and the Willamette valley, they have decided to hold the property and if possible purchase more land adjacent and await the development of good roads in Oregon, when the property, they believe, will double in value.

"The big moneyed men of the east are getting so they do not care to invest their money in country property that cannot be reached at all seasons of the year by automobile," said Mr. Kennicott, "and as soon as Oregon falls in line and builds one or two permanent highways through the entire state the quicker land values will go up and the easterner become anxious to invest his money here."

Mr. Kennicott also said that he never in all his life had seen such rich and productive soil as that of the Willamette valley. And that with a good hard surfaced road traversing same, property would almost double in value at once.

The Montreal Show.
There were 178 automobiles and trucks exhibited at the second annual automobile show in Montreal, Canada. Of these, 124 were touring cars and 51 delivery trucks. The total sales and prospective sales were much greater than ever before.

understood existing conditions, a comprehensive campaign would be started to remedy the matter.

Competent Engineers Needed.
"From road improvement that I saw en route, part of the fault lies in the fact that the road supervisors have no competent engineer to show them how to do the work. The popular way is to pile the soft, loose dirt in the center of the road and let the traffic pack it. Along comes a heavy rain and the road is turned into a veritable mire hole. In summer the mud is turned to deep dust, which, in a sense, is just as bad as the mud."

"It is a disgrace to the counties and state to let the main road between Oregon City and Salem remain in its present condition. This highway is heavily traveled. If such were not the case it wouldn't be cut up the way it is. After a few miles out of Oregon City it is a continuous pull through hub-deep mud. One place in particular, just before reaching New Era, the mud is so deep that nearly every motor car that goes through gets stuck at least once."

"With a main road like this in such horrible condition, you can imagine what the highways are like in sections where traffic is light, and no particular attention is paid to improving them."

Impression Bad One.
"The people along the roads express regret that conditions are so bad, but do not hold out hope for immediate improvement. In fact, they seem resigned to plodding over the meanest kind of an apology for a road for the rest of their life."

"It is certain that the man watching the roads from the window of a Pullman as it speeds down the valley is not favorably impressed with the progressive spirit of the people outside of the cities. He sees nothing but an extremely bad road running along the railroad. Immediately he would begin to wonder how the farmers got to town and of the enormous cost of hauling over such roads. The country he sees is wonderfully rich and beautiful, but all this is lost when he looks at the roads."

Prison for Auto Speeders.
Heavy fine and long term imprisonment will face automobile speeders if a bill drawn by the city solicitor of Toledo, Ohio, and which he will have introduced in the legislature becomes a law. A fine of not more than \$500 or not more than six months in the workhouse is provided for the first offense. A fine of \$500 and six months imprisonment is the penalty for any subsequent offense. The new law would make the owner and operator of any automobile violating the provisions of the act jointly liable in damages for any injuries inflicted.

An automobile passenger service has been established between San Marcos and Luling, Texas.

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