

SIX SALESMEN IN OREGON WIN PRIZES

Coast Honors Believed Captured in Willys-Overland Contest.

VICTORS GET TRIP EAST

Patrick Henry Dunn, of Portland, Leads With 50 Sales in 90-Day Period—Men Are to Meet in Conference at Factory.

Another case of "Oregon first" is demonstrated in the results of the salesman's contest which has just been completed by the Willys-Overland organizations over the country.

PRIZE-WINNING OVERLAND DISPENSERS WHO ARE NOW EN ROUTE TO TOLEDO, OHIO, AS GUESTS OF FACTORY ORGANIZATION.



From Left to Right—P. H. (Doug Fairbanks) Dunn, Salesman at Portland Branch; George A. Wilhelm, of Junction City; Russ Harness, of Roseburg; Charles Parker, of Oregon City, and J. J. Hursberger, of Hubbard. The Sixth Oregonian to Make the Trip, J. J. O'Bryant, of Baker, Joined the Delegation as They Passed Through Baker Last Friday.

Western territory, embracing California, Oregon, Washington, Montana, Idaho, Utah, Nevada and Arizona. Oregon territory, which is ruled by H. H. Eling, manager of the Portland branch of the Overland Pacific Company, furnished six prize-winners, which is in excess of its share in proportion to the size and population of the territory involved in the contest.

Gossip Along the Row.

No sooner had Fred W. Vogler, president of the Northwest Motor Company, returned last week, along with his trip companions from the dealers' business acquaintance trip across the state than he packed up his trunk and started for Astoria, where his fast speedboat is competing in the Regatta races.

STEEP HILLS, BAD ROADS CONQUERED

Defense League Car Goes From Canadian Border to Mexican Border in 92 Hrs.

TWO TROPHIES CAPTURED

Hundred Point Kissel Six Makes Envyable Record on Mission to Stir Interest in Seaboard Highway for Military Purposes.

After indicating that with good roads it would be possible to mobilize a huge army at any given point on the Pacific Coast in 72 hours, and winning two trophies while doing it, the Pacific Coast Defense League's military

mobility which they afforded for the transportation of troops. "This car going through in such a wonderful manner shows that we could mobilize any number of men anywhere on the Pacific in less than 100 hours, and with good roads all the way it could be done in 72 hours easily. With about 400,000 automobiles in the Western states, it would be possible to transport any body of men imaginable to any point if the roads were such that traffic over them would not be hindered by Winter weather."

FRANKLIN HAS RAPID GROWTH

Production Now Three Times Greater Than 1916 Schedule.

From the day the United States entered the world war up to the present time the business of the Franklin Automobile Company has shown greater volume than the entire business during 1916. By the middle of June production for the year had already exceeded the total for the entire preceding year.

The Franklin factory, which, during the past year, has been practically doubled in size, is now running in full swing, including all the recent additions, and production has reached the rate of 12,000 cars per year, three times the production rate existing in 1916. The biggest single day's shipment in the history of the Franklin company was on August 10, when it totaled 64 cars, the biggest week, ending August 10, registered an output of 268 cars.

CHEVROLET HEAD VISITS

"CLIFF" DURANT WILL RACE AT TACOMA TOMORROW.

Salesmanager Will Pilot Little Special \$5000 Match Race Against Hudson Speedster.

R. C. (Cliff) Durant, vice-president and sales manager of the Chevrolet Motor Company of California, visited the local Chevrolet representatives, Regner & Fields, last week en route to Tacoma, where he will enter his Chevrolet special in the Labor day races there tomorrow.

Mr. Durant motored to Portland from his home in Oakland, Cal., and thought some of the Northern California and Southern Oregon roads so bad that he decided to leave his car here and took the train for Walla Walla, Spokane and Seattle before swinging back to Tacoma.

The Chevrolet special, with Durant at the wheel, will be matched tomorrow in a special 25-mile race against A. H. Patterson and the Hudson which won the Tacoma race of July 4.

While in Portland Mr. Durant enjoyed the Columbia River Highway trip as the guest of LeRoy Fields, of Regner & Fields, and was so enthusiastic over the beauties of the famous Oregon roadway that he may drive over the same highway again when he returns to Portland this week on his way home from Tacoma.

DAWSON'S DRIVING FAST

CHALMERS PILOT'S CAREER HAS BEEN SPECTACULAR.

Experimental Engineer Has Had One Close Call in Many Events on Indianapolis Speedway.

The auto racing world was no doubt astonished when it read that Joe Dawson had broken the world's 24-hour record in a Chalmers chassis at the Sheepshead Bay Speedway August 1 and 2.

Back in 1910 Dawson was the hero of the Vanderbilt cup race when he stopped to see how badly he had injured a spectator who walked in front of his car. This cost him valuable minutes, and when he got in the race again he gave the onlookers an exciting show of wild driving that made Bob Burman's wildness seem tame, and when the race was over he lost first place by just 25 seconds.

After that he won the Cobe trophy and scores of other events on the Indianapolis speedway. In 1912 he won the Indianapolis race in a National. The following year he didn't race.

In 1914, driving a Marmon, Dawson attempted to avoid running over a mechanic who had been thrown out of Gilhooley's Isotta. In so doing he ran off the track, wrecked his car and was thought to have been seriously injured. He recovered entirely within a year, however, but had not been seen at the wheel of a fast car since.

Last April he left post as experimental engineer of the Marmon to become associated with W. F. Sturm, who had charge of the contest work of the Chalmers Motor Company. Sturm and Dawson have been close friends in Indianapolis for many years, and both are well known to the automobile fraternity.

CASING PICKS UP GOLD

MONTANA AUTOIST'S BLOWOUT MAY MEAN FORTUNE.

Particles of Yellow Metal in Black Sand Arouse Curiosity Among Spokane Tire Men.

KALISPELL, Mont., Sept. 1.—(Special)—Helena folk are picking up gold nuggets in the streets of the capital city, but a Kalispell man has gone the Helena folk one better. His gold was gathered by a blowout in his automobile casing.

Advertisement for Studebaker cars. Features the headline 'ONLY TWO WEEKS MORE!' and 'STUDEBAKER' in large script. Below, it lists prices for four and six models: 'FOUR \$985 to \$1050' and 'SIX \$1250 to \$1385'. It also includes the text 'PRICES ADVANCE SEPT. 15th' and 'The Standard Touring Models will increase'. A large section of the ad reads: 'YOU will probably never have another opportunity to purchase an automobile of such power, size, and quality for so little money. Other manufacturers of cars in the Studebaker class have already advanced their prices for the second time this year and are now announcing a third increase. Because of large purchases and long term contracts for raw materials made a year ago, Studebaker is able to offer its cars at present low prices.' At the bottom, it says 'DON'T DELAY—ORDER AT ONCE and Save Money' and provides contact information for 'THE STUDEBAKER CORPORATION OF AMERICA'.

Why Efficient Service Is Imperative and scores of topics on other phases of salesmanship.

KisselKar recently delivered the message of Mayor Todd, of Victoria, B. C., to Governor Cantu, of Tlaxcala, Mexico, after going through a gruelling trip of 2023 miles, straight down the Pacific Coast, in 92 hours and 4 minutes' running time.

One hundred and forty one-half gallons of gasoline were consumed, giving an average of 14 1/2 miles per gallon. The car was a regular six-cylinder stock model.

By crossing Washington, a distance of 417 miles, in 22 hours and 12 minutes it won the Washington state trophy cup, and by finishing the entire distance from Blaine, Wash., on the Canadian boundary line, to Tia Juana, Mexico, in 7 hours and 50 minutes short of the 100 hours allotted, won the Defense League trophy cup.

Had Stone, Vanderbilt cup contender six years ago, drove the car. R. W. Emerson, secretary of the Defense League, and G. L. Stone, official observer, accompanied him. Mr. Emerson stated on his arrival that the car could have easily made the trip in 72 hours if they had not had to contend with more than 150 miles of bad mountain roads.

The trip was made to secure information regarding the possibility of establishing a military highway along the Pacific Coast that can be used the year around. The Defense League was organized last January, with the idea of getting the Government interested in a great Pacific Coast defense highway connecting in one line all the strategic points of the Pacific Coast, so that in time of danger communication with all these points would be the quickest possible.

Road's Strategic Value Shown. Prominent business and professional men of Seattle, Portland and San Francisco are on the boards of the league.

"The history of the present war shows the part which the automobile has played," said one of the party. "Take the case of Paris and Verdun—it is a historical fact that the mobilization of 12,000 automobiles saved Paris from the foe and won the battle of Verdun. But, in addition to the automobiles, the roads played an important part by carrying the tons of supplies needed every minute and by the

Sweden formerly supplied horseshoes to Argentina, but shipments have been irregular on account of the war.

Thus far the complete results of the contest have not yet been announced, but on the face of the Oregon showing, it is believed that Mr. Eling's territory will carry off the honors for the entire Pacific Coast.

For a long time a number of original methods and plans to increase sales and manufacturing efficiency have been under way, closely supervised by John N. Willys, president of the Willys-Overland Company. But in the coming congress it would seem that Mr. Willys has come closer to getting a first-hand view of public demand than anyone in the industry.

Obviously the men to speak most authoritatively on what the public wants are the men who actually sell the most cars to the public—in other words, the star salesmen.

Accordingly, some months ago the plans for the John N. Willys retail sales contest were laid.

Retail salesmen of Overland and Willys-Knight automobiles, in every part of the United States, were grouped in classes and set out to establish individual sales records for a three-month period. Of the thousands of contestants entered only 300 were given the opportunity to act as delegates to the congress, on a basis of personal performance.

No financial credit accrued. The entire plan was based on the element of honor and the distinction gained through this leadership. The contest in this way lacked any of the harmful effects that come through speeding up an organization to temporary effort, for a period, through unusual remuneration.

Trophies to Be Presented. The contest came to a close on Wednesday, August 22, and announcements have been made through the country, naming delegates to the congress, which is to start in Toledo September 4.

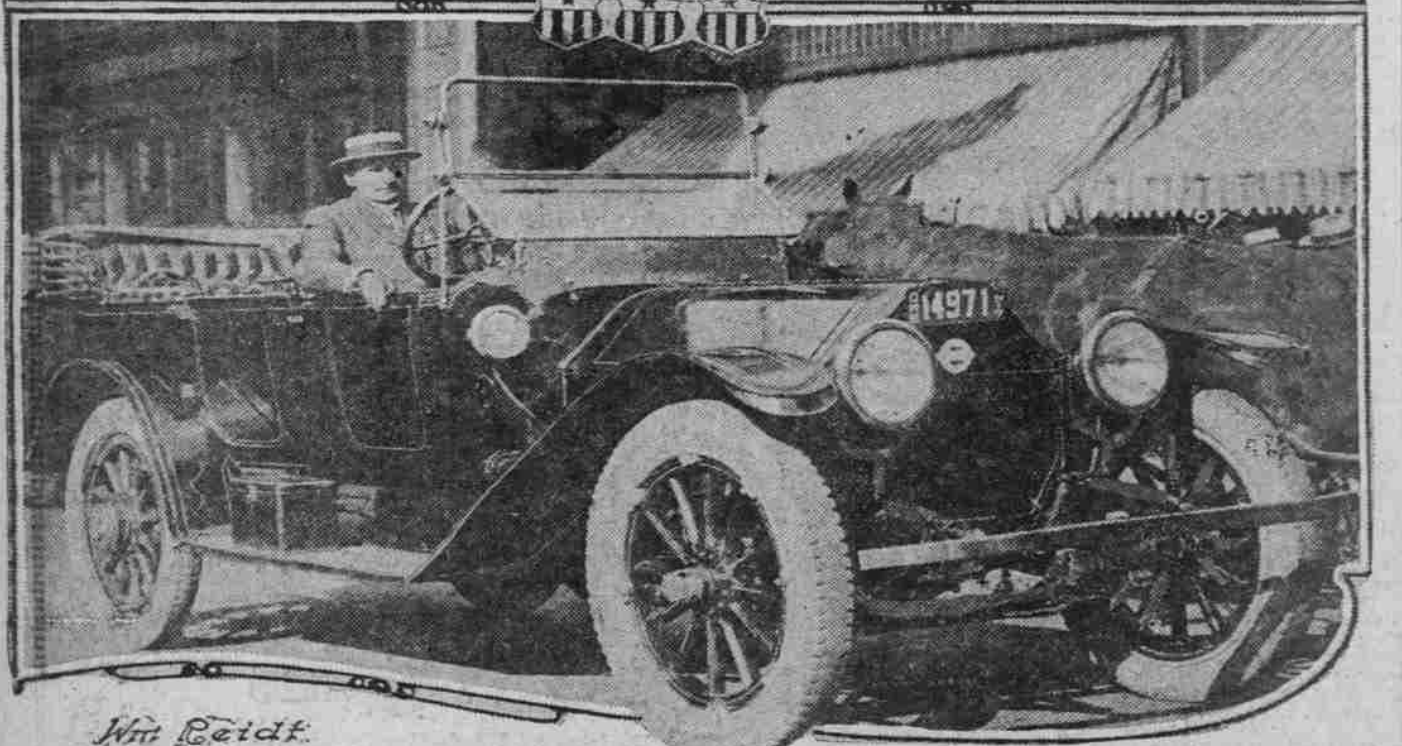
After an inspection of factory facilities, at Toledo and a dinner, which is being tendered to the delegates by Mr. Willys at the Toledo Club, at which time substantial recognition will be made of records of unusual merit, through the presentation of some very handsome cups and trophies that have been offered as honor awards by officials and departmental heads of the company, the entire party is to leave on a Great Lakes cruise on the specially chartered steamer South American, holding meetings aboard and finishing their journey in Chicago at the end of the week.

Among the subjects discussed on the cruise will be "How Not to Sell Automobiles," "Fitting the Car to the Buyer," "Treating the Public Right," "The Evils of Exaggerated Claims."

Another case of "Oregon first" is demonstrated in the results of the salesman's contest which has just been completed by the Willys-Overland organizations over the country. Thirty prizes were awarded to the entire

Prize-winning Overland dispensers who are now en route to Toledo, Ohio, as guests of factory organization.

William Reidt, known to all the soldier boys of the state as "The Father of the Third Oregon," is one of the busiest citizens of the community. Mr. Reidt makes many a trip to Camp W. Thymcoombe looking after the pleasure and welfare of his boys. He is their friend, their advisor and their big brother, and, too, he never takes his machine out empty. Piled high with provisions, with good fresh vegetables and substantial supplies he makes his appearance in the car and the boys know they will have something good for dinner. Thus does William Reidt contribute of his funds and his friendship to the boys who are standing ready to protect democracy. On a trip last week one day, for instance, Mr. Reidt took the entire supply of a cabbage patch. His boys never want for fresh vegetables nor for anything that assures health and happiness. But most of all do they appreciate his loyalty and his friendship.



"FATHER OF THE THIRD OREGON" PHOTOGRAPHED IN THE CAR IN WHICH HE MAKES HIS DAILY VISITS TO HIS SOLDIER BOYS.

PORTLAND LENS PASSES

NOGLARE PRODUCT APPROVED BY SAN FRANCISCO.

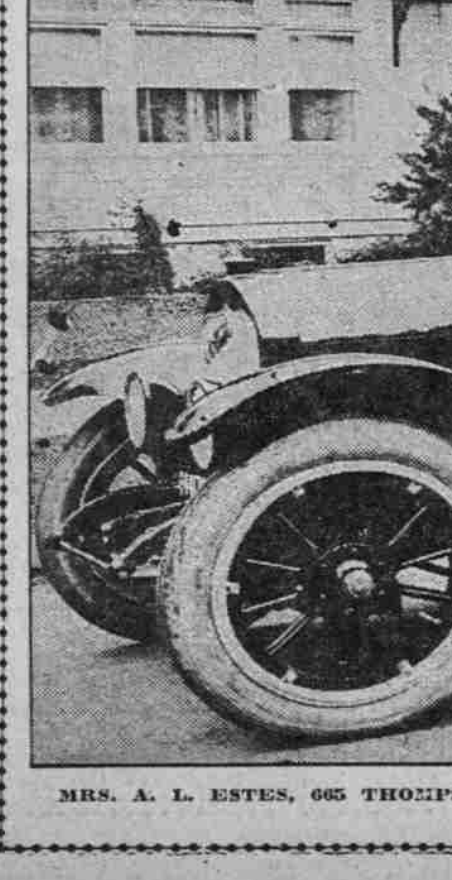
Simple Method Is Adopted by Local Men to Do Away With Blinding Effect of Auto Lights.

SALEM CYCLIST MAKES RECORD

H. W. Scott Sets 24-Hour Mark by Riding 440 Miles in Clock's Circle.

H. W. Scott, of Salem, Or., has set a 24-hour non-stop record for lightweight motorcycles, says Motorcycling and Bicycling, Chicago. With a two-cycle motor he covered 440.3 miles. The motor was kept running continuously for the full 24 hours, a remarkable feat for an air-cooled motor.

PORTLAND WOMAN WHO ENJOYS THRILL OF POWERFUL CAR.



PORTLAND LENS PASSES

NOGLARE PRODUCT APPROVED BY SAN FRANCISCO.

Simple Method Is Adopted by Local Men to Do Away With Blinding Effect of Auto Lights.

The Noglare lens, the invention of a Portland man and manufactured and marketed by the Noglare Auto Lens Company, of this city, under the direction of J. C. English, president of the company, has just passed the official police test here and in San Francisco and many other cities throughout the United States and has been given perfect rating.

The Noglare lens complies with every state and city law, wherever official tests have been made, and its general adoption promises a remarkable decrease in the number of accidents occurring at night. The certainty of being able to drive secure from accident arising from glaring headlights is revolutionizing night driving and has transformed a more or less nervous undertaking into a positive pleasure.

PORTLAND LENS PASSES

NOGLARE PRODUCT APPROVED BY SAN FRANCISCO.

Simple Method Is Adopted by Local Men to Do Away With Blinding Effect of Auto Lights.

The two outstanding features of this lens are the entire absence of any trace of glare to dazzle the eyes of drivers of approaching cars and its wonderful side light.

The substitution by the Noglare lens of a mellow, diffused light for the blinding glare that is the common accompaniment of a really fine light is obtained by very simple means—so simple, indeed, that it is curious that it has never been used before. The lens is constructed of two styles of glass—the upper part being formed of clear, prisms glass and the lower part of sanded glass. The beam thrown downward by the reflector through the clear prisms glass casts an extraordinarily fine light upon the road, where it is needed, for a distance of between 500 and 600 feet, while the beam thrown upward by the reflector passes through the sanded part of the lens, above the height of 40 inches, where it meets the eyes of approaching drivers, and is soft and diffused.

PORTLAND WOMAN WHO ENJOYS THRILL OF POWERFUL CAR.



MRS. A. L. ESTES, 665 THOMPSON STREET, AND THE NEW NATIONAL SIX WHICH SHE HAS JUST ACQUIRED.