

MOTOR CARS USED DURING STORM TO DELIVER JOURNAL

When Streetcars Balked in Blizzard Circulation Dept. Distribute Papers With Autos.

The problem of getting The Journal to its subscribers during the recent blizzard was solved in a number of ways by the circulation department, and David H. Smith, Circulation Manager, proved that while snow may be a handicap to circulation, it was by no means a prohibitory feature of the weather.

Cars out of commission, and only two main trunk lines tapping the infirm portion of the city, the outlying districts thought they would be without news about the rest of the world, until the motor car came to the rescue. While getting papers to sections of the city that are adjacent, but which were almost as far apart as the poles in a storm such as recently visited us, is thought by the average man to be something of a small matter, and a performance that was even belittled by the circulation department itself. But those who tried to run their cars during the days when the snow was the thickest should be well aware of the trials and tribulations of the driver of a truck heavily laden with papers.

To help in the distribution of The Journal and assist the company's own fleet of trucks in satisfying the demand for news, the Fields Motor Car company sent a Chevrolet truck, with Phil Dana at the wheel, and the Northwest Auto company discovered that Joe Goodfellow and his Reo speed wagon was just the combination for bucking the drifts.

The first day the Chevrolet made the run to Siletz and Division streets, coming back down Hawthorne avenue and delivering papers to the carriers along that street. The whole fleet of trucks were on the run from early in the afternoon until well along in the evening, staying on the job until the last package of Journals had reached its destination. Harold Baker of the circulation department represented The Journal on the long trip.

Joe Goodfellow, with the Reo, took another load toward the Woodlawn section, satisfied the route carriers in that locality, and then went up Prescott street to the end of the Broadway carline. The Broadway cars had not yet been put in operation when the trip was made.

The second day the auxiliary carriers appeared on the scene. Phil Dana turned the nose of the Chevrolet toward Lents, in the Mount Scott district, and broke trail where no other machine, however lightly loaded, had attempted to go.

The adaptability of the gas driven vehicle to all sorts of work again was demonstrated during the past week of snow when the Capital Journal, the Salem evening paper, utilized a number of tractors for delivering news to its subscribers.

The tractors, which were Fordsons, made their appearance on the streets in response to a call for power on some kind of aid in clearing away the drifts. Following their activities with scrapers, stranded automobiles called for aid, and the powerful little machines were dispatched hither and yon to pull the wayward motor car back upon firmer ground.

The circulation manager of the Capital Journal, William Butler, formerly with the Oregon Journal, saw the possibilities of the Fordsons, and succeeded in persuading the Valley Motor company, the Salem sponsor for the tractors, that there was nothing like a well behaved tractor for delivering papers about the city. The manager of the Valley company, Watt Shipp, came through with the necessary permission, delivered the goods, and the people of Salem got their evening paper via tractor.

A SHOCK ABSORBERS

JOHN LEATHERMAN claims to hold the record for the average number of blowouts per mile, the figures being one tire change in every 20 miles for a distance of 1000 miles. He delivered a new Stephens to a man in Eastern Oregon and as a favor started to drive the old car back for repair and possible sale. John was willing, but the tires were weak, and inasmuch as he figured he could travel East without the car, the vehicle still rests "somewhere" in the eastern part of the state.

"Snow in Portland?" asked Larry Sullivan of the Fashion garage, when he and Mrs. Sullivan stepped from the train after coming back from a visit to Mr. Sullivan's old home. "Snow? Why, you should see it in Wichita, Kan. One to ten feet deep, 30 degrees below zero, and all the real signs of winter." Mr. Sullivan says a number of Wichita families are thinking of locating in Oregon as a result of his impassioned description of the state. He adds that there is an "oil boom" in Wichita, and that there are being millionaires made overnight.

Did you see L. Boss welding a shovel last week when the snow was being cleared away on Washington street? Having had the snow and appreciated it for a day or so, the president of the C. L. Boss Automobile company thought he would like another view of the paving. He hired 25 men and cleared the street from Nineteenth to Trinity place, twirling one of the scoops himself with none of the airs of the novice.

W. C. Rowley, vice president of the Federal Motor Truck company of Detroit, Mich., was with us during the snow and spent a good bit of his time down at the William L. Hughson company's branch, talking to Del Wright about the weather they have back east.

Captain William McKay, manager of the Seattle branch of the William L. Hughson company, passed through Portland last week en route to the William L. Hughson branch managers' convention at San Francisco. He picked up Del Wright and they got on the train arm in arm. Representatives from Hughson branches at San Francisco, San Diego, Oakland, Los Angeles, Seattle and Portland are slated for attendance at the meeting.

August Jung of the Diamond T truck sales agency departed last week for the factories of the Diamond T Motor Truck company, Traffic Truck company, and

LIGHT TRUCKS DELIVERING JOURNALS



Joe Goodfellow, of the Northwest Auto company, with Reo Speed Wagon and a number of carriers to whom he delivered papers. Below—Phil Dana, of the Fields Motor Car company, about to depart upon one of his snow bucking trips in a Chevrolet one ton truck.

Jones Motor Car company, for all of whose lines the Diamond T truck sales agency are distributors. Te expects to make quite an extended visit throughout the eastern field, familiarizing himself with automotive industry conditions.

A baby boy was born to R. R. Graham, associate manager of the Willard service station, last week and, according to the proud father, has all the marks of a coming battery salesman. R. R. Jr. will no doubt break in with Willard batteries.

Frank P. Bawden was a visitor at the J. H. Graham Motor Car company last week, blowing in from California for

the last of the snow. Mr. Bawden is traveling representative for the Scripps-Booth company, with headquarters in Frisco.

The assistant manager of the American Tire & Rubber company, M. J. Woolach, left last Thursday for eastern rubber centers, where he will visit a number of tire factories, principally that of the General Tire & Rubber company at Akron, Ohio. Mr. Woolach has been handling the selling of General tires for George Cassidy for some time, and now the company thinks a personal glimpse of the Generals in their native haunts will be beneficial.

The new building going up at Broadway and Flanders streets is taking on a good deal of the appearance of a nearly completed structure. The walls are now supporting the roof, and sufficient shelter is available for the chaps who finish the interior—a much more pleasant place to work in these days.

statements that in order to give the best possible service to owners of Chevrolet cars, the Chevrolet repair shop, heretofore operated by Yohn & Campbell, has been taken over by the company. The shop will be in operation on the top floor of the new building and the added equipment and the corps of workmen should, Mr. Fields thinks, mean a great deal to Chevrolet owners.

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Republic Trucks

We extend to our many friends the Season's Greetings filled with success, and good health to make that success complete.

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East Third and Broadway

Palace Garage Co.
Twelfth and Stark

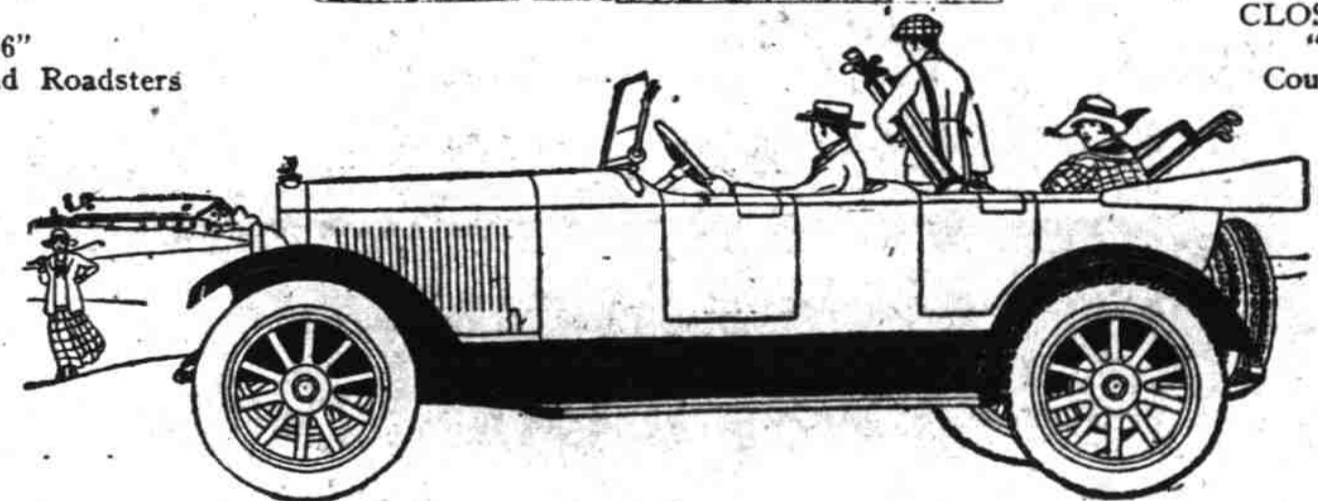
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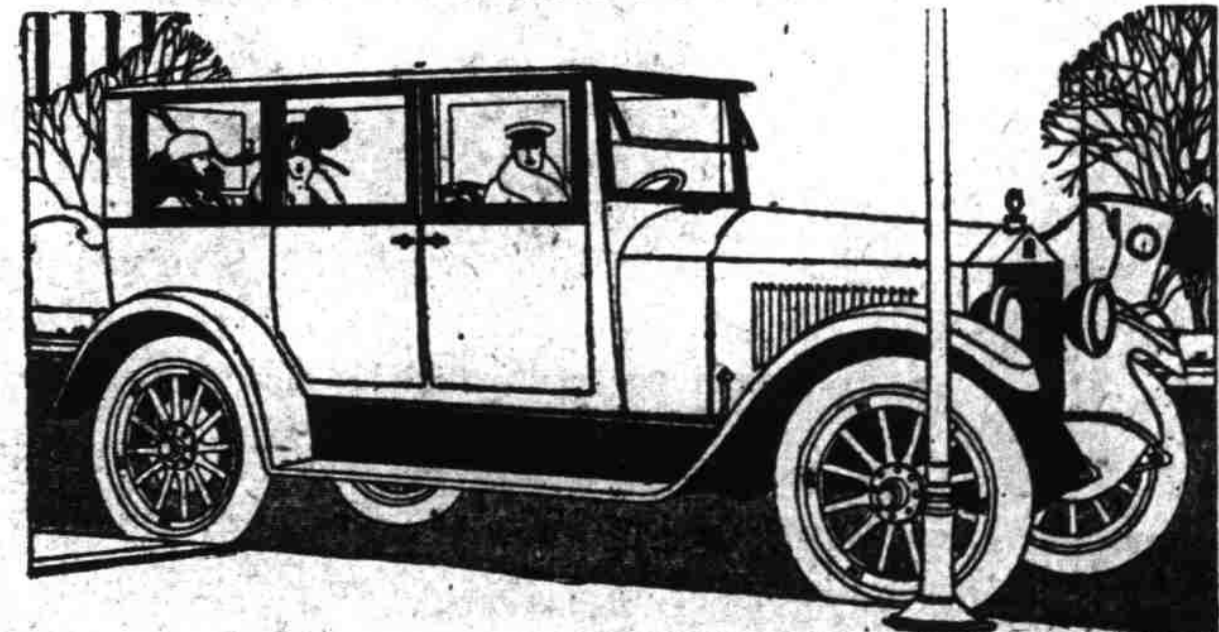
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