

MANY REASONS TO "SHIP BY TRUCK" ARE IN EVIDENCE

Convenience of Overland Hauling for Moderate Distances Alone Is Recommendation.

DELIVERIES MORE PROMPT

Another Important Factor Is That Cost of Double Transfer and Chance of Breakage Less.

Ship-by-Truck is the new slogan of the merchants of the country. And in the opinion of C. G. Irwin of the Wentworth & Irwin, Inc., company, local dealers for GMC trucks, it is one that every business man should adopt as a means of getting better delivery facilities and also of giving better service to his customers.

While overland trucking for the average merchant first came into being as a war measure, there is no reason for discontinuing it just because the war is over. Neither is there any excuse for settling back into the old rut and not increasing this new method of freight deliveries," says Mr. Irwin. "Contrary to this, there are many sufficient reasons why merchants should continue the ship by truck plan and should increase their facilities for this work.

"Leaving aside all question of cost, the convenience of overland trucking for moderate distances alone recommends the plan. The ability of the merchant to deliver his goods direct from his business to the out of town customer and do it promptly, offers a big advantage in prestige and in efficient service which ultimately is translated into increased business, and consequently, increased profits. While necessity forces people to put up with inconvenience and delays in getting shipments, the merchants that can overcome these have decided supremacy in their field.

"However, convenience and promptness need not be considered alone in favoring the ship by truck movement. Sending goods by motor truck to outlying points can be shown to be less costly than rail or other methods of transportation. The thing can be reduced to dollars and cents.

"In the first place, the actual cost of truck operation is comparable to the freight rates on steam and electric roads. That is, if a truck can carry a full load it can compete with other transportation units. Next, shipping by truck eliminates the extra cost of hauling from one place of business to the depot and from the depot at the other end of the line. In addition, the number of times the goods must be handled is cut in half at the least. All these represent savings.

"Because there isn't so much handling and because goods packed for truck shipment can be better cared for than those sent by rail, breakage and losses are reduced because of this, and these items alone amount to considerable in the course of a year. Moreover, the annoyance of lost and broken shipments is eliminated—a thing that counts with customers.

"Personally, I believe merchants are going to adopt the ship by truck movement. I believe they realize the advantages of this method of transportation and that they will go into it more extensively each year."

Douglas County to Cooperate in Road Toward Crater Lake

Roseburg, July 12.—The county court has decided to cooperate with the state and federal government in the construction of the Tiller-Crater Lake cutoff. The cost of the construction by government estimate will be \$65,000, and this amount will be divided equally between the state, county and federal government, of \$21,666 for each. This road will give a much shorter route to Crater lake from the Pacific highway. The Tiller road will start up the Umpqua at Canyonville, and end at Trail, on the Crater lake road. The county has also appropriated \$1500 for the continuation of work on the lower Umpqua road, between Scottsburg and Gardiner, to keep the work going until the bonds are sold to raise the money voted for this road.

California Is Waging Campaign on Thieves

With the cooperation of the San Francisco police judges and police department, the California State Automobile association has launched a campaign against motorist thieves. The campaign is already bearing fruit. Martin Shaffer was arrested recently in the act of stealing a motorcar from the car of A. J. Roess. The theft was attempted in broad daylight. Shaffer was arrested and charged with petty larceny. Attorney Hugh Keon Jr., representing the automobile association, assisted in his prosecution, which resulted in Shaffer being sentenced to six months in the county jail, the maximum penalty.

Bad Roads in Japan Cut Size of Loads

Japanese roads and bridges are so unsatisfactorily constructed, that the government is obliged to limit the weight of automobiles to 3000 pounds and trucks to two tons complete, with the body weighing not more than 500 pounds, according to a letter received by the Highway Industries association. A few cities and towns have streets and roads that are practical for passenger hauling, but 90 per cent of these have unsatisfactory bridge conditions. The roads are narrow and it is difficult for two machines to pass. Close to the cities, however, roads have greater width and two trucks can pass without scraping mudguards.

How to Quench Fire

In the rare cases where the carburetor catches fire because of a backfire, the conflagration may be extinguished by turning off the gasoline and then racing the engine. In this way the engine sucks the flaming liquid out of the carburetor, and so the fire dies out of itself.

NEW RETAIL SALESMANAGER



D. L. Dougherty, who succeeds M. E. Smead as retail sales manager of Northwest Auto Co.

IMMENSE TOTAL OF \$13,000,000 STATE ROAD PLAN

Highway Commission Now Has Under Way Construction of 900 Miles of Road.

Adding contracts awarded last Wednesday by the state highway commission to state road construction now under way involves an expenditure of approximately \$13,000,000. This includes federal and county cooperation. The construction involves 350 miles of pavement, 128 miles of macadam and 450 miles of grading.

The greatest expenditure is on the Pacific highway, where the contracts, including the west side branch, aggregate \$5,650,000. Of this amount, \$1,636,000 applies to the west side branch. On the Columbia river highway, the contracts call for \$2,729,000.

On the Pacific highway east side contracts have been let for grading and paving for the entire distance between Oswego and the California state line excepting a short stretch in Linn county south of Albany and north of Junction City in Lane county. On the west side branch the road will be paved from the Multnomah county line to Hillsboro, from Yamhill to McMinnville, from Amity to Holmes Gap, from Rickreall to Monmouth, from the Polk county line to Corvallis.

The next largest expenditure is on the Old Oregon trail between Umatilla and the Idaho line. The amount is \$649,107. Next come the contracts in Curry, Coos and Tillamook counties on what will be the coast highway. They amount to \$601,054.

On the road between McMinnville and Tillamook the contracts aggregate \$380,330. Other highways and the total amounts of their contracts are: Ashland-Klamath Falls, \$117,415; Crater lake, \$248,000; John Day highway, \$649,107; La Grande-Enterprise, \$42,410; McKenzie river, \$97,500; Oregon-Washington, \$275,135; Baker-Cornucopia, \$176,431; Flora-Enterprise, \$30,000; Burns-Bend, \$127,000.

Don't race with any one on the road, as this has caused the majority of automobile accidents.

JOURNAL'S AUTO DIRECTORY

ARCHER & WIGGINS

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lowed, care should be exercised at the approach to the Oregon Electric track. On the way back, by turning abruptly to the left just before reaching the end of the South Portland streetcar line on the Corbett street hill, the driver can descend by the Slavin road, which is now hard surfaced, to the Terwilliger drive. The view all along here is one of the best the city's hills afford.

Mexican Petroleum May Cause Cut in Price of Gasoline

This return to commercial lines of several of the big oil tankers that were on the runs from the Mexican fields to French ports, to supply the American and allied armies, may reduce the price of gasoline in the future.

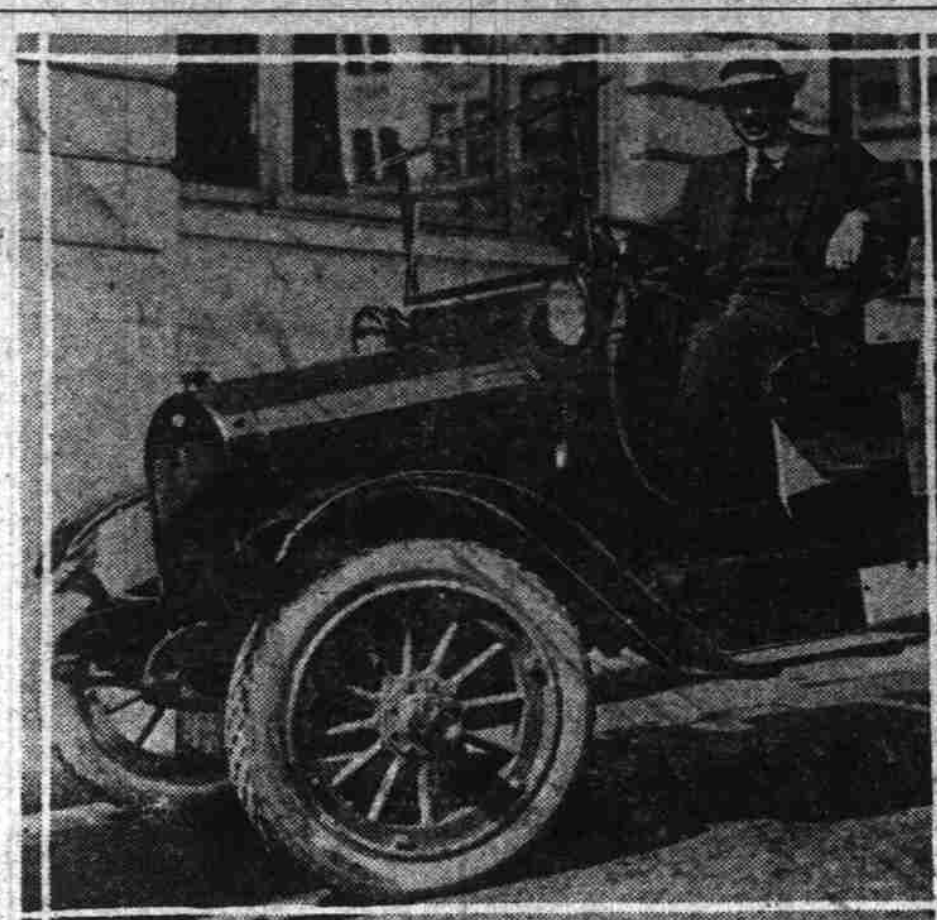
The vast supply of Mexican petroleum will be moving again into American refineries and will increase the supply of fuel.

The oil reserve of the United States has been drained of approximately 25,000,000 barrels by war demands. Figures published here recently show that despite popular belief the greater part of the British oil was derived from Mexico; all but 3 per cent in reality came from the United States, which was obligated to supply the British as well as the American armies with oil.

Hat and Car Smashed But Occupants Safe

New York, July 12.—Andrew Hunt, steward of the Pines Rock Country club, escaped injury recently, even though a freight train of the Long Island railroad wrecked his automobile and rolled it over and over along the track for 50 feet. Mr. Hunt's only damage was a crushed straw hat.

COUNTY AGENCY PLACED



H. A. Abbott, well known automobile dealer, who has taken over the agency for the Chevrolet truck in Multnomah county.

Harry A. Abbott, for several years truck. This truck was first placed on identified with the automobile business the market in the East about three years ago, but has been introduced to county sales agency of the Chevrolet

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MOTOR TRUCKS
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BETHLEHEM MOTORS CORP. N. ALLENTOWN, PA.

PRETTY QUARTER HOUR DRIVE

Instead of making this final turn, the driver may find a delightful 15 minute drive through a finely improved subdivision which has elegant rock macadam roadways that take one through a series of shady glades, finally winding up at what is known as the "racetrack," an almost perfect circle around the highest elevation of the tract. This offers in its course a magnificent view of the Willamette, a considerable distance to both north and south, and a birdseye view of the country around Milwaukie.

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VIEW IS EXCELLENT

Exit from the city may be by following the Pacific highway south; by descending to Kelly street to rejoin the highway at Fulton, or by proceeding down Porter street and bearing to the left until Macadam street is reached, this also rejoining the highway at Fulton.

This last route would be the very best, for it is nearly level, were it not occupied for a considerable distance by service sidings of the Southern Pacific and Oregon Electric.

If either of the first routes are followed, care should be exercised at the approach to the Oregon Electric track.

On the way back, by turning abruptly to the left just before reaching the end of the South Portland streetcar line on the Corbett street hill, the driver can descend by the Slavin road, which is now hard surfaced, to the Terwilliger drive.

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Bethlehem Motor Truck Delivery is the great, powerful bridge between big production and big orders. The husky Bethlehem gives you a dependable transportation system that keeps your orders up to date and insures high capacity production.

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\$1965	\$2365	\$3465

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Northwest Auto Co.

ALDER STREET AT 18TH

The Line Complete

the Pacific Coast only during the past year.

It will be recalled that it was a Chevrolet one ton truck that won the silver trophy cup in an endurance and speed contest pulled off here last March. The Chevrolet truck outdistanced all other cars entered in the race to Mount Hood, and was first to arrive at Government camp. The truck that made this sensational

record run was purchased by Mr. Tawney of Mount Hood, and has been in constant use hauling freight. Its owner reports that even after this trying experience, this truck has given the best of service in hauling freight and provisions into this remote district, without ever faltering in its task or giving one moment of trouble.

Mack TRUCKS

MORE ABOUT PRICES

In purchasing motor trucks, every one is entitled to full dollar for dollar value, the same as when buying any other merchandise.

It is unfair on the part of the seller to over-price an article and it is equally as unfair on the part of the purchaser to seek to underpay.

Applying this principle to the purchase of a motor truck these deductions must be given consideration:

The 2-2 1/2-ton model MACK truck is lower in price than any of the other high-grade trucks to which it can be compared.

It also is lower in price than most of the assembled trucks of the same rating.

The MACK is a manufactured product throughout, built by the largest exclusive builders of heavy duty trucks in the United States.

Back of every MACK truck are the best engineering principles known to the industry. Materials that enter into MACK construction are unexcelled.

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Not a detail has been overlooked in construction. And the equipment is the most complete ever furnished with a motor truck. You haven't a single excuse to see the accessory man and you will have small reason to call on the service man if you buy a Grant Truck.

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Economy, serviceability and satisfaction are built into Grant trucks with rugged strength. Prices are much lower than you'd expect for Grant quality and completeness.

1800 pounds, with express body, ready for the road, \$1125
1 1/2 tons completely equipped chassis, \$1885
2 tons completely equipped chassis, \$2150
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