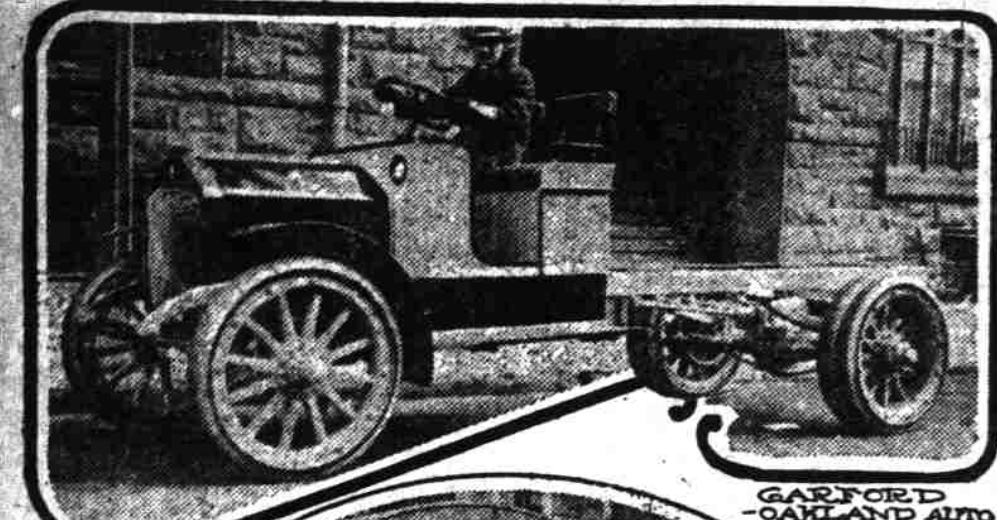


TRUCKS AVAILABLE FOR WIDE VARIETY OF SERVICE ARE SHOWN



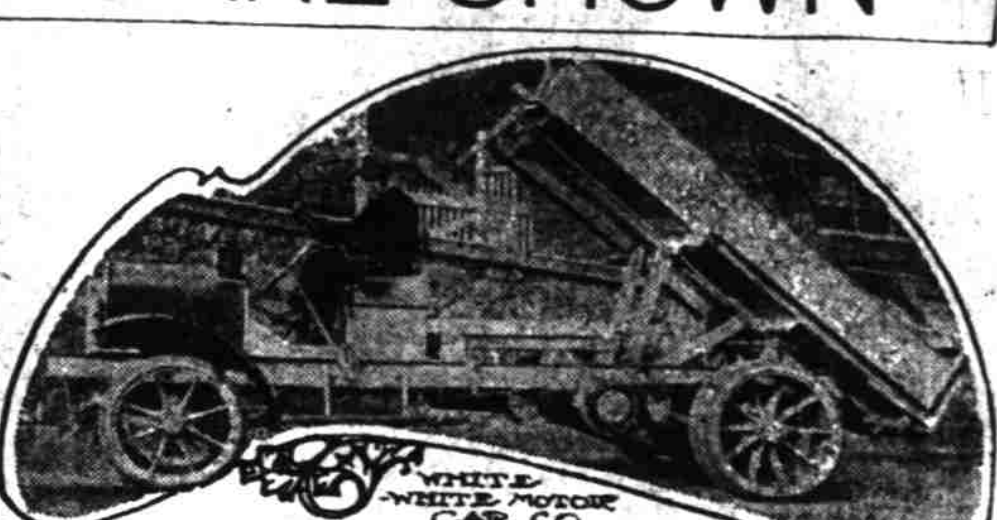
GARFORD
GARLAND AUTO
SALES CO.



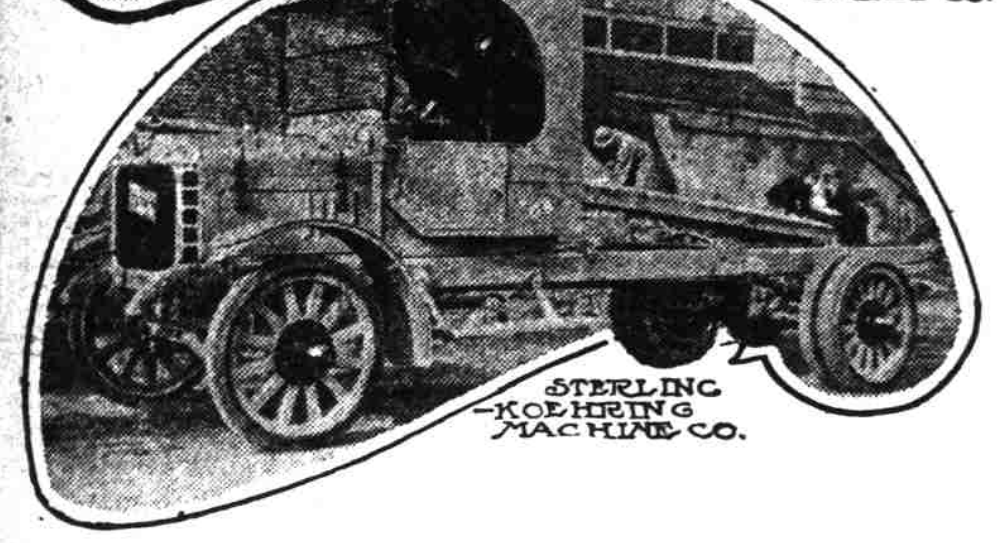
DENBY
OREGON
MOTOR CAR
CO.



NORTHWEST AUTO CO



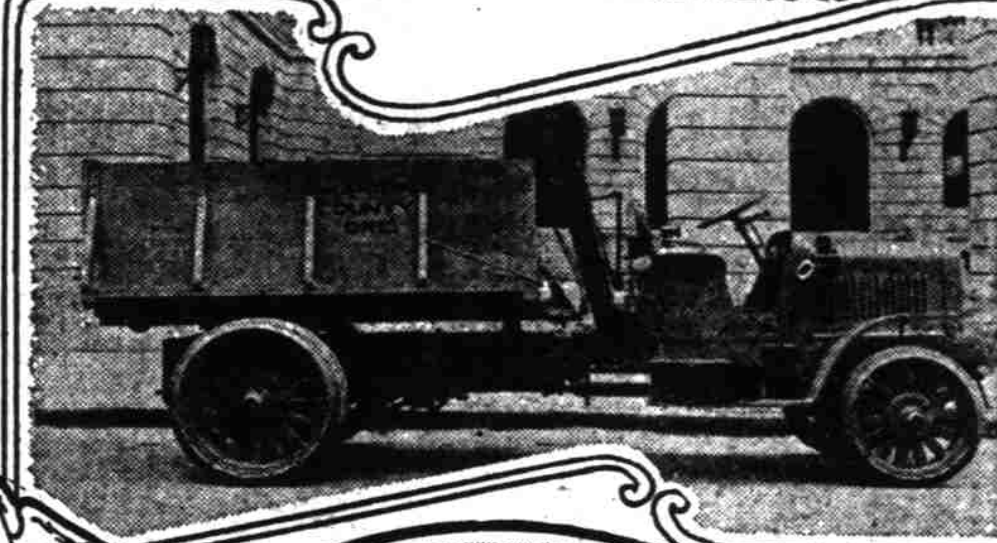
WHITE
MOTOR
CAR CO.



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INDIANA-NORTHWEST AUTO CO.



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INDUSTRY DEMANDS MOTOR TRUCK AS NEVER BEFORE

Growth in Business Not Entirely Traceable to European War—This Year's Output Estimated at 125,000.

By H. W. Perry.
Secretary Commercial Vehicle Committee, National Automobile Chamber of Commerce, in the New York Times.

It is an erroneous impression that the American motor truck industry is dependent upon the European war for continued prosperity and growth. The war orders of the British, French and Russian governments have been a spectacular feature of the industry and had a tremendously stimulating influence, but they represent only a little more than one-quarter of the total domestic production since the war began, nearly two and one-half years ago, and the exports of trucks have been decreasing gradually this year while the domestic demand has continued to increase.

30,000 to 70,000.

From July 1, 1915, to October 1916, it is estimated the United States produced about 154,000 commercial vehicles valued at approximately \$308,000,000. In the same period the country exported 41,048, valued at \$112,289,564. From July 1, 1915, to October 30 last, only 5787 trucks were exported, as against 7998 exported in the same months last year.

The manufacturer of trucks and delivery cars has increased from an estimated production of 30,000 during the year 1914 to 72,000 in 1915, and 96,000 last year. Plans of the manufacturers for the coming year indicate a probable output of 125,000 vehicles.

Truck manufacturers have been working at the limit of their capacity for the last two years; additions have been built to old plants and new factories have been erected and others are in course of construction. Still the domestic demand exceeds the supply. So long as general prosperity and industrial and commercial activities get no serious setback, the manufacture and sale of motor trucks will increase rapidly. The business world now concedes the superiority of motor haulage and delivery over former methods of transportation for relatively short distances and the practical elimination of the horse from this field is only a matter of time. Cost of manufacturing has been cut materially in the last two years and truck prices have been lowered correspondingly.

Intermediate Sizes.
Present tendencies among the manufacturers are toward building more intermediate sizes of trucks, particularly of two and one-half and three and one-half ton capacity, toward higher prices for trucks of six ton capacity and up, and of the intermediate and three ton sizes, and lower prices for the one, one and a half, two, four and five ton models, toward a return to right side steering and control, worm and internal gear drive. There is also some increase in the use of electric starters, governors, single rear tires, cast-steel radiators and provision of driver's cab as part of the chassis; also to square spoked wheels.

No Reason for Pessimism.
There has been considerable speculation as to how the ending of the war in Europe will affect the American truck industry, but there does not appear to be any reason for pessimism. Visitors and inquiries from foreign countries seeking agencies for American cars and trucks indicate a conviction that there will be a big demand after peace is declared, and that European factories will be unable to good introduction in foreign markets and have given such good service that they will be able to compete with the trucks now in army service probably will be returned to private use. The tremendous amount of reconstruction work to be done is expected to create an unusual demand for new machines. Should a period of general depression occur after the war in the belligerent countries and their colonies our own home market will absorb the total

output, which is not now equal to the demand.

Traffic Congestion Helped.
Traffic congestion on the railroads has extended the use and sale of trucks during the past year, and prospects are that it will require several years to build enough freight cars and locomotives to make up the present shortage.

It is impossible to forecast with any degree of accuracy the future developments of the motor truck. The manufacture of horse drawn wagons provides some basis for estimating the motor truck absorption capacity of the country. In 1909, when the population of the United States was about 75,000,000, the number of business wagons manufactured was 570,000; in 1904 it was 643,000, and in 1909, 587,000. With a population of more than 100,000,000 now, and the increased activities of the country, we should be building more than 750,000 wagons a year, except for the retarding influence of the motor truck. It is generally accepted that one motor truck does the work of three horse drawn vehicles; therefore, there should be a potential market for 250,000 trucks a year, instead of 750,000 wagons, if they can take the place of wagons in all fields of work.

5,000,000 Wagons in Use.
But it is fair to assume that wagons have an average life of 10 years, and that on this basis there are in use today at least 5,000,000 wagons. No doubt the number is much larger, because there are 6,500,000 farms in the country and every farm needs one or more wagons. And this takes no account of the hundreds of thousands of wagons used in cities and towns. It will require 1,600,000 motor trucks and delivery wagons to replace the horse drawn wagons now in use.

Motor truck manufacturers, who are producing less than 100,000 a year now could double their output each successive year for five years before they could replace the wagons in use. The motor truck industry is in about the same position now that the passenger car business was in five years ago, and while there are many doubters who think that the motor truck never will displace the horse in the rural districts, it is not to be forgotten that it or more that the same belief existed with regard to the passenger automobile, whereas the fact is that farmers are now the largest buyers of passenger cars.

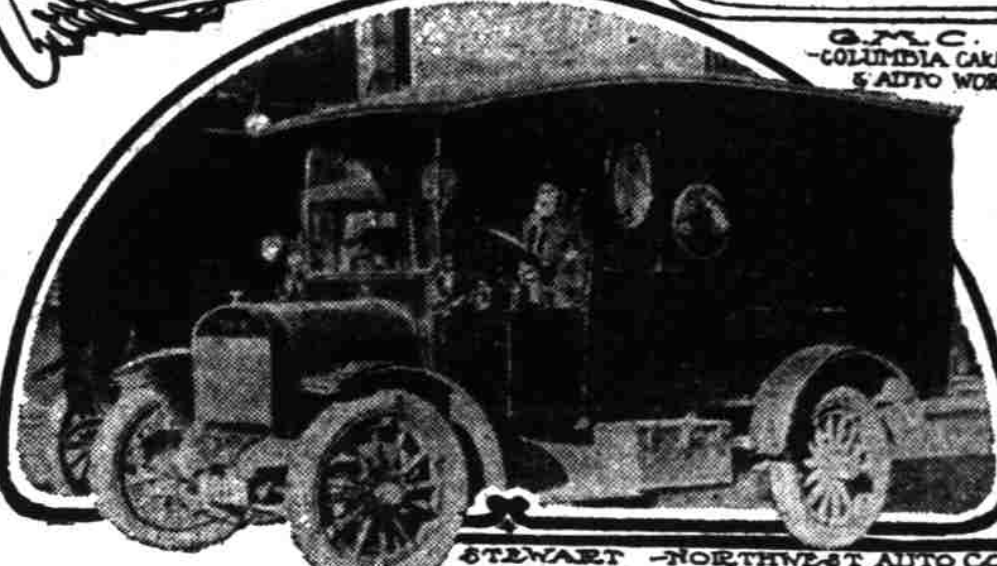
Service Trucks Bend.
Undoubtedly, there are very few persons who have any conception of the value of the service that the relatively few motor trucks as yet in use are rendering to the country. There are believed to be at least 250,000 in use. An average they are operated 50 miles a day, or 15,000 miles each in a year of 300 working days. This makes a total of 3,750,000,000 miles. They carry a load half the distance traveled two tons, making three and three-quarter billion ton-miles. The average actual cost of haulage by horse vehicle in city and country is approximately 20 cents a ton-mile. On this basis, the service is worth \$750,000,000 a year.

Those figures are worthy of the thoughtful consideration of state legislators and highway commissioners. Whatever can be done to facilitate and encourage more rapid and economical transportation by public highway will aid in the industrial, commercial, educational and social development of the country and benefit every inhabitant. The consumer eventually gets the benefit of decreased haulage costs—not the user of motor trucks. Business competition is so keen that erating expenses in manufacturing and operation is saving in business house is able to effect is soon shown in lowered cost to the consumer of the product handled.

Legislators will only fool themselves and their constituents if they abandon



REPUBLIC TRUCK - ROBERTS MOTOR CAR CO.



STEWART - NORTHWEST AUTO CO.



FEDERAL - PACIFIC KISSSEL KAM BRANCH

TRUCK EXHIBITORS AT PORTLAND SHOW

- Columbia Carriage & Auto Works..... G. M. C. Trucks.
- Gerlinger Motor Car Co..... Gersik Truck.
- McCracken Motor Co..... Moreland.
- Northwest Auto Co..... Reo, Stewart and Indiana.
- Koering Machine Works..... Sterling.
- Oregon Motor Car Co..... Studebaker and Denby.
- Oregon Oakland Auto Sales..... Garford.
- Roberts Motor Car Co..... Republic.
- Frank C. Riggs Co..... Packard.
- White Co..... White.
- Pacific Kisselkar Branch..... Federal and Kissel.

the former policy of paying for the improvement and maintenance of the roads by general taxation and assess one class of road users—the owners of motor vehicles—to raise funds for this purpose. This special tax will necessarily be included in the operating or overhead expenses of business concerns and be paid for in the end by the consumer. The real effect of such action will be to tend to discourage adoption and use of motor vehicles and the continuation of the less economical transportation methods of the past, which assuredly will not be to the advantage of the public.

Textiles made of paper yarn in England are appearing in a variety of easily waterproofed fabrics.

Motor truck manufacturers, who are producing less than 100,000 a year now could double their output each successive year for five years before they could replace the wagons in use. The motor truck industry is in about the same position now that the passenger car business was in five years ago, and while there are many doubters who think that the motor truck never will displace the horse in the rural districts, it is not to be forgotten that it or more that the same belief existed with regard to the passenger automobile, whereas the fact is that farmers are now the largest buyers of passenger cars.

successful and prosperous in the history of the organization, which has been in existence for 17 years. H. S. Firestone, president of the Firestone Tire & Rubber company, was re-elected president of the club. The name of the club was changed to that of "The Rubber Association of America."

the state senate by Senator J. C. Smith. It provides that vehicles proceeding in opposite directions shall turn to the right and in passing in the same direction to the left. At all intersections all vehicles approaching from the right are to have right of way. The rate of speed on all highways shall not exceed 25 miles an hour. This is cut down to eight miles when within 100 yards of any horse-drawn vehicle.

Firestone Head of Rubber Association
Attended by over 700 representatives of the rubber industry from all over the country the seventh annual meeting of the Rubber Club of America, Inc. held at New York, on January 8, proved the most successful in the history of the organization.

At the annual banquet held in the Waldorf-Astoria the guests were addressed by former President William H. Taft. Representatives of all the prominent rubber concerns throughout the United States were present. The year just passed was the most

Kennedy Paint Shop Takes New Location

O. W. Kennedy, who for years has been conducting a big paint shop in the Covey building, is now in the left of the H. L. Keata Auto company, at Broadway and Burnside, where he has equipped a plant to do the better grade of refinishing and painting.

Special drying rooms made absolutely dustless, have been introduced in this plant, which enable the operators to make the special finish jobs as they originally came from the factory. Various other devices, introduced here, make it possible to duplicate factory work in the way of painting.

To Amend Road Laws.
Amendments to the laws of the road are contained in a bill introduced in

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Denby has set a new standard of price as well as quality. Never before have you been able to get a real truck with all the in-built sturdiness that has made DENBY TRUCKS famous at near the DENBY price.

Prices F. O. B. Portland

1 Ton	\$1250.00
1 1/2 Ton	\$1800.00
2 Ton	\$1950.00
2 1/2 Ton	\$2250.00

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Some Ford parts
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We also carry TIRES—TUBES—LAMPS—MAGNETOS—CARBURETORS—WINDSHIELDS—and in fact most everything for the Automobile.

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Near Everett St.

Four times the saving with Diamond Squeegee Tires

One Diamond Tire saves money for you in its first cost—you keep the saving in your pocket right then.

In its life of service it keeps on saving for you.

Multiply that saving by four. Use Diamonds on all four wheels of your car.

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Diamond Fair-List Prices show the saving at the start; Diamond Tires prove their greater saving at the last.

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Factories: Akron, Ohio. Distributors Everywhere

For Automobiles, Motorcycles and Bicycles
Diamond Fair List Prices:

Size	Reg. Q. D. or Straight Bead Squeegee Tr'd	Grey Tubes	Size	Reg. Q. D. or Straight Bead Squeegee Tr'd	Grey Tubes
30x3 1/2	\$12.70	\$3.05	34x4 1/2	\$21.20	\$5.20
32x3 1/2	14.70	3.50	36x4 1/2	24.20	6.00
34x4	16.60	3.95	38x4 1/2	27.20	6.80
36x4	18.50	4.40	40x4 1/2	30.20	7.60
			42x4 1/2	33.20	8.40

Black Tread—Red Sides

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