

## OVERLAND DEALERS GET SALES POINTERS

Each One Has to "Sell Car"  
to Local Sales Managers.

### HELPFUL IDEAS IMPARTED

**Rollie Peterson Conducts a School  
in Salesmanship That Proves  
Helpful All Around.**

When Rollie U. Peterson, sales manager of the Willys-Overland Pacific branch in Portland, drops in to see the Overland dealer in some one of the many Oregon towns where the Overland is represented and tells him right then and there to "sell me a car," the dealer no longer feels miffed about it.

For having the various dealers demonstrate the soundness of their sales methods by "selling a car" to Mr. Peterson has become one of the standard policies of the branch here. It has become standard because it has proved so successful, not only for the dealers themselves, but for the branch, too, both dealers and branch getting new ideas of value from it.

At first a dealer was apt to feel surprised, not to say put out about it, when Mr. Peterson came in with his unexpected request to be sold a car. He was inclined to feel that perhaps he was being singled out for some reason or other, and that the branch was trying to teach him a lesson.

But not so any more. So helpful have these little personal selling lessons with Peterson proved all around that now the dealers in some cases write in asking for a visit. Peterson has already made most of the towns in the state and will make trips to the others.

His purpose in having the dealer "sell him a car" is to see just how the dealer presents his sales argument. Peterson is often able to make valuable suggestions. On the other hand, he freely confesses that he often gets just as valuable suggestions from the dealers. So the new plan is in to stay. It really amounts to a school in salesmanship.

The man responsible for its adoption is Frank C. Riggs, western district manager for the Willys-Overland company, whose headquarters are in San Francisco, but who considers Portland his home town.

Some time ago the Willys-Overland company installed a standard retail selling procedure for use in all its branches all over the United States. This procedure includes sales talk, prospect carding system and permanent rules for the guidance of salesmen.

This has worked out so well in the various branches that some time ago while in Portland Mr. Riggs suggested to Bert Eling, local manager, that Overland dealers be given the advantage of the new system. Rollie Peterson, as sales manager, was selected to educate the dealers in this procedure and the work has certainly brought results all around.

### ARMY HAS COBLENZ EXPRESS

**Truck Conveys Rush Comforts to Them From France.**

Over in Europe, though the fighting is over, our leaders in various departments still have tremendous problems to solve. The transportation men particularly are kept busy devising means for keeping our boys in France and in the occupied territory of Germany comfortable and as happy as they can be 1000 miles away from home.

In the May issue of Motor William H. Crawford tells the story of "The Coblenz Express," the motor truck freight train which runs from Paris to Coblenz with a mixed cargo of comforts and necessities for the men of the army of occupation.

"Whether the doughboy of the third army is able to buy a whole carton of cigarettes at the 'Y' but instead of a meager package depends on the efficiency of this motor freight train. "Already the Coblenz Express makes regular trips, loaded with such supplies as Victrolas, organs, books, toothbrushes, handkerchiefs and cigarettes, a motley variety of things which add considerably to the comfort of a soldier, whose shopping facilities are limited. The Coblenz Express, with H. H. Randall of Oklahoma City in charge, takes seven carloads of materials in four-ton trucks. Sixteen men are assigned to each convey and in the face of any kind of weather they keep to the schedule which the convey dispatcher has made for them.

"The 411 miles are covered in 42 actual hours of running. The trucks travel with an interval of 50 yards between cars. If anything happens to one truck, only the repair automobile remains behind; the rest of the convey keeps to its original schedule. The first stop of the Coblenz Express is a Chinese, the second day Luxembourg is reached, the third day Ait, an old and famous German watering place, and the

fourth day sees the convey safely into Coblenz."

In addition to the obvious interest of this "Y" activity, the scheduled regularity and efficiency of this truck freight train constitute a remarkable demonstration of the practicability of highway freight haulage by motor truck.

### NEW CARLISLE SALES MANAGER

**Clarence V. McGuire, Well-Known Advertising Man, Selected.**

With the momentum that the Carlisle Cord Tire company is getting, and with its new factory at Stamford, Conn., practically completed, it is gradually building an organization of men known to one another and whose capacity and efficiency have been demonstrated. Selection as general sales manager and advertising director of Clarence V. McGuire, up to now vice-president of Van Patten, Inc., the advertising agency, has just been announced.

Mr. McGuire is no stranger to the tire business, having seen long service in the advertising department of the United States Tire company in the days when J. M. Gilbert, now one of the controlling factors in Carlisle affairs, was general manager. Thereafter he successfully handled the advertising of a number of automobile companies, scoring a notable success in a merchandising way.

Incidentally, he has handled Carlisle

## COMMISSION TO LET MORE PAVING WORK

**Contracts to Be Awarded July  
8 on 61.4 Miles.**

### SPRING WORK PLANNED OUT

**Stretch of 28 Miles on Lower Co-  
lumbia River, Clatskanie to  
Svenson, Included.**

**BY JOHN W. KELLY.**  
An additional 61.4 miles of paving will be awarded by the state highway commission at its meeting July 8, providing the bids submitted by the contractors are satisfactory. There is such

Columbia highway, five-tenths mile will be paved.

Bridge contracts are ready for awarding in Douglas, Columbia, Jackson, Umatilla and Union counties. Three wooden truss bridges are to be built on the Pacific highway near Glendale; a wooden truss bridge over Cow creek, also near Glendale, and there is to be an overhead crossing over the Southern Pacific tracks near Comstock.

In Columbia county a reinforced concrete span is to be let across Beaver creek, and there will be two wooden trestles on the Pacific highway near Central Point, in Jackson county.

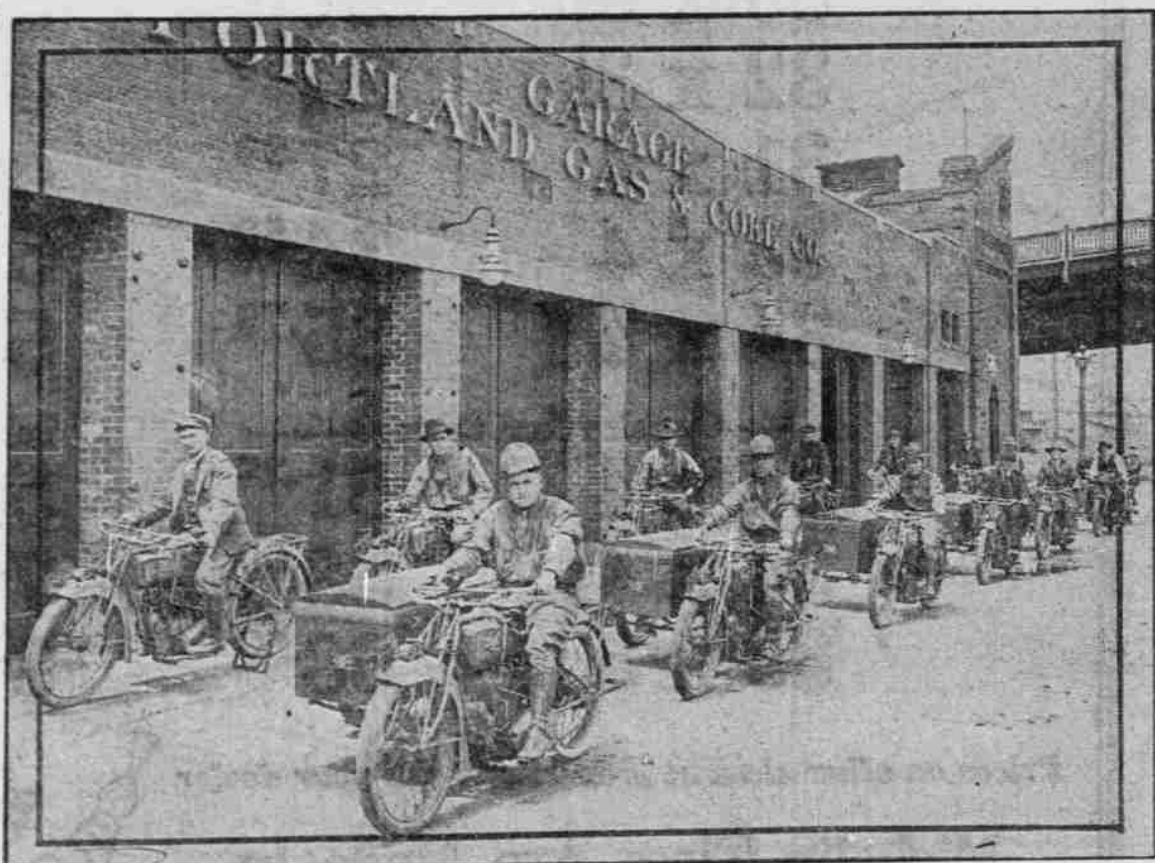
In Umatilla county there will be six reinforced concrete bridges over the Furnish canal, near Echo, on the old Oregon trail, and a reinforced concrete bridge near Hermiston, which will span the drainage ditch of the reclamation service. Concrete box culverts and cattle passes will be awarded in Union county between Elgin and Minam.

### HERE'S A MARK TO SHOOT AT

**Kelly-Springfield Tires Cross Con-  
tinent Without Puncture.**

The other day a Cadillac car with a New York state license drove up to the Kelly Tire Sales company, J. H. Almschough, Kelly-Springfield tire representative here, went out to see what service he could give the owner, whose

### EXCELSIOR MOTORCYCLE FLEET FOR GAS COMPANY'S MINUTE MEN.



Fifteen of the fleet of 17 Excelsior cycles and sidecars vans purchased by the Portland Gas & Coke company through Merrill-Stine Cycle company. These cycles are the model 1919 Bulldog. The gas company's minute men use them on their hill-strike cycle company. These cycles are the model 1919 Bulldog. The gas company's minute men use them on their hill-strike cycle company. These cycles are the model 1919 Bulldog. The gas company's minute men use them on their hill-strike cycle company.

advertising from the first and is, therefore, thoroughly familiar with the ideas and ideals of the company, which he is now associated. In entering the organization he becomes a director with the other associates of the company and a member of the executive board. Andover and New York. As soon as the Stamford factory is completed, however, he will make his headquarters there.

**Are You Clutch Rider?**  
Are you a clutch rider? Does your foot continually rest upon the pedal controlling this important part of your car? If so, you are unconsciously wasting power and are helping put the clutch in a condition where it will slip permanently. Spend a few minutes studying your clutch, its makeup and principles on which it works; learn how to keep it in condition and likewise learn to keep your foot off of the pedal when it is not required to be there, and you need never have any trouble from this device.

**Don't Race the Motor.**  
A cold motor should be warmed up slowly, as it is dangerous and detrimental to race or accelerate a cold motor. This does more harm than constant service under full load at correct motor speed. Never race a cold engine. Where this instruction is disregarded and the engine is speeded up beyond the speeds which we indicate as the safe running speeds, you are inviting trouble, repairs and expense.

**Checking Cylinder Miss.**  
Some drivers prefer to hold down one vibrator at a time, noting the effect on the engine when trying to find a miss. If the engine slows down it is a live cylinder; if no effect is produced it is a dead cylinder. This is the same reasoning as used when short circuiting the plugs with a screw driver.

a vast amount of road work already under contract that all the jobs can be completed this season, although many will be finished, but while the going is good the commission wants to place work under contract, all with the intent of seeing great mileage completed next spring.

There is a stretch of 28 miles on the lower Columbia river highway available for paving and, this is included in the paving advertised for the July meeting. For convenience, the stretch is divided into three sections—from Svenson to Rock Creek, from Rock Creek to Westport and from Westport to Clatskanie.

In other words, it means paving from Svenson to Clatskanie, and contractors are now paving between Clatskanie and Rainier, so that when completed the highway will be hard surfaced from Rainier to below Svenson. As the road is paved from Portland to Scappoose and contractors are now making the new grade to McBride crossing, almost every foot of the lower highway will, within a month, be either paved or under contract.

**Dike Road Paving to Wait.**  
The port of Astoria commission has agreed to make a fill on the dike road at cost at Youngs bay, but the dike road will not be immediately paved, although it is so hoped by the Astoria people.

More pavement will be let on the Pacific highway at the coming meeting, or, to be exact, 12.3 miles, between Eugene and Junction City, and 4.2 miles between Salem and Brooks. From Salem to Dallas there will be a 12.1 mile paving contract built in Folk county and connecting with the new road bridge across the Willamette at Salem. The 2.4 mile gap on the Canyon road-Beaverton stretch in Washington county is also to be paved.

The Coweigo-Oregon City section, which has been in controversy for a long time, will be graded for 6.3 miles, and the Yamhill-Gaston section 1.9 miles will be awarded for grading and macadam. The canyon section of the Baker-Cornucopia highway, 4.4 miles, is ready for the contractor.

Having rejected bids received on the John Day highway at the June meeting, the commission is re-advertising. The work is chopped into four units, with a total mileage of 49 miles. This is a grading job and the total excavation on the entire distance is estimated at 355,000 cubic yards. It will be a winter job, and the contractor receiving the award will have to ship supplies in early.

**Macadam on Burns Section.**  
On the central Oregon highway 12.7 miles of the Burns-Lawson section will be graded and macadamized. This road is needed to transport supplies from Burns to Crane, the nearest railroad point.

In Douglas county the commission will open bids for macadamizing 2.5 miles at Stage Coach pass, and the Yoncalla section, 1.7 miles, both of these being parts of the Pacific highway. At Seufert, in Wasco, on the

**AUTOELECTRIC  
EQUIPMENT CO.**  
PREST-O-LITE & WILLARD  
STORAGE BATTERIES

Moved from  
Sixth and Burnside  
to  
**BROADWAY  
AND FLANDERS**



NO. 12—CAN YOU IDENTIFY THIS CAR?  
A great many of these cars are sold in Portland every year, and if you had a front view of it you would name it on the instant. The car is just as distinctive from the rear as in front, provided you are observant enough to note its special points. The car shown last week was a Pierce-Arrow.

# Roamer Performance on the Indianapolis Speedway America's Smartest Car Displays Remarkable Speed and Stamina

In the Indianapolis Speedway Race, May 31, Roamer performance was again convincingly demonstrated. At the end of the first 100 miles of heart-breaking speed, the Roamer commenced to pass its rivals one by one. At the end of 150 miles it was in 6th place; at the end of 175 miles it was in 5th place. When a tire burst in the 96th lap the Roamer had just passed another car, putting it in 4th place.

### In the Pits Only Once

During 240 gruelling miles the Roamer was in the pits only once—to change a tire and take on gasoline. For six laps before his disastrous accident the Roamer driver had been signalled to come in and change tires. Twice he had nodded assent, but it is believed he wanted to complete half the distance before making another stop, and give way to a relief driver.

### Makes 97 to 98 Miles an Hour

For the last few laps before it went out the Roamer had been making 97 to 98 miles an hour, which was 5 miles an hour faster than De Palma's time for the first 100 miles. As the Roamer was then in fourth place, and as the last half of the race was run at about 84 or 85 miles an hour, the Roamer would almost certainly have finished among the winners except for the unfortunate accident.

### Tire Bursts—Causes Accident

When a tire blew up in the 96th lap, however, the car swayed into a big pool of oil and skidded toward the cement retaining wall. The front

wheel struck a small pile of sand and the car was turned around so that the back part was thrown against the wall, and the gas tank split open. A second turn threw out both the mechanic and Leacock, the driver, who were killed instantly.

### Had Won Many Races

It had been planned that at the next stop Leacock should be relieved by Sarles, who had driven the same car to victory three times in 1919, but the accident prevented this. Prior to the Roamer's wreck its performance was more consistent than that of any other car in the race. The Roamer actually gained speed as the race went on, forging ahead while others slackened speed and fell behind.

### Emerges with Motor Uninjured

The Roamer which was wrecked had defeated the car which finished second at Indianapolis in every race on the Coast this year except at Santa Monica, where the Roamer was slightly damaged and put out of the race on account of the public obstructing the course. At Indianapolis the Roamer emerged from the wreck with its motor uninjured.

### Establishes Unique Record

Though the Roamer did not finish the race at Indianapolis, it established a unique record. It consistently gained in speed as the race wore on. It ran 240 miles without a stop caused by a mechanical defect. Its powerful mechanism withstood fire and wreck without injury. In short, the Roamer evidenced again its remarkable combination of speed and strength.

**BARLEY MOTOR CAR CO., Kalamazoo, Mich.**

## Twin States Motor Car Co.

Distributors

SIXTEENTH AND ALDER STREETS

## TOURISTS ENJOY OREGON

**SCENERY ENTRANCES FOLKS UP  
FROM CALIFORNIA.**

**Maxwell Travelers Surprised Also to  
Find Roads in Much Better Con-  
dition Than Expected.**

Oregon scenery is far superior to that of California and Oregon's country roads are actually better than those of California, declared Mr. and Mrs. W. C. Wallace of Hayward, Cal., near Oakland, who passed through Portland last week on their way to New York in a Maxwell car.

This from a native son not afraid to admit the truth.  
Mr. and Mrs. Wallace carry camping equipment and stop at hotels only in the larger cities. They are taking an extensive vacation and average about 100 miles a day, ambling along as suits their convenience. They fish when a stream looks inviting and pitch their

camp wherever a site suits their fancy.

A coil of large-size rope tied to one of the front fenders, like a lasso tied to the horn of a saddle, carried for emergencies, proved a life-saver—for other drivers headed this way. Mr. Wallace played the Good Samaritan a couple of times and snaked their cars out of trouble. One small car stalled in Cow Creek canyon for nine hours was towed to firm ground by the Maxwells.

The Wallaces are driving their second Maxwell. They have had the utmost satisfaction from it from an endurance and economy standpoint, as well as comfort.

**Blow Out Generator.**  
In the generator where carbon brushes are used a certain amount of fine carbon dust is inevitably deposited in the bottom of the generator. This should be blown out with compressed air whenever the periodic inspection is being made.

**Tools Should Be Wiped.**  
It is a good plan to wipe off all tools on a bit of oily waste before restoring them to the tool box. The oil deposited on the metal keeps it from rusting, which is a trouble to be guarded against.

**Carburetor Trouble.**  
Many cars have no provision aside from a strainer in the tank for keeping out dirt from the carburetor. Owners of such vehicles will do well to fit a trap in the fuel line. All the

big carburetor makers offer these traps, which are to be placed in the line near the carburetor or in the bottom of the tank. The trap catches all the dirt and water and should be cleaned out regularly once a month.

**PERFORMANCE COUNTS**

Mack

TRUCKS

## Confusing the Issue

We admire the judgment of the advocate of high-grade manufactured trucks. He is learning.

There are five or six such trucks, of which the MACK is one, with a name that stands for the best in the truck industry.

They stand alone.

There are other truck producers who seek to shine by reflected glory. Not being truck builders, but assemblers, they try for fame on the reputation of the makers of the parts they use.

Real truck manufacturers do not have to call for ideas, design, etc., from outside engineers, who make a practice of designing only what in their judgment assemblers will use instead of what they should have.

MACK trucks are completely manufactured units. The motors, transmissions, radiators and all other vitally important parts are designed by MACK engineers.

Even the smaller parts, such as magneto and carburetor, that are bought in the market, are scrutinized by MACK engineers and subjected to tests before being installed.

Attention to detail marks every movement in building MACK trucks.

That's why MACKS are best.

International Mack Corp.

Twenty-first and Washington

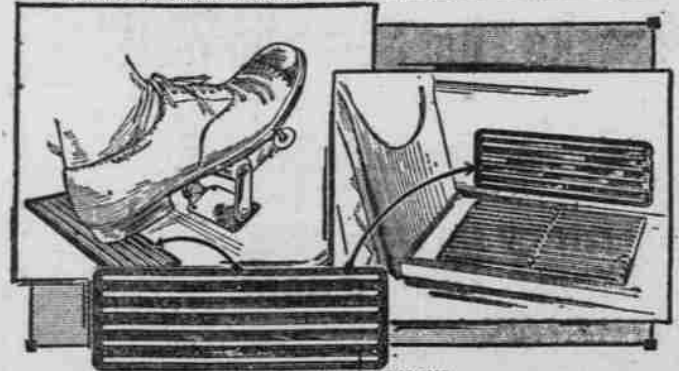
PERFORMANCE COUNTS

## Stanwood Safety Step Plate

for Automobile Running Boards

Rubber molded on perforated metal plate, 24 projecting ribs. Size, 8 in. wide, 11 1/2 in. long. Keeps the car clean. Assures safety. Adds to refinement. Quickly applied. Will not mat down or discolor. Odorless.

TYPE C—PRICE: \$1.60



**The Stanwood Accelerator Heel Plate**  
The Accelerator Heel Plate furnishes a stable position for the heel when operating the pedal. Prevents wearing a hole in the floor covering of the car, and is also used on the running board shield as a toe and heel guard, as illustrated above. This plate is constructed on the same principle as the one above.

Size of plate 4 in. wide, 11 1/2 in. long. PRICE 85c EACH

**STANWOOD EQUIPMENT CO., CHICAGO, ILL.**  
DISTRIBUTORS

**CHANSOR & LYON CO.**  
BALLOU & WRIGHT  
MARSHALL-WELLS HARDWARE CO.  
ARCHER & WIGGINS, Sixth at Oak