

HAULING CHARGES ARE CUT DOWN BY PROPOSED SYSTEM

"Store Door Delivery" Found in
Many Large Cities to Cut Costs
and Expedite Shipments.

The development of the truck, and particularly of the light truck, means more to the great city merchant than to any other person engaged in city or in country business. Most people are familiar with the individual trucks that form the fleets of the great department stores, but few are aware of the efforts by the men in charge of those fleets to increase the efficiency of both vehicle and the man who operates it.

Be the truck the best on the market, giving service well in accord with the manufacturer's claim for it, it is after all no better than the brains of the men who have to do the distributing of truck time and the general handling of the goods the trucks are owned and operated to haul.

STORE DOOR DELIVERY

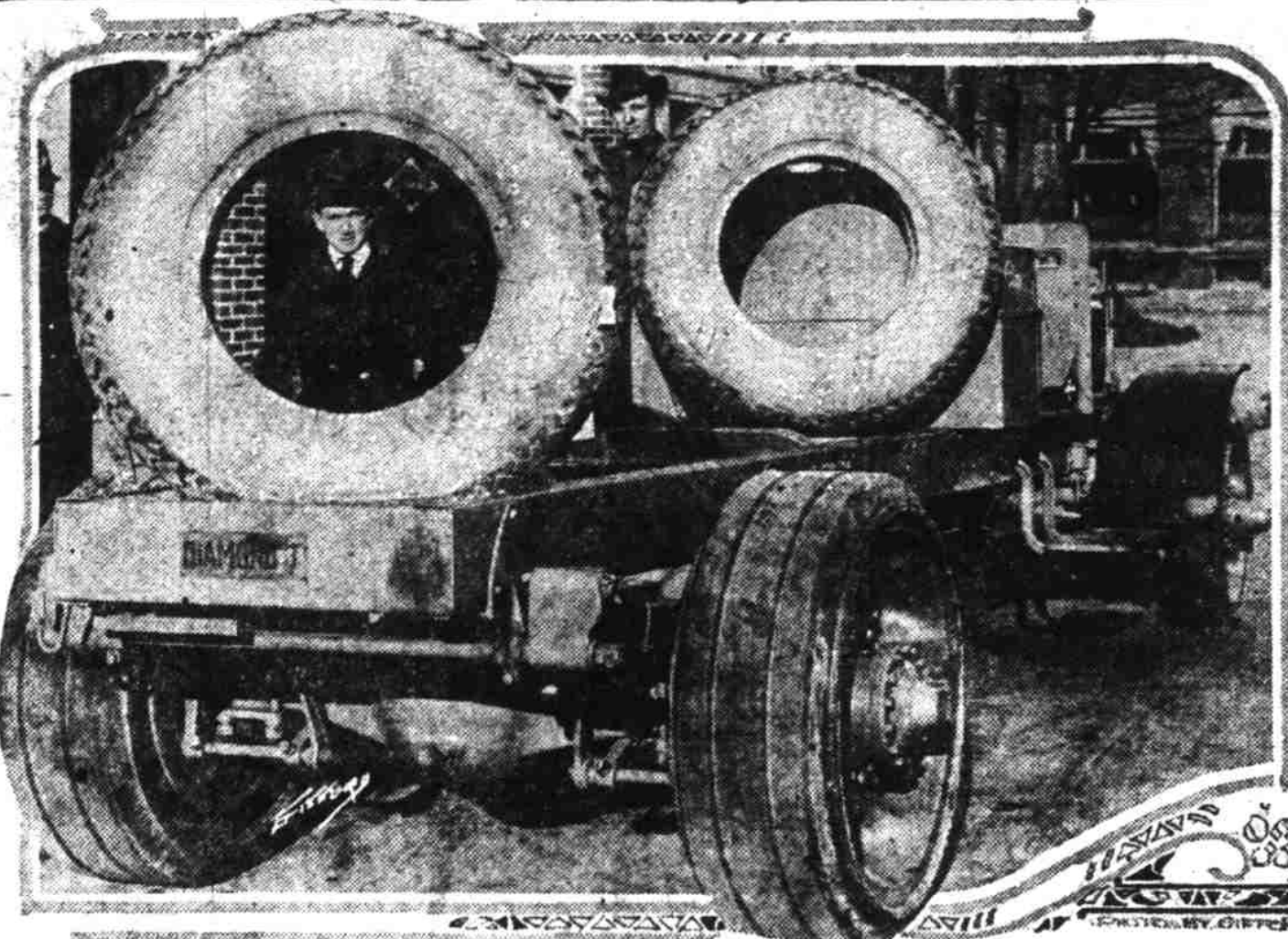
One of the greatest delays of which any consignee is aware, be he a man expecting a shipment of furniture or a merchant awaiting a consignment worth thousands of dollars, is the delay at the central freight point. The time lost at the terminus is one of the most discouraging and at the same time one of the most wasteful either or both have to contend with. Until a system of unloading at the terminus is achieved and worked out in detail, and the trucking departments or concerns have learned to follow that schedule closely, there will be delay and there will be loss of money and time.

The "store door delivery" plan is one that is being worked out to advantage in many cities. The movement is under way in the East and is gradually spreading westward. Its purpose is to relieve congestion in the railway terminals. Under the present system merchants receiving freight are forced to put up with innumerable delays and annoyances. Trucks sent for freight are forced to stand in line for hours, during which time they represent a total loss, as they might be engaged in profitable hauling elsewhere.

According to John E. Wallace, chairman of the Chicago Railroad Terminal commission, the average freight car stands 12 hours in the terminus for every hour on the road.

Under the proposed store door delivery system city trucking concerns take the freight out of the terminus immedi-

THESE TIRES ARE GIANTS IN FACT



Does it make you tired to look at these big fellows? They're the daintiest pneumatics on the market, and the solid tires on the truck are no slouches for size. The photo discloses one of August Junge's Diamond T trucks, equipped with 40x14 solid tires, and bearing two of the 44x10 air cushions. The truck is of 3½ tons capacity. Kent Price of the Firestone Tire & Rubber company is looking through the one nearest the camera.

ately upon its arrival and deliver it to the consignee.

EFFICIENCY INCREASE

It means a vastly increased efficiency for the railroad—more promptness in delivery and a consequent economical saving, as the cars, quickly unloaded, are available in order to accept return loads. Delivery charges are cut to a minimum by concentration of loads.

England has already worked out a plan similar to this that has proved very successful. It is, after all, merely the application of postoffice methods to railroad freight service.

An interesting phase in connection with this work is the system worked out in one of the Eastern cities, permitting of interchangeable, removable bodies for trucks.

China Likes Motorcycles

Much interest is being shown in China in motorcycles, due to the fact that they can travel on the narrow paths used by foot passengers and for wheelbarrows.

Might Be Good Idea To Place Headlight Around 'Old Dobbin'

A dispatch from Pocatello says that very probably the "one horse" shay and the farm wagon will have to carry a headlight—that is, if the state bureau of public works can put its thought across. William J. Hall, state commissioner of public works, in addressing a newly organized chapter of the American Association of Engineers, brought out that, among other things, the next legislature might pass an amendment or two requiring Dobbin to bear lights fore and aft and the gentle cows to wander about illuminated—when their path lay along the public highways. The gist of the new amendments is to be that all vehicles that use the public roads must bear a light, whether propelled by motive, animal power or pedestrians.

The outcome, according to the oppo-

nents of the measure, is obvious. Men or women wheeling baby carriages after dusk will throw a spotlight on the road ahead and attach a red illumination to the handle end of the vehicle. A man peacefully wheeling a lawn mower back to the shop he borrowed it from will be forced to make selection from the lighting contrivances in the town stores.

Farmers may be arrested when their stock break through the fences and get out on the roads, unless arrangements can be made with fireflies to observe such movements and bear a hand in warning off traffic. Farm implements being brought home from a distant field after dark has fallen will no doubt be preceded by the town crier, and bask in the rays of a search light thrown from the cupola of the barn.

"Yes," said one of the men, after Bill Hall had finished his oration, "you can never tell how the thing will work out. They may attach a rider onto the bill requiring colored people to paint their faces white or adorn their countenances with phosphorescent mixtures. Sort of an interesting thing to watch, I dare say."

Tires Are Borrowed From Government

An example of quick thinking and resourcefulness was shown recently at the

Paris automobile show when through transportation difficulties the exhibits sent from the Goodyear Tire & Rubber company at Akron, Ohio, failed to arrive in France. H. M. Parker, assistant manager of the European division, borrowed pneumatic, solid and motorcycle tires from the United States army of

occupation and from one of the French automobile manufacturers, with the result that the company had a striking exhibit in the show.

Canada Plans Landing Fields
Mayors of cities on the Canadian side

of the Niagara frontier have been asked to consider the establishment of municipal landing fields and airparks. Niagara Falls and Thorold, Ont., are two cities which are giving serious consideration to the proposal suggested by the Aero Club of Canada.

"Thanks to Harrison, the

WARD La FRANCE MOTOR TRUCK

Has Arrived

—just in the nick of time
—the Truck we've been
waiting for--the greatest

truck built—and we can now go ahead with our project."

(Substance of statement by a concern planning to operate the largest fleet of trucks in Multnomah County)

ONE GOOD REASON WHY THEY WAITED FOR THE WARD LaFRANCE TRUCK IS

The great demand for fuel has made it necessary for the refineries to produce gasoline with a higher boiling point, which requires more heat to properly vaporize it. Any truck which a year from now has the present conventional cooling system for its engine will be a back number. The exclusive heat and water control features of the WARD LaFRANCE truck assure easy starting, quick warm-up and efficient vaporization with any fuel.

Other Good Reasons (some exclusive) include:

RESERVOIR OILING SYSTEM (CAPILLARY ATTRACTION)
POWER WITHOUT EXCESSIVE MOTOR SPEED
EXTRA LONG AND FLAT SPRINGS
EXTREMELY FLEXIBLE FRAME

RADIUS ROD DRIVE
FOUR SPEEDS FORWARD
RADIATOR SHUTTERS
AND MANY OTHERS

No wise buyer in this section will now invest in a truck until first investigating the

WARD LaFRANCE MOTOR TRUCK

"MADE IN AMERICA—USED THE WORLD OVER AND ALWAYS ON THE ROAD"

Illustrated literature and demonstration upon request. 3 sizes: 2½, 3½ and 5 tons.

C. M. HARRISON COMPANY

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328 PINE STREET, PORTLAND, OREGON



Announcement

KARAVAN MOTOR TRUCKS are now under construction at the Hesse-Martin Iron works of Portland. Soon a continuous chain of commodity carriers will roll out through the doors of their splendidly equipped shops to take their place in the transportation field of the northwest.

Oregon through the birth of this new industry will gain recognition as an automobile producing state for the first time. The trend toward sectional manufacture is growing by leaps and bounds. Eastern parts makers are responsible for the movement, for they recognize the economic advantages gained through its operation. Manufacturing and transportation costs are reduced. Parts service and replacement guarantees are brought several thousand miles nearer the owner.

KARAVAN TRUCKS will not be given a specific tonnage capacity rating other than for the purpose of license. The marketing plan will be under the "Commodity Carrier System." Designed primarily to benefit industry in the northwest, specific models will be brought out to handle the problems of inter-city transport, grain, lumber, livestock and all-purpose haulage.

The standard unit employed in measuring transportation efficiency in the United States is the Ton Mile. What the buyer of a motor truck desires to know is how many ton miles its useful life represents. Karavan, being a new product, must employ a new method of expressing its worth, accordingly we ask the public to measure KARAVAN by a new unit, father of the Ton Mile, namely, the "Engineering Year."

Valued in terms of the "Engineering Years" behind its highly specialized units, KARAVAN automatically becomes one of the oldest tried and tested products on the market.

KARAVAN MOTORS COMPANY

Sales Division,
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Your Delivery Problem

TAKE your delivery problem to the Auto Show and settle it. Find the Bethlehem

exhibit. Then go over a Bethlehem from radiator to tail lamp with your delivery problem in mind. See for yourself just why Bethlehem Service is a twenty-four-hour-a-day, three hundred and sixty-five-days-a-year service. Examine the big, husky power plant, the internal gear drive, the Gray & Davis Electric Starting and Lighting System, the super strength construction of every part and then you will understand Bethlehem Dependable Delivery.

Thousands of Bethlehem Trucks are on the job solving thousands of delivery problems just like yours. Try out a Bethlehem, anyway, your way. Convince yourself.

1½-Ton Chassis
\$2315

2½-Ton Chassis
\$2755

3½-Ton Chassis
\$3930

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