

### ADVERTISING CHIEF TALKS PROSPERITY

Vice-President of Mahin Company Promises to Patronize Oregon Papers.

### PRAISE GIVEN TO PORTLAND

Great Increase in Trade Predicted and Attractions of West Expected to Prove Alluring to People of East.

"The men I have met in Portland have sold me personally." So said a high trump among America's selling and advertising authorities, William H. Rankin, vice-president of the Mahin Advertising Company, Chicago, when chatting the other day with W. D. Albright at the Portland branch of the B. F. Goodrich Rubber Company on Lower Broadway.

### MAXWELL CAR BREAKS WORLD'S NON-STOP RECORD.

W. J. La Case, manager of the Northwest zone of the Maxwell Company, received word Friday that the Maxwell car that has been running at Los Angeles continuously and without a motor stop since noon of November 22, broke the previous world's record of 12,495 miles early Friday morning and that the motor was to be kept running indefinitely.

### Newspaper Placed First.

"There is no longer any question in my mind but that the newspaper is the most effective silent salesman that can be chosen to reach the consumer," said Mr. Rankin. "Advertisers are coming to realize that the newspaper that reaches the home every day is the best medium to use."

### Personal Sales Made.

"Portland is a great city and I am glad to have had the opportunity of visiting here. It is my intention to visit the Coast annually—and Portland will always be on my list. The men I have met here have 'sold' me personally on the City of Portland, and a large number of our customers will use space in the Portland newspapers during 1916."

"Personal salesmanship is the art of selling goods at a profit. Advertising is the art of selling goods through the printed word—at a profit to the manufacturer. This is silent salesmanship. Many men have the ability to write silent salesmanship, but few talk it out for it. It convinces women of Portland to go down to their grocers and ask for a particular variety of soap, or go to the hardware store and ask for advertised brands of underwear, or silvers, or when buying a car to specify 'Silvertone' or Goodrich 'Black-Tread' tires."

### Close Touch Needed.

"The nearer a man can get to the actual consumer, the better salesman he will be, and one reason for my trip is to get actual first-hand knowledge of conditions. Business is booming East, and in all lines. The B. F. Goodrich Company, Akron; Towles Log Cabin Syrup; Marshall-Field & Co., Chicago; N. K. Fairbanks Company; Simmons Hardware Company report the largest Fall business since 1906, and the outlook is that 1916 will be a record year."

"Silent salesmanship will help bring this about, and the manufacturer who is wise enough to hitch the tremendous force of silent salesmanship to his personal salesmanship will place his business on the highest possible plane and add from 25 per cent to 50 per cent in the personal efficiency of each salesman on his payroll who adjust himself to advertising conditions."

"Every man I have met in Portland seems to be a living advertisement and booster for the city and this territory. The Chamber of Commerce here seems to me to be the center of all business activity, and I can readily see why such an organization has an important bearing on the success and reputation of the City of Portland."

No Special "Show Jobs" Planned. At the coming National motor show the Maxwell Company will exhibit only cars taken from the regular stocks of dealers. This announcement is in line with the time-honored principles of President and General Manager W. J. La Case.

# Prominent Portlanders Who Motor



HOW DO YOU KNOW HE DIDN'T BREAK INTO THAT STORE?  
BECAUSE MEAN HIM WUZ DOIN' A LITTLE JOB IN THE OTHER END OF TOWN!

### 1916 INDIANS HERE

New Modes of Motorcycle Arrive in Portland.

### IMPROVEMENT POINTED OUT

"Powerplus" Machines Are Notable for Evenness of Applied Power or Speed, Declares D. D. Hull.

Exactly 19 of the new 1916 Indian "Powerplus" motorcycles arrived at the wholesale store of Ballou & Wright last week, and there has been such widespread interest in the "latest thing from Hendersonville" that D. D. Hull, of the motorcycle department, has been kept constantly on the jump in showing the product.

### LATEST TRICK IN MOTOR-BIKE ARRIVES IN PORTLAND.



THERE are so many possible ways of violating one or other Portland traffic ordinances that perhaps every motorist is destined sooner or later to become acquainted with John H. Stevenson, Municipal Judge, whose job it is to pass judgment on all automobilists caught in the act of speeding or cutting up any other illegal capers with their machines.

As a matter of fact, Judge Stevenson, being a conscientious soul, once found it necessary to arrest Judge Stevenson, haul himself into court before his own august personage and pronounce judgment to the tune of \$5. It seems that, as he was putting his feet to sleep one night in the garage back of the Stevenson home, he discovered that the tail light was not burning, nor was it even warm. There-

fore he was forced to conclude that he had broken the law of Mayor Albee's city as he drove about the streets that night. His honesty was rather costly, but it served to strengthen his reputation as an impartial jurist. As long as speedometers are workable, however, Judge Stevenson vows that he will never be found guilty of speeding unless some "job" is put up on him by his friends or fellow officials.

Last Summer Mr. and Mrs. Stevenson and their son passed their vacation on a tour to San Francisco by way of Reno, Nev., and return via Crater Lake. On the entire 1970 miles of this journey the Stevenson Reo didn't suffer a puncture, and Judge Stevenson, who drove, says he had the best time of his life. His present plans call for a trip to Yellowstone Park and return next Summer.

### CYCLE REFEREE CHOSEN

A. L. WELSH AND J. P. SCHANTIN IN CHARGE OF NEW YEAR'S RUN.

Long List of Prizes Offered by Portland Merchants Include Rooster, Apples and Supplies.

The members of the Portland Motorcycle Club, at a meeting Thursday night, elected A. L. Welsh referee of the New Year's endurance run, and appointed J. P. Schantin to select his own committee to guard the course to guarantee that none of the riders receive outside assistance or take any short cuts. The club members also voted to allow side cars carrying passengers to enter the run under the same conditions as the single riders.

The different committees in charge of the coming event have drafted a set of rules to govern the contest and are distributing entry blanks among the Portland motorcycle dealers and to dealers over the state. H. J. Farnham, E. Long, Theodore Gilbert, Perry Abbott and Joseph P. Schantin form the committee on rules and entry blanks.

The run is to be held under the sanction of the Federation of American Motorists and will be a closed club event.

The following prizes have been offered by Portland firms:

Excelsior Motorcycle Company, trophy to

individual rider making the best showing: Union Oil Company, all the Union gasoline and Motorax oil needed for filler; Eveslades Studio, dozen photos; East Side Motorcycle Company, M. C. Prest-O-Lite tank; Goodyear Tire & Rubber Company, one 28x3 Blue Streak casing; Walter Erickson, box apples; H. Lovell, one 28x3 Vitale casing; Crescent Machine Works, five gallons Monomobile oil; Casino Cigar Factory, box Melo Duro cigars; Valvoline Oil Company, five gallons heavy Valvoline oil; Jefferson Cycle Company, Troxel saddle; Motorcycle & Supply Company, one pair Puttee leggings; F. E. Keenan Company, Troxel saddle; Dayton Cycle Company, tandem; Apex Bicycle Company, Pezoppo's Pan Dandy saddle; Firestone Tire & Rubber Company, one 28x3 Non-Skid casing; Motorcycle Repair Shop, five gallons Havoline oil; Columbia Tire Shop, one 28x3 Goodyear tube; Pink Rubber Company, one Red Top casing; Portland Speedometer Service Station, Stewart warning signal; Edwards Tire Shop, one inner tube or merchandise order to E. J. A. J. Winters Company, one Vacuum Cup casing, one inner tube; Hook & Miller, merchandise; Knight & Day, merchandise; Quick Repair Shop, merchandise order to E. J. United States Rubber Company, one chain tread casing; Motor Car Supply Company, Federal non-skid casing, five gallons Monomobile oil; Ballou & Wright, merchandise; H. W. Johns-Marville Company, model of motorcycle horn; Western Hardware & Auto Supply Company, motorcycle cap; Rydman Bros., five gallons Motorol; A. W. Goodrich, Plymouth Rooster; the B. F. Goodrich Rubber Company, Black Tread casing; the Ball Company, five gallons Shell motorcycle oil.

### Boston Mayor Reviews Parade.

The anniversary of the arrival of the Dodge Brothers' car at Boston was celebrated by a parade of more than 100 owners of Dodge Brothers' cars. The parade was reviewed by Mayor Curley, of Boston, and other dignitaries, and was the talk of Boston town. The first prize, a silver cup, for

## DODGE BROTHERS MOTOR CAR

There is abundant evidence that this is an exceptionally economical car.

Owners say that the gasoline consumption is unusually low.

When they speak of tires they almost invariably report mileage records which are remarkably high.

And there is a sound logical reason why the car should cost little to keep.

It is light—the actual scale weight is only 2235 pounds.

This light weight is partly due to the use of well-designed steel forgings; and pressed steel parts; and the absence of heavy castings.

The all-steel body is electrically welded into a unit. This gives it that stability and rigidity which must otherwise be sought in the use of heavy parts or bracings of steel or wood.

The motor is 30-35 horsepower. The price of Touring Car or Roadster, complete, \$785 (f. o. b. Detroit). The price of the Winter Touring Car or Roadster, complete, including regular mohair top, is \$950 (f. o. b. Detroit).

DODGE BROTHERS, DETROIT  
COVEY MOTOR CAR CO.  
Washington at 21st Main 6244

most uniquely decorated car, was won by a miniature submarine named "Pre-Brothers' chassis.

### AUTO DIRECTORY

Give Your Car a DIAMOND for Christmas

99% perfect, only one tire out of a hundred returned for adjustment, was the remarkable vote of confidence cast by your own friends, on your own roads last year, as well as by the many thousands who rolled along the highways and byways of every one of these forty-eight United States on Diamond Tires. Never did a gold prospector have "the law of averages" in his favor the way you have them in your favor when you buy Diamonds.

## ARCHER AND WIGGINS

Sixth Street at Oak

### Powerplus Indian Motorcycles

Carload 1916 models just received. Immediate Deliveries

## Ballou & Wright

Broadway at Oak  
Phones: Broadway 307, A 6638

### BOWSER GASOLINE and OIL TANKS

STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, District Sales Office, 415 Corbett Bldg. Main 1476.

## DIAMOND TIRES

Vulcanizing and Retreading. R. E. BLODGETT, 29-31 North 15th, Near Couch. Phone Main 7005