

SAXON AGENCY IS GIVEN W. B. DOAN

Former Detroit Business Associates Are Brought Together in Portland.

LOCATION BEING SOUGHT

Benjamin E. Willebrand, Western Manager, Chooses From Ranks of Studebaker Company Man Whom He Once Served.

BY CHESTER A. MOORES.

Once upon a time W. B. Doan was sales manager of the Olds Motor Works branch at Detroit. One of his star salesmen was Benjamin E. Willebrand, and his stenographer was R. C. Getsinger. Today Mr. Getsinger is sales manager of the Saxon Motor Company and Mr. Willebrand is Western manager for the same organization. Last week Mr. Willebrand picked W. B. Doan from the ranks of the Studebaker Corporation of America, which he formerly represented, and made him the distributor of the Saxon car for the entire State of Oregon. Already Mr. Doan has telegraphed to Mr. Getsinger, his former stenographer at the Olds branch at Detroit, to reserve several hundred Saxon cars for dispensation among the Anglo-Saxons of Oregon.

Permanent Location Sought.

For the present Mr. Doan says the Saxon Motor Sales Company of Oregon will be located at 21 North Nineteenth street in conjunction with the Royal Auto Company. He is now looking around for a permanent location for the Saxon headquarters and will soon make a trip through the State to establish sub-dealer agencies. W. S. Barnes is already busy as a city salesman.

"I brought Mr. Willebrand along with me just to prove that the Saxon is the car for the big as well as the small," remarked Mr. Doan as Photographer McMonigle, of The Oregonian staff, was alighting at the two comrades and the car.

Mr. Willebrand is said to be one of the largest, if not the largest, automobile men in captivity. He is six feet four inches tall and weighs precisely 222 pounds, both before and after meals. Unless excelled by the bulk of R. T. Hodgkins, sales manager of the Studebaker Corporation of America, who visited Portland recently, he is perhaps the biggest automobile man employed in the selling end of the automobile industry.

"I may not weigh as much as Hodgkins, but I'll wager a couple of Saxon's that I stand higher," commented Mr. Willebrand.

Contrast is striking. Mr. Doan is by no means a short man, but his five feet six and a half inches of height, contrasted alongside the scrawny, haggard Mr. Doan, makes him appear almost dwarf-like.

"The entire chassis of the new Saxon Sixes is of Timken construction and the motor is of the 30-horsepower Continental type," said Mr. Doan yesterday. "As Mr. Willebrand says, the 1916 car is the Tiffany of automobile construction."

"The new features of the car are

WHITE COMPANY HAS NEW NORTHWEST REPRESENTATIVE.

C. S. Huntoon, who for some time has been successful as manager of the Standard Garage Company, of Great Falls, Mont., the dealers in that territory for the White motor cars and trucks, arrived in Portland last week en route to San Francisco, where he is to be initiated as Northwestern representative for the White Company. Mr. Huntoon will work under the direction of the Pacific Coast branch of the White Company at San Francisco, his headquarters will be in Portland. He will travel through Oregon, Washington, Idaho, Montana and British Columbia, the territory formerly covered by R. S. Hurd, who came to Portland recently as manager of the local branch of the company.

The White touring car is now the highest priced touring car on the American market.

Three-speed transmissions, Timken axles, handsome and roomier body, an improved high-speed motor, signal lamps at the side, ventilating windshield and adjustable control pedals. Although the six is perhaps the trump card of the new Saxon line, the two-passenger car has been continued with a 15-horsepower, four cylinder motor and with many important improvements all through the car."

MANY AUTOS VISIT PARK

958 Machines Take 3513 Persons to Yellowstone Since August 1.

Yellowstone Park tourist travel of all classes since August 1, the day that marked the opening to automobilists of this national park of nature's wonders, has been compiled by the touring bureau of the American Automobile Association at Washington, D. C.

The number of tourists who entered in conveyances other than automobiles is divided as follows: West entrance, via Yellowstone, Mont., 14,375; north entrance, via Gardiner, Mont., 8608; east entrance, via Jackson, Wyo., 1273; south entrance, via Cody, Wyo., 88; total for all entrances, 24,624.

In this same period the automobile tourist records show the following divisions as to persons and cars: West entrance, 1407 persons in 392 cars; north entrance, 1377 persons in 365 cars; east entrance, 791 persons in 132 cars; south entrance, 32 persons in eight cars.

This gives a total of 3513 persons in 958 cars.

AUSTRALIAN HANDLES DODGE

Agent at Adelaide Excites Curiosity by Advertising.

According to information received by Dodge Bros., the motor car salesman of the Antipodes are not much behind their American brothers in advertising stunts. S. A. Cheney, of Adelaide, was recently appointed Dodge Bros. dealer.

To arouse curiosity in the car he fitted up an old cycle car with a sign

reading "No! This is not a Dodge Bros." He drove this around the city every day, and in addition used a series of newspaper advertisements: "Dodge Bros. Car Has Been Shipped"; "Every Day Brings Dodge Bros. Car Nearer Australian Shores"; "Welcome Dodge Bros. Car When It Reaches Adelaide," were some of the phrases used.

SAVING BY TRUCK IS CITED

Only Woman Dealer in Clay Products Explains Business Aid.

"I hesitated a long time before deciding to buy a motor truck, but now I wish I had bought it six months—yes, a year ago."

It was Miss Astrid S. Rosing, of Chicago, speaking, the only woman who

STUDEBAKER SIXES TO BE TESTED IN UNIQUE RELIABILITY RUN.

As early tomorrow morning as A. H. Brown, Northwest manager of the Studebaker Corporation of America, dares to awaken Mayor Albee, an interesting reliability run will be started in front of the Mayor's residence in Laurelhurst with a 1916 Studebaker Six.

With Mayor Albee as official starter and Frank C. Riggs, president of the Oregon Motor Car Company, at the wheel, the run will commence about 7 o'clock. The car will be run through the streets of Portland and over the boulevards near it for about 12 hours tomorrow and on Tuesday until it has covered a total of 4000 miles.

Similar runs will be started tomorrow in 500 cities of the United States, with Studebaker Sixes. The National contest is staged to show how universally the Studebaker car is represented in this country and to demonstrate that recent road improvements have made it possible to stage such an event even this late in the year.

In order to kill several "birds" with one stroke, the local Studebaker officials have arranged to carry at various intervals during the day a large number of prominent Portlanders who happen to be in the market for automobiles just at this time.

has ever had the courage to engage in the business of selling clay products,

according to the Brick and Clay Record. "How much does it save me?" About 30 per cent, says Mr. Doan. "You save three teams and move much faster than horses. I can give service with my truck—its middle name is service—it is so painted on the side of the truck. And since it helps me to live up to my reputation, I am for the truck."

Thus, in a few short sentences, Miss Rosing summed up her experience with a Kissel Kar dump truck. Without going further into the discussion of the time-honored chestnut about a woman's instinct for a bargain, let it suffice to say that here again has her ability to get more than a dollar's value for a dollar paid out been proved.

OFFICE SPACE DOUBLED

"GASOLINE KING" EXTENDS HEADQUARTERS ON BROADWAY.

Acceptance of Savage Agency Is Marked By Establishment of "Free Tire Service."

To make room for his increasing business, occasioned principally by the acquisition of his "free tire service" and his acceptance of the Savage tire, John A. Walters, the gasoline king of Portland, has doubled the capacity of his headquarters at the northeast corner of Ankeny street and Broadway by adding the store just north of his original home.

The new store will give Mr. Walters a store with twice the capacity of the original quarters.

"No road is too savage for the Savage tires, but once in a while the best of tires will get a puncture and then the free tire service brigade is needed to render first aid to the injured within a 10-mile radius of my plant," said Mr. Walters yesterday.

"Instead of the customary three piles of fabric, the three-inch Savage tire has four. The 37 by 5 has seven instead of six. The 5 1/2-inch Savage is made of eight piles of fabric.

"And every ply is 17 1/2-ounce fabric, not 15 1/2 or 16.

"Uniformity is the chief thing to be desired in tire building. It is impossible to get uniformity in a haphazard tire—the strength of the makers varies; they get tired and careless at the end of the day.

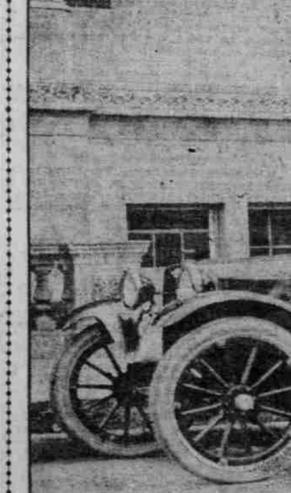
Savage carcasses are all made by machine. Uniform stretch of each separate ply of fabric and perfect adhesion of all the piles at every spot make the Savage tire unexcelled for strength. Blowouts are reduced to a minimum.

"The tire building machine wraps the frictionized fabric around the 'core' (which gives shape to the tire), and smooths the fabric so carefully and accurately that every bit of air is excluded and not a wrinkle can form."

The largest single law office in the country is the Attorney General's office, State, which takes up all the time of Attorney General Woodbury and his 25 assistants. At present the office is handling \$213 cases involving more than \$150,000,000 in money and property.

NEW SAXON CAR BRINGS FORMER DETROIT ASSOCIATES TOGETHER IN PORTLAND.

BY CHESTER A. MOORES.



"BIG FELLOW" WILLEBRANDS AND W. B. DOAN, WHOM MR. WILLEBRANDS HAS APPOINTED SAXON DISTRIBUTOR FOR OREGON; THE CAR IS A 1916 SAXON SIX.

A. H. BROWN RETURNS FROM TRIP PLEASED

Studebaker Man Says Auto Sales in Northwest Will Break All Records.

DEMAND HARD TO SUPPLY

Factory Said to Be 20,000 Cars Behind Orders—Output of 250 a Day Will Be Increased to 400 in Spring.

The payrolls in Butte and other Montana cities are larger than they ever have been before, Mr. Brown says, and the roads through the Montana region, where convict labor is employed extensively, are fine. Everywhere west Mr. Brown was asked about the Columbia River Highway. He says all classes of people appear to be interested in the Oregon boulevard.

"Reports from the Northwest indicate a record-breaking season for automobile sales this year," says Mr. Brown. "Never before have we experienced such a tremendous demand. Although our factory is turning out 250 cars a day we have 20,000 orders unfilled, and new orders are coming in so rapidly that it is difficult to catch up. Right here in the Northwest we have 500 unfilled orders now, and yet we have produced almost 4000 more cars than for this season than we produced up to the same time last year."

"Our company is in better shape to fill the demand than many others because of its foresight in laying in raw material. Some time ago we placed an order for steel enough to build 86,000 cars, and also took similar precautions in laying in aluminum, bronze and leather. Our wisdom in doing so is evidenced by the fact that the price of aluminum has doubled since we contracted for our supply, and the straight-grained, hand-buffed leather we are using has been in so great demand that every carload shipment had to come through by express."

"We are now engaged in enlarging our plants and equipment to an extent where we can build 400 cars a day next Spring, and we definitely plan on manufacturing 100,000 cars next season. Only a single instance of our preparation for this increased output is an investment of \$100,000 in a big drop hammer to turn out crank shafts for our sixes in greater quantities. This was necessitated by the unusually large size of our crank shafts this year, but we are modeling them on the proportions of high-speed English motors.

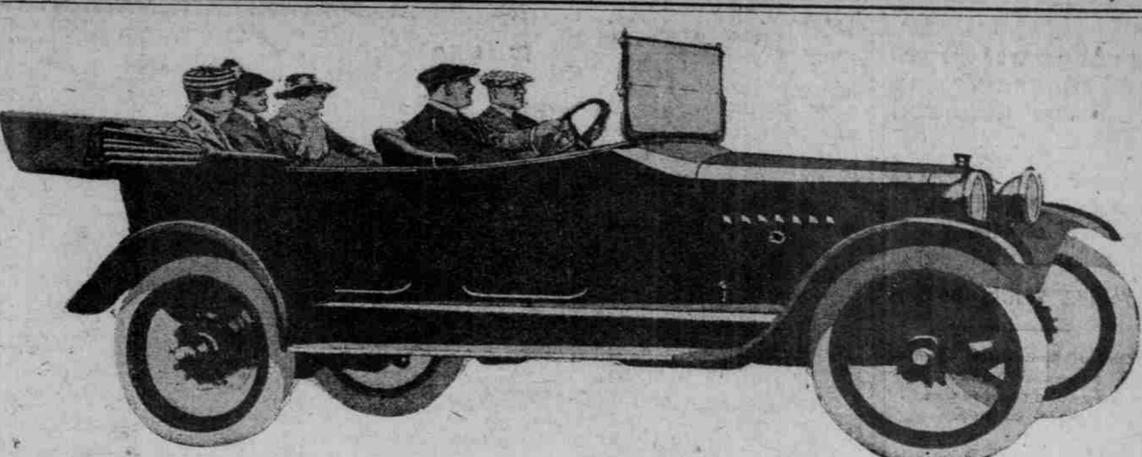
"As soon as this new addition to our drop hammer equipment is finished we can turn out an unlimited quantity of sixes, which are in such great demand this season. This demand for sixes this year is in surprising contrast to the conditions three years ago, when we pioneered six-cylinder touring cars at low prices. Customers then were unwilling to believe that a six was an ideal car, but usage has proved it so strongly that now argument seldom arises and purchase simply depends on the question of difference in price between sixes and fours.

"But our increased six business has not taken anything away from our four business, for the four-cylinder car is now so standardized by adoption and usage that it will doubtless have to be figured with for years to come as a standby, regardless of new models with multiple cylinders.

"Some remarkable phase of the automobile business of the present day is the increasing number of purchasers who are wage-earners, which indicates clearly that the maximum point of yearly sales has nowhere near been reached, and probably will not be for years to come, for the improvements and price reductions year by year are making first cost and maintenance so low that the family with a modest income can afford to own and operate a car."

"The good roads movement is also broadening the automobile market. The wonderful progress in this direction in the inland Empire is significant, and the beautiful roadways of the Columbia River Highway and the Olympic Highway are very hopeful signs, although it should be borne in mind that the greatest value of good roads is the increase in property values throughout those sections possessing road improvements.

"Good roads are also going to bring a tremendous increase of tourist travel in the Northwest, which will bring business, not only to automobile merchants, but to hotels, restaurants and shops in all lines. The favorable opinion expressed by fair tourists returning through the Northwest this year is a conclusive indication of this already."



Saxon Power.

Mighty, resistless, locomotive power that seems capable of sweeping you on and on forever—that's what you feel as you sit at the wheel of Saxon "Six." First you sense it in the low, healthy purr of the motor. Next you note it in the steady, even pull as Saxon "Six" gets under way.

And then—when you step on the accelerator, what a revelation of power you get. Saxon "Six" leaps forward—eagerly, like a bound unleashed. A world of speed awakes at your touch on the throttle. Hills level themselves magically. You romp up steepest grades without the slightest feeling of effort or strain.

All men want beauty. For beauty means skilled design. Saxon "Six" has a beautiful yacht-line body—exemplary of the newest motor fashion. It has a smart garnish strip around top of body. It has a superb finish—of ever-new lustre.

All men want comfort. Five passengers have room a-plenty in Saxon "Six." There's ample leg space. The wheelbase is 112 inches. No car at less than \$1000 has more room than Saxon "Six."

Here Are Further Top Place Features Two-unit electric starting and lighting system;—Timken Axles and Tim-

SAXON "SIX" A Big Touring Car for Five People

CADILLAC OUTPUT BIG

OF V-TYPE EIGHT-CYLINDER CARS, 17,255 SHIPPED IN YEAR.

Millions of Dollars' Worth of Equipment Inadequate for Production of New Model Autos.

Including the cars built and shipped from the factory at Detroit on October 25, the Cadillac production of its V-type, eight-cylinder model reached the total of 18,159 cars, said H. M. Covey, Cadillac distributor for Oregon, yesterday.

"Beginning with the shipment of the first eight-cylinder cars, which was October 16, 1914, the production for the year ended October 9, 1915, was 17,255 cars.

"While the figures, of themselves, are interesting, they do not reveal the actual significance of what the Cadillac Company has done to make them possible. When the company's engineers had developed the eight-cylinder engine to the point where the company could feel sure of its ground, the most gigantic part of its task was still to be accomplished.

"Several million dollars' worth of equipment was inadequate for the production of the new car. New machinery, new tools and new fixtures were necessary for almost every part of the new car. Much of the existing equipment was utilized through redesigning and rebuilding.

"But even so, new equipment at a cost of more than half a million dollars was installed. Thus it was imperative to design, manufacture, install and systematize hundreds of new machines, in order to reach a volume of production on a type of car entirely new, not only to the Cadillac, but to the industry in America.

"In view of these facts, the building of more than 18,000 cars of the new

type, in a little more than a year, is a manufacturing achievement seldom equaled."

Bush Driver Pulls "Stunt." After winning the 25-mile free-for-all at Clatskanie, W. Va., W. L. Pedit amazed the crowd by turning his Maxwell in two consecutive circles at full

speed, just to demonstrate that he had never been in danger of capsizing on the turns while the race was on.

One Family Has Had 11 Kissel Kars. Kissel Motor Car Company claims the record sale of cars to one family, Charles A. Bevier, of New Haven, Conn., has a Maxwell "25" touring car in which he already has driven more than 70,000 miles about his home and on the New England roads.

70,000-Mile Maxwell Record Out. Four of these were purchased this year.

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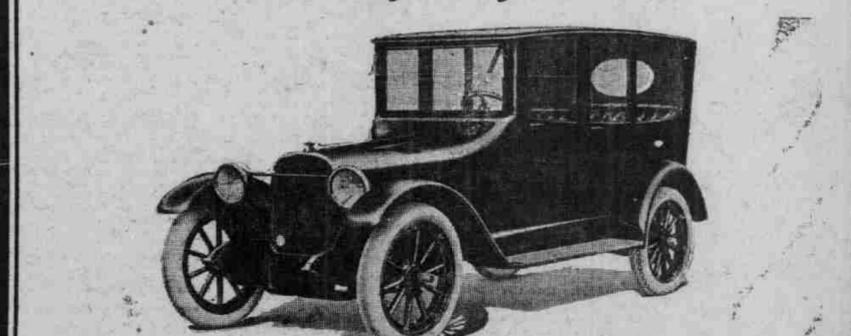
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1916 Model Chalmers for \$500 Cash

The Balance May Be Paid in Monthly Payments



In order to help stimulate sales during the next few months, when ordinarily few cars are sold, we have decided to offer the above inducement to people of Portland and vicinity. With the addition of the many miles of hard-surfaced roads recently completed, you can use a car to advantage all Winter where before this was not practicable. You will be surprised also at the many fine days for motoring during the Winter months.

We have several samples of the new Chalmers models on our floor and will soon have our Palanquin model on display. We believe you will want to see this car and that it will appeal strongly to you—it is practical—it is no afterthought. The whole completed car was designed at one time—the comfort, convenience and luxury of a touring car and a limousine combined at virtually the price of a touring car.

- Touring 6-40, 5-passenger.....\$1400
 - Touring 6-40, 7-passenger.....\$1475
 - Palanquin 6-40, 7-passenger...\$1825
 - Touring 6-48, 7-passenger.....\$1700
- Above prices are f. o. b. Portland.

Our sales force will gladly give you details.

H. L. Keats Auto Co.

Broadway at Burnside Street