

FIRESTONE SEES BUSINESS GROWTH ALL ALONG COAST

Firm Aims to Establish Closer Relations With People So as to Make Company Better Known.

SEPARATE DISTRICT MADE

New Organization to Distribute Well Known Make of Tire to Be Headed by J. D. Hess Jr.

Harvey S. Firestone, president of the Firestone Tire & Rubber company, and District Manager J. D. Hess Jr., met at the factory at Akron, Ohio, last week at San Francisco.

Firestone was very emphatic in his expression of belief in the future growth of business on the Pacific coast, and in the course of his talk to the managers brought out the fact that it is the intention of the Firestone company to establish closer relations with the people of the Pacific coast. He wants to know them better and wants them to know his firm better. One of the first steps toward this closer relationship has been the recent formation of the coast district, established to provide adequate distributing facilities here and to meet the growth of the industry and the demand for the new construction Firestone tire. The new organization is headed by J. D. Hess Jr., from the factory at Akron, who will spend the greater part of his time closely watching trade conditions in all Pacific coast branch territories.

"The automobile has done almost as much to develop the country as have the railroads, and if the industry continues to grow as it has in the past, the result will be greater than can be imagined at present," says Firestone.

"The rubber industry is to be one of the chief industries in the United States in the very near future. As most of the rubber plantations of the world are in the Orient, the logical course of this commerce is through the Pacific. England is a strong contender for the rubber traffic and many large Eastern concerns buy through London markets, but I believe in time nearly all of it will pass through Western channels. "My idea is that a man's best enjoyment is his business, if he likes it, and he must if he makes a go of it," he concluded. "It is through making the surroundings and working conditions pleasant and healthful at our factory that we have brought about a state of enjoyment by employees in the work they do. Labor matters do not bother us. We have a labor plan which works well and it is the best system I know of toward establishing contentment in an industry of our size."

Will Check Rim Rust

If the car owner, after being out in bad weather, will take the trouble to wipe the tires and rims clean with a sponge and then wipe them dry, especially along the beads, he will do much to prevent the formation of rust.

EASTERN TRUCK DEALER IS PORTLAND VISITOR



M. P. Caplan of the Hebb Motors Co.

Truck Company Is Establishing Its Headquarters Here

M. P. Caplan, district manager for the Hebb Motor company of Lincoln, Neb., manufacturers of Patriot trucks, is in Portland in the interests of his firm.

The history of the Hebb Motors company reads like a modern fairy tale.

Starting in the automobile business less than 10 years ago under the firm name of A. G. Hebb Auto company, the Hebb Motors company has grown from a humble beginning into a mammoth corporation—with a paid up capital stock of two and a half million dollars, and are recognized today as one of the leading truck manufacturers in America.

They have recently completed a new modern half million dollar factory, erected especially for the manufacture of Patriot trucks.

The Patriot line consists of two models—Lincoln and Washington, 1½, and 2½ ton, respectively—designed primarily for farm and heavy duty, hauling over dirt roads.

Patriot trucks are being used extensively throughout the East and Central West, and in South America their popularity is attested to by the fact that the company has received orders for over 3000 already this year from new distributors and dealers.

Mr. Caplan is establishing permanent headquarters in Portland, and intends to devote his entire time to developing and strengthening the distribution of Patriot trucks in the Northwest.

"Quality—quality built is at the factory—backed by service" is the way Mr. Caplan accounts for the rapid rise of the Hebb Motors company and the wide popularity of Patriot trucks.

Some Wonderful Boat

In the early '90s an automobile manufacturer advised that he was building a motor vehicle, which "can be operated in all seasons."

TRUCK DEMAND IS GROWING GREATER

Gathering of Branch Managers of Hughson Co. Unanimous That Big Boom Is Looming.

The branch managers' conference of the William L. Hughson organization, which was concluded a few days ago in San Francisco, was the means of bringing to light trade conditions as relating to the automobile truck, trailer and tractor business in the different sections of the Pacific coast.

The managers of the Portland, Seattle, San Francisco, Oakland, Fresno, Los Angeles and San Diego branches of the company were in session. All at this gathering were of the opinion the automobile and truck industry would see a big boom as the country comes down to a more settled business basis.

In the Northwest the demand for trucks for the lumber industry has somewhat abated, owing to the cessation of hostilities, but a greater demand has sprung up in other lines of business that during the war period had somewhat slowed down, with the result that today the demand for trucks all over the Northwest is greater than before. While the Hughson company no longer deals in automobiles in this section of the coast, Manager Del Wright's report that with the building and opening of new highways and lateral roads, the sections which heretofore were almost inaccessible in winter months will open up an entirely new field for the motor-car industry, the effect of which is already apparent by the placing of orders on the part of those who were formerly practically isolated from the larger business centers. Not only will this apply to the purchasing of motor cars in these sections, but new highways will likewise open up a tremendous motor truck field, which has never been developed before and is now claiming the serious attention of all dealers in the Northwest.

It likewise seemed to be the consensus of opinion of this conference that the large motor truck business being done in Oregon and California today will show a steady and healthy increase. There has been a noticeable increased demand for motor trucks in the last six weeks from all lines of industry, no particular line of endeavor predominating, which in itself is verification of the fact that the Pacific coast is finally coming into its own, and that Federal trucks are proving a big factor in the handling of the haulage and transportation end.

London, March 28.—(U. P.)—(By Mail) —The airplane of the future may be a huge and hairy monster. Dr. G. H. Rodman points out that flies experience no difficulty in regard to side-slips and air pockets, and in his opinion it is because their bodies and wings are covered with rough hair, which "grips" the atmosphere. He recommends that aircraft designers experiment in this direction in order to find a solution of some of their difficulties.

Seven automobiles were exhibited at the first automobile show.

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Road to Park Will Open About June 15

Visalla, April 12.—June 15 probably will be the earliest date on which automobile traffic to General Grant National park will be possible this season, according to a report from Milo S. Decker, the chief ranger in charge, who says snow over the entrance roads is now piled up to a depth of 88 inches. This, Mr. Decker says, is the greatest amount of snow to be reported in that district for the past 10 years.

General Got Close Up to Front Lines

"If anyone believes the generals did not get up into the actual fighting in France they have another guess coming," says Sergeant H. L. Harrison of San Francisco, who recently returned from the front after having spent 15 months as chief driver for Lieutenant General Hunter Liggett. According to Harrison, General Liggett was within four or five miles of the advanced lines at the battles of Chateau-Thierry, St. Mihiel and the Argonne.

In India the automobile was used in elephant hunting as early as 1896.



EXPERTS

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Electric Starting, Lighting and On Pneumatic Tires

THESE THREE innovations when introduced by the Reo engineers revolutionized Motor Truck standards and multiplied Motor Truck efficiency.

THIS REO "SPEED WAGON" was the first Motor Truck to be equipped with electric starter and electric lights.

AND IT WAS ALSO THE FIRST vehicle designed exclusively for trucking—not a converted touring car, but especially designed for commercial use only—to be equipped with pneumatic tires.

THE VERY MAKERS who are now striving to imitate this Reo "Speed Wagon"—and doing so as to looks, but not in performance!—these very rivals flouted the idea when first introduced by Reo.

WE NO LONGER NEED to explain the tremendous advantages—the greater efficiency—of this type of Motor Truck.

IMITATION—the sincerest form of flattery—is doing that. Rivals are doing more to endorse the Reo idea than even we can do.

SUFFICE IT TO SAY then, that when you have decided you need a speedy, sturdy, economical truck for your own use, prudence dictates that you insist on an original—not an imitation.

THIS REO IS THE ORIGINAL, and, having been in service now more than four years—tens of thousands of them—its superiority has been proven beyond cavil.

IF YOU CAN get a Reo "Speed Wagon" you will know you have the best. If you can't—

THERE'S THE RUB—demand has always been vastly greater than the output, though that also is the largest in the world of this type of truck.

OUR OWN QUOTA has never been sufficient to supply all who wanted Reos. Tardy buyers, waiting till the last moment to order have had to be denied, much to our regret.

SO THE ONLY WAY to be at all sure of getting a Reo "Speed Wagon" is to order early—now. Don't delay. Demand increases apace while there's a limit to Reo factory capacity.

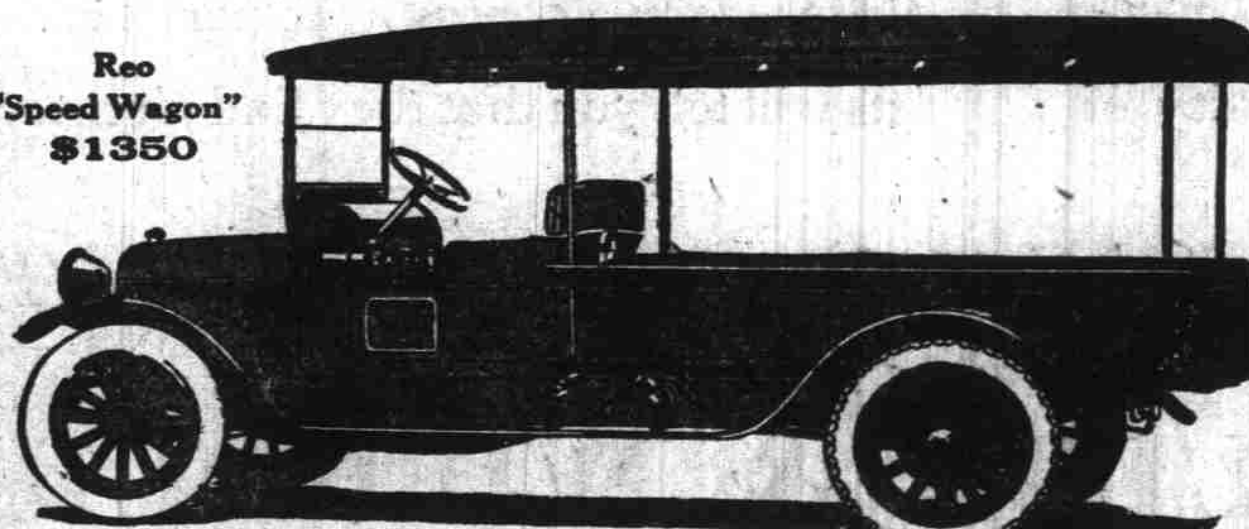
BETTER SEE ABOUT THIS at once. Delay may result in your having to accept your second choice in lieu of a Reo.

Northwest Auto Co.

Eighteenth and Alder Sts.

Reo Motor Car Company, Lansing, Michigan

Reo "Speed Wagon" \$1350



Price is F. O. B. Lansing, and the Special Federal Tax must be added

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After-the-War Car



ALL MOON CARS now offered for sale and delivery have been manufactured since the terminal of the war.

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6-56 \$2500

Victory Model \$1685

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The C. H. S. Co.

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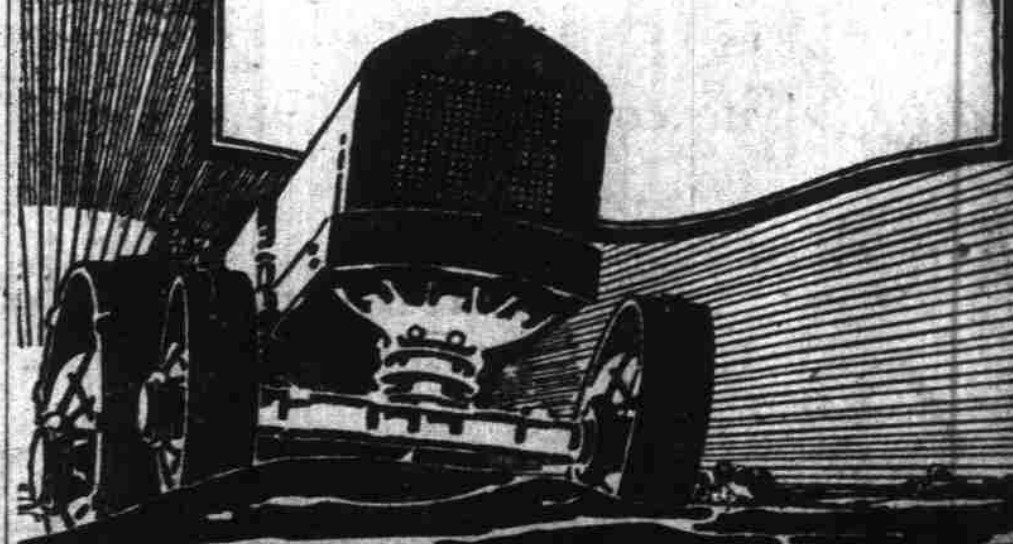
Walla Walla, Washington April 23, 24 and 25, 1919

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150 carloads of power machinery. 1500 factory expert demonstrators. Actual daily tests on a 600-acre farm. World's most practical Tractors. For full information write

W. O. MUNSELL, Secretary, Portland Tractor and Implement Association, 300 Belmont Street Portland, Oregon For hotel reservations write Walla Walla General Committee, Walla Walla, Washington. A. E. HILDEBRAND, Manager



NOW COMES THE TRUCK USER'S BIG CHANCE!!

Any Kind of a Truck at Almost Any Price



It Will Be a Big Truck Week Here

We are going to make this TRUCK BARGAIN WEEK to clear out our stock of Used Trucks. Never before has such an opportunity been afforded to secure a real serviceable Truck at a price far below its actual value.

Each truck has been priced much lower than its real worth warrants—hence your big chance to secure a remarkable bargain. And there are all kinds of trucks, from light delivery cars of 800 pounds capacity to a 3½-ton truck with hydraulic dump body.

The prices will be plainly marked on every truck and will range from \$350 to \$3600. Competent salesmen will be ready to give you prompt attention. Here is a partial list of the trucks that will be offered:

3 Overland delivery panel bodies

1 Studebaker delivery panel body

2 Fords, Smith-form-a attachments

1 Ford, Ames ton attachment

1 Republic ¾-ton

1 Federal 1-ton

2 Reo Model J 2-ton

1 Indiana 3½-ton hydraulic dump

1 Indiana 5-ton

3 Ames attachments worm drive

No Misrepresentation Need Be Feared Here



A Demonstration of Any Truck on Request

NORTHWEST AUTO CO.

Alder at Eighteenth