

Oregon Journal

EDITORIAL COMMENT

The Truck and Higher Rail Rates

The increase in freight rates due to come about after August 25 means that motor trucks will enter still more strongly into competition with the short line for trade in and about Portland. It also means that many prospects who have been on the fence for some time past concerning the purchase of trucks, are going to cash in on their chance to get into the interurban freight business.

That the motor truck will eventually drive the railroad shortline out of existence is regarded by many people as fundamentally certain. Most shippers regard the paving of highways leading from Portland to towns within a radius of 50 miles as the first step in the elimination of the railroad shortline. There are still a few merchants purchasing their wares at Portland wholesale houses who rely upon the railroads for the transfer of their goods, but their number will grow less with the increase of from 25 to 40 per cent in rates for carrying freight of all kinds, because truck operators can and doubtless will quote more attractive terms to them.

There are many points in favor of the truck over the railroad. In the first place, the truck line is flexible, while the railroad takes and leaves the goods it carries at the same place—the station. The truck takes on its load at the shipper's establishment and places it at the doorstep of the consignee.

As to speed, the truck is now developed to the point where commercial carriers are combining stability with fleetness of wheel. The pneumatic tire and paying together have made a market for the truck capable of hauling a high pay load while not reaching an enormous chassis weight. There has been a marked tendency for fast freight shippers to ignore the heavy truck of 15,000 pounds weight or so, capable of carrying with ease a pay load of only 4000 pounds. Pneumatic tired trucks are said to be able to carry a pay load of twice this amount when weighing but one half the amount of the truck mentioned above. The combination of paving and pneumatic tires is doing the trick, and the use of the light truck should aid freight companies to figure attractive rates to merchants and others.

It stands to reason that a heavy truck is unsuitable for light work, and light trucks for heavy work. The time has come when every truck company distributing commercial vehicles has a man whose work is that of appraising the job and recommending the proper tonnage truck. Hauling rock in a delivery job is just as foolish these days to merchandisers and purchasers as using a five ton truck with solid tires to haul feather cushions. This tendency on the part of the distributors, together with the increase in freight rates, is making the shipper a prospect for a truck, and rightly so. With the keen eye of the man selling the truck looking for flaws in a transportation system, and with truck operators carrying on a healthy and successful competition with the rails, the number of trucks in interurban freight service will increase and the short line will look to its laurels. And there is the added stimulus of public sentiment with the truck line.

With a combination of high carrier development, public approval, enthusiastic distributor and paved highways, the truck seems to be about on the point of finding things 50-50 with the rail lines.

Another Advertiser Lost

Portland last week lost another advertiser. There may have been many, but it is certain there was one.

"Where can I find the parking grounds in this town?" asked a man from the Central West.

"I dunno," answered a mere citizen. "You mean you have none?" The man from Kansas was astonished. "Well, there's a dinky plot out near the Forestry building, but that's all."

And the man from the corn belt thanked him and they parted, but not before the mere citizen had heard the man say to his family: "Well, we'll go up to Hood River tonight and camp. Come down again in the morning."

Multiply this instance by 50, and one has a conservative estimate as to the number of tourists disappointed here every day when they ask for the campsite. Portland does not possess one, but few Portland people are really sure whether or not the city has one. When the Forestry park site was in use, few knew of it, and now that it's practically useless, few know of its elimination; any a great many more are surprised to hear we ever had one.

Portland is losing much by the lack of a campsite. It is nothing to brag about that such a condition exists in the state's largest city; it is nothing to Portland's credit that smaller towns of the state have campsites and in addition have public spirit enough to cause them to feel for the comfort of their tourist visitors.

Let Portland remedy the deficiency.

The move on the part of the National Automobile Chamber of Commerce to make American cars felt abroad is not affecting us directly in this locality, but we cannot help feeling proud that the American industry is making such a hit abroad.

Signs bearing the legend "The Cruellest Words in Oregon: Out of Gas," pasted on the windshields of touring automobiles, can scarcely be looked upon as amusing, and are obviously little inducement for other tourists to visit the state.

If alcohol is to be the ultimate motor fuel, as they say it will be, the filling stations will closely resemble the old-time barrooms, with some slight changes, of course. Times change, and so do locations.

"Gasoline Probe Causes Comment," sayeth a headline. Anyone who has probed and probed to clean out a gas line will know the nature of the comment.

The move on the part of the state to place official signs on all the roads is a good thing. Better late than never.

The tourist is an excellent advertising medium, and there's no tickler like a comfortable camp site.

Now is the time to start talking about next year. What about a tourist park site?

PAVING IN MANY CITIES

The following tables show the amount of paved streets in the big cities of the United States:

Cities	All Types	Asphalt	Stone Block	Brick	Concrete
Percentages	100	81.3	14.1	19.5	8.8
New York City	35,531,150	24,923,020	8,834,244	816,022	49,872
Chicago	30,474,000	19,049,000	1,901,000	8,749,000	100,000
Philadelphia	18,833,500	10,058,800	8,474,100	2,411,100	95,375
Los Angeles	12,199,755	9,174,414	65,876	231,853	223,070
Kansas City	8,811,400	5,482,000	268,000	775,000	1,850,000
Portland, Oregon	8,838,500	8,810,000	210,000	42,000	1,722,000
Baltimore	8,257,828	8,000,247	389,878	1,203,732	45,927
Buffalo	7,897,544	4,830,737	1,451,000	895,828	100,000
Chicagoland	6,215,781	1,214,100	1,843,292	1,340,044	100,000
Omaha	4,854,355	1,842,185	882,317	974,572	100,000
Seattle	4,813,500	2,842,837	302,435	1,330,494	100,776
San Francisco	4,005,000	1,710,000	344,000	125,000	100,000
Washington, D. C.	4,379,173	3,018,180	404,225	100,000	100,000
Tulsa	1,93,501	1,010,100	268,471	2,561,007	104,518
Rochester	8,211,068	2,124,290	240	3,061,136	100,000
Des Moines, Iowa	3,300,507	1,768,983	240	1,179,471	160,000

Howell-Swift Tire Co.

445-7 Stark Street
Broadway 290 Portland

Factory Distributors

CANTON CORD and BLACKSTONE TIRES

100 Per Cent QUALITY 100 Per Cent SERVICE
100 Per Cent SATISFACTION

TIRE COMPANY IN NEW QUARTERS

Perfection Tire Company Is Now Located at Its New Stand; Has Many Features.

Saturday marked the official opening of the Perfection Tire company's headquarters at Tenth and Stark streets, where the company will distribute Perfection tires, the Simplicity Six, the Grant Six and the Beck truck.

The new structure housing the tire company contains many features considered necessary to the distribution of cars and trucks. The main salesroom, with entrance at the corner, measures 60x100 feet and is being finished attractively. Here the cars and trucks, together with sample models of tires handled by the company, will be on display. The offices are in the rear of the salesroom.

Opening in Tenth street, the vulcanizing shop, to be operated in connection with the business, is being fitted with equipment, and at the rear, on the Stark street side, the service department and tire salesroom is located. The Red Cap garage, which recently changed hands and was absorbed by the Perfection company, will be operated in connection with the business. Here will be handled used cars, oils and fuels, parts and equipment. Storage space will also be arranged. Convenience of location makes this garage an important adjunct to the rest of the plant. It is said.

W. L. Bartlett is proprietor and roadman for the company, which has the distribution of Perfection tires for eight states. J. D. Morris is general manager, with headquarters in the plant at Tenth and Stark, and C. G. Hansen is head of the service department and garage work. J. G. Randall holds the post of salesmanager.

The Perfection company has been in Portland for some time, their quarters up to this time being in Sixth street near Oak. After taking over the Beck truck, the decision was made to move to larger space, and then the further addition of the two cars was decided upon.

His Boat Was Some Boat, but His Cargo Was Awful Lemon

Strictly in accord with human nature, the chap with the big car was showing the girl how fast the thing would go. Twenty, 30, 40, 50 miles an hour he flew, and the pavement of the Seattle road fled from under the wheels of the car.

"Goodness," she said, as she held her hat. "This is some car."

"Yes," quoth he, "and that speedometer's slow at that."

"How fast do you suppose you are going?"

"Oh, about sixty."

She gasped, and then, leaning low behind the windshield, she looked at something she took from her handbag.

"Sixty, eh? Well, the little book I have here says you've been pinched several times for speeding. I'm a deputy sheriff, and I'll have to take you in. Stop at the next town."



"The right battery for your car" says Little Mr. Titan

The Titan Storage Battery is the right battery for your car and the Titan Service Station is the place to get the right battery—



TITAN
Storage Battery

The Titan is the right battery because it is made right of the best materials and because it has many superiorities. Grids, separators, plates, handles—each has some special feature that makes them more efficient.

Start with the Titan today

It's the "most power—least trouble" battery

Local Sales and Service

Titan Battery & Electric Co.

L. E. Kirtchman, Manager

411 Davis St., Portland

Western Electric Company

Distributors—Wholesale Only

GOODYEAR TIRE HAS NEW ASSISTANT MANAGER HERE



L. E. Carpenter

Goodyear Tire & Rubber company recently announced the appointment of L. E. Carpenter as assistant manager of the Northwest district of the company with headquarters in Portland. Carpenter, who is a tire man of note, will assist George Ellis, who has held the post of district manager for the tire company for some months.

Stolen Autos

Stolen automobiles as listed by the police department and unrecovered to date are as follows:

Chevrolet, 1919 touring, license number Oregon 25188, motor number C2818.
Dodge, 1920 touring, license number Washington 111445, motor number 504021.
Dodge, 1920 touring, license number Oregon 87444, motor number 521139.
Dodge, 1918 touring, license number Oregon 31475, motor number 39905.
Dodge, 1920 touring, license number Oregon 82988, motor number 508486.
Ford, 1918 truck, license number Oregon 4894, motor number 1447W.
Ford, 1919 roadster, license number Oregon 18781, motor number 315614.
Ford, 1919 touring, license number Oregon 30146, motor number 304706.
Maxwell, 1918 touring, license number tags missing, motor number 237941.
Overland, 1918 touring, license number Oregon 4744, motor number 3176.
Packard, 1919 touring, license number Oregon 8457, motor number 158988.
Scorpio-Bloch, 1919 touring, license number Oregon 48823, motor number 14769.
Tulsa, 1920 roadster, license number Oregon D989A, motor number 36888.
Cleveland, 1918 motorcycle, license number Oregon E88, motor number 10115.
Cleveland, 1920 motorcycle, license number Oregon E77, motor number 30304.
Harley-Davidson, 1918 motorcycle, license number Oregon H84, motor number 139 A5401.
Overland, 1918 touring, license number Oregon 44884.

YANKEES SUPREME IN AUTO DESIGNS

American Manufacturers Make a Place for Themselves in World Trade.

Manufacturers in this country, through their originality in the design and manufacture of automobiles, have made a place for themselves in the world trade, says an eminent trade authority, and it will be a difficult matter for British, French, German or Italian builders to wrest the supremacy from them if sufficient attention is paid to the wants of the markets already developed and reasonable effort made to open new fields.

The American car is making the biggest hit abroad, for, with the specifications desired by foreign consumers, America can give them a greater variety. The following specification has, for example, been given as one most likely to meet with general requirements: Engine, 4-cylinder, 20 to 30 H. P.; radiator, placed at back with pump for cooling; gears, three-speed and reverse; top to be no higher than 4 to 1; springs to be enclosed in leather gaiters; wheels, either wire or pressed steel; no wood to be used in the construction of the body, and electric lighting set and self-starter are superfluous; track to be 1 m. 60 c. m. so as to suit wagon tracks; minimum ground clearance to be 13 inches; the body to be quite ordinary with hood, curtain and screen; while the tires are to be 130 m. m. section.

Most of the cars ordered for South America are intended for town work, and but very few are used in the camp. For the first purpose and especially for heavy haulage, there exists a considerable demand for a sound electrical vehicle, commercial electricity being generally found cheap in South America, and electric vehicles not demanding the skilled handling that petrol or steam-driven vehicles call for. Moreover, the running costs must be kept very low. It is believed that the United States will be able to supply a cheap electrical vehicle, as it is reported that Edison's battery has proved itself a success upon the streets of London and elsewhere, indicating a good future for the electrical vehicle in other parts of the world, especially in South America.

Real French Hero In Stewart Company

Lieutenant Robert du Couedic, a native of Havre, France, graduate of Cambridge university, soldier of renown and motion picture actor by desire, is a member of the company supporting Anita Stewart in her latest offering, "Sowing the Wind." He came to America with the famous Blue Devil contingent sent over by France during the war, and he liked the American people and American hospitality so well that he returned upon his discharge from the French army. While in the service he received five decorations, Legion of Honor, Medaille Militaire, French war cross with two palms and five citations, Serbian Eagle and Belgian war cross. When in uniform he is privileged to wear four wound stripes. Previous to joining the Anita Stewart company he played with Clara Kimball Young in "Forbidden Women," with Pauline Frederick in "Madame X," and with Robert Warwick in "Jack Straw."

Willard STORAGE BATTERY

TRADE MARK REGISTERED

Announcing

WILLARD BATTERY SERVICE

for St. Johns

We wish to announce that we have appointed the St. Johns Auto Electric Service authorized Willard Sales and Service Station for the St. Johns district.

Here you will find a completely equipped station prepared to satisfactorily care for your battery needs.

WILLARD SERVICE

Ninth and Everett

Way Station No. 3
East 17th and Burnside

AUBURN Beauty-SIX

To earn a reputation for performance over a score of years, a motor car must be dependable under all conditions and with all kinds of drivers. You must have a surplus of power quick to respond to the owner's demands when emergencies arise. It is the manner in which the Auburn Beauty-SIX rides and drives that makes it preferred.

Five-Passenger Touring . . . \$1995
Five-Passenger Sedan . . . 2775
Four-Passenger Touring . . . 1895
Four-Passenger Coupe . . . 2771
Two-Door Roadster . . . 1945
E. O. E. Auburn, Inc.

AUBURN AUTOMOBILE COMPANY
AUBURN, INDIANA

AUTO SALES CO.

Distributors

Ninth at Couch
Portland, Ore.

TRAILERS BODIES—ALL TYPES, CAPACITIES, and SIZES

Unless you have the straight facts concerning Lee Line Trailers and Bodies, you don't know the hauling and earning capacity of your motor truck. Get these facts at once.

William L. Hughson Co.



60 N. Broadway at Davis St.

Phone Broadway 321

Oldest Motor Car Organization on the Pacific Coast

San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland

JOURNAL'S AUTO DIRECTORY

Jordan Sixes

Mitchell, Lewis & Staver Co.
Broadway and Everett
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KISSEL

Motor Cars and Trucks

McIntosh Motor Car Co.

DISTRIBUTORS

230 and Washington Sts.

Phone 584-14

Stewart

SPEEDOMETERS

and "BIG TEN NECESSITIES"

They're More Than Accessories

Official Service—Genuine Parts

Product Service Station, 94 North Broadway

King "8"

RUBIN MOTOR CAR CO.

Oregon, Washington, Idaho Distributors
Broadway and Hoyt. Phone Broadway 89
First Car in the U. S. Sold Complete, including license and 82 weeks of free service.



BROADWAY AT EVERETT

Mitchell, Lewis & Staver Co.

STATE DISTRIBUTORS

EQUIPMENT AND REPAIRING

Columbia

STORAGE BATTERY

All makes of batteries charged or repaired
Phone Broadway 546

On Park Street
between Couch & Davis
H. M. NISBET, Mgr.

Wiggins Company, Inc.

Formerly Archer & Wiggins

DISTRIBUTORS OF

AUTOMOTIVE EQUIPMENT

Park and Couch Sts.

EVEREADY

All makes of batteries recharged and repaired.
Parts and repairs for all makes of electrical systems.

Storage Batteries

ELECTRIC SERVICE AUTO CO.

Free from Ruinous Substitution and Guaranteed for Eighteen Months. L. D. Johnson, Mgr. Broadway 1704

BORG AND BECK

Weller Motor Co.

Successors to United Motors Co.

Oregon Distributors

CLUTCH PARTS

SALES AND SERVICE

Washington at Fifteenth St.

Phone Broadway 2654

David Hodes Co.

111 North Broadway St.

AUTOMOBILE GEARS

PARTS AND ACCESSORIES AT REDUCED PRICES

ENGINES A-SPECIALTY

EDISON

STORAGE BATTERIES

Gibson Storage Battery Co.

Distributors

12th and Alder Sts.

Phone Broadway 5557

Willard STORAGE BATTERY

Willard Threaded Rubber Insulation

Service Station—Ninth and Everett