

HERE'S NEW METHOD FOR SELLING AUTOS

Los Angeles Studebaker Dealer Springs Innovation.

OLD "STUNTS" LAID ASIDE

In Place of Spectacular Demonstration, He Lets Prospect Drive and Sell Himself.

"Let us give you a demonstration," has been the closing appeal to many an automobile advertisement for many a year. Demonstrations have been with us since motor cars turned up the road at eight and ten miles an hour. They have varied in form and uniqueness—but the demonstration has always been looked upon as one sure-fire way to convince a prospect of a motor car's ability to do things.

As the motor car developed, so did the demonstrative stunts. If an "ump-ump six" seemed one miraculous feat, the rival "Whoozie" made desperate efforts to outdo it. In Los Angeles, where the motor industry from the beginning has been marked with unusual resourcefulness, have been written some of the most thrilling chapters in the whole history of demonstrations. And demonstrating in the old days consisted of everything from hypnotism to kidnapping.

One of the first of the sensations was climbing the courthouse steps. In those days this was a genuine feat. It is being done now in some communities and still gets its "sticker" in the local papers. Most newspaper men pass it up now, however, as "old stuff." Then came closing the watch lid to prove the surety of control. Whether it ever was convincing is not recorded, but it is known that several watchers were very badly treated in the process.

Something Different at Last.

Grand-avenue hill was the great test for climbing in the early days of Los Angeles motor history. After this was flattened out the thrill seekers discovered Quintero street, which for some time was the ultimate in grade tests. Later came Clifford street and Balderton hill. The latter was a sticker and it has remained a tough one for most cars because the surfacing became rutted and a wordy road. First as "trotter" up the courthouse steps. Then he snapped the watch lid shut. Quintero street was next—and offered no objections whatever to the big six going over on high.

Following this came the modern demonstration, the plan which has been adopted by a salesman in the employ of the Los Angeles Studebaker dealer put a new Studebaker big six through all the old pieces as easily as coasting along a boulevard. First he "trotted" up the courthouse steps. Then he snapped the watch lid shut. Quintero street was next—and offered no objections whatever to the big six going over on high.

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Motorist Does Own Driving. "Our entire efforts are directed toward getting prospective buyers to drive a new Studebaker and do the investigating in their own way," explained the salesman. "We believe that the motorist himself best knows what he wants a car to do. He has the full opportunity to put the car through every test with no one to keep talking sales to him.

It is far different than having an expert driver at the wheel making the car perform like a circus horse. The tests to which a Studebaker are put are many, and very severe. But how faithfully the car meets them is proved by the large number of sales resulting from these self-demonstrations. In the first place, we have absolute faith in the car. All we want the prospective buyer to do is to see for himself—take no one's word for it. That certainly should be proof of our faith."

Tractor and Trailers.

The tractor user whose business makes the employment of trailers a profitable investment will do well to consider the use of tractor units. These are especially designed to withstand the peculiar strains imposed upon them in the hauling of heavily loaded trailers. Briefly, the tractor is purely a hauling unit, carrying no load, and therefore relieved of the stresses of this part of the service of the ordinary truck.

Carburetor Trouble

When the engine runs jerkily, the obvious cause is carburetor trouble. To locate the trouble prime the carburetor and watch for dripping. If there is no dripping the trouble lies between the tank and the float valve. If there is free dripping, the trouble may be looked for between the float valve and the engine cylinder.

GARY TRUCK HAULS GRAVEL FOR WARREN CONSTRUCTION COMPANY.



POWER WAGON PAYS ITS WAY ON HIGHWAY WORK.

This 2 1/2-ton Gary truck, owned by W. S. McLaughlin, is at work for the Warren Construction company on Columbia River highway work near The Dalles. The owner is paid \$3.95 per hour for hauling gravel, and the truck works 16 hours each day. No oil to feed it, and no bedding to spread when it lays off for its brief rest. The truck was purchased by Mr. McLaughlin from the Gary coast agency here and has much more than paid its way since he bought it.

AUTO PARTS BY AIRPLANE

NEW EPOCH REALIZED IN DELIVERY THROUGH AIR.

Package of Overland Paris Transferred From One Ship to Other in Mid-Air at Toledo.

A new epoch in aerial transportation was realized at Toledo, O., the afternoon of July 4, when a package of express was transferred by messenger from one moving plane to another several hundred feet above the earth. The package contained Overland automobile parts weighing several pounds.

Some 49,000 persons assembled within and without the Willard-Dempsey arena witnessed the feat, which was accomplished by Lieutenant Omer L. Locklear, ace of stunt flyers. The achievement served as a further demonstration of the possibilities of aerial transportation. It was sponsored by George W. Browne, western representative of the Curtiss Aeroplane corporation, who has just inaugurated the first aerial express line.

Locklear a few months ago literally leaped into fame by stepping from one airplane to another. He has since repeated this feat numerous times and has successfully attempted other difficult stunts while balanced on the wings of a plane or hanging from the landing gear. This was the first time, however, he ever has attempted to carry anything with him when he caught planes in mid-air.

As though catching a passing street car, Lieutenant Locklear walked fearlessly out upon the wing while the two planes came close enough together to let this intrepid aviator swing out from the suspended ladder. The one plane with the short rope ladder attached worked in close to the lower plane upon the upper wing of which Lieutenant Locklear was poised. As the ladder came within reaching distance he clutched it, swung free and climbed into the higher plane.

This demonstration was made after the two planes had inaugurated an aerial express service as a commercial matter by delivering a load of Federal tires from the Federal tire factory at Cudahy, Wis., to the Willard-Overland company here.

To prove aerial express service practical, George W. Browne made his first trip to the Willard-Overland company, with which he was connected many years as Milwaukee distributor.



The Merrill-Strine Cycle company has made application for a war film showing the great part motorcycles played over there during the war. Several months were consumed in this work of depicting the activities these machines took in the different sectors. These films will be run in some of the largest moving picture houses in the northwest.

Shrimp Burns, the little dare-devil California rider who made such a fine showing on his Excelsior at the Rose City speedway Decoration day, is still keeping up his good work in the south, winning several positions against the best riders of the world.

Bob Newman, the Portland racing man, seems to be the only rider from the northwest able to start in the Ascot races at Los Angeles. "Dusty" Farnham and Ed Barreth, our two fastest

CAN YOU BEAT HIS TIME?

ED KNOX CLAIMS RECORD RUN FROM VANCOUVER, B. C.

Elapsed Time for Trip One Hour and 19 Minutes Longer, Including Stops for Meals.

When he was serving in the tank corps overseas, Ed V. Knox found himself mighty lucky to coax one of the lumbering brutes into going as fast as 10 miles an hour. But ever since he has returned to his old job as Bullock salesman for the Howard Automobile company, this young man has been making up for the lost time in his Bullock Six.

As a witness whereof, his run the other day from Vancouver, B. C., to Portland in 13 hours and 40 minutes, running time. So far as dependent knoweth to the contrary, this sets a record for the distance.

Earlier this year D. E. Agnew, of Portland, driving a Hupmobile, drove from Vancouver to Portland in 14 hours driving time. Knox' feat knocks 20 minutes off this mark.

Accompanied by his wife and Mr. and Mrs. A. J. Churchill and daughter, Knox left Portland last Friday for the Tacoma races. He reached the race track in 6 hours 35 minutes from the time he left Portland, which is some little driving.

Following the race, he drove to Everett that night, and the following morning stepped along to Vancouver, B. C. They remained there that day and night, and then on Sunday started for home.

It was 8:45 o'clock A. M. when the Buick left from Vancouver. At 11:44 o'clock that night Knox drew up in front of his home at 395 Eleventh street, Portland, a total elapsed time of 14 hours and 55 minutes, including one hour and 19 minutes for meals and gasoline.

This makes his actual driving time for the 253.5 miles his speedometer registered for the Vancouver-Portland run only 13 hours and 40 minutes. "And at that," says Ed considerably, "I could have stepped on 'er a good deal harder than I did, but took it easy because my wife and three other folks who don't like fast driving were in the car."

This bird will set out alone for the moon some day and make it before breakfast in his fast-going Buick. The only thing, he says, that passed him all the way from Vancouver, B. C., to Portland, was the Great Northern Express, which whizzed past as he was taking a detour between Kalama and Woodland.

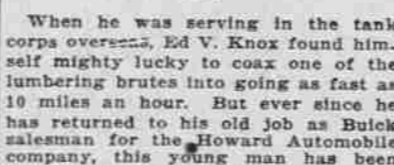
His average running time for the trip was 25.37 miles. He found roads in pretty fair condition, except for an occasional bad stretch like that between Vancouver, Wash., and Kalama, which is worse than any of it, he says. His round trip from Portland and return in 17 1/2 miles on the speedometer. He used 44 gallons of gas.

Before throwing tire away be certain that it is not worth a retreat.

TO CONTROL EXCESS OIL USE

A special ring for motors that are oil pushers.

Use in the top groove of each piston. In the lower grooves, use McQuay-Norris Leak-Proof Piston Rings.



For nine years these rings have stood the test—made good. And time is the severest test of any product. Genuine McQuay-Norris Leak-Proof Piston Rings, by creating uniform action on the cylinder walls, have stopped piston ring leakage, increased power, decreased carbon and saved fuel and oil.

They are made in every size and over-size to fit every make and model of motor. Your repair man can get the proper sizes for you promptly from his jobber's complete stock.

McQUAY-NORRIS MFG. CO., ST. LOUIS, U. S. A.

McQUAY-NORRIS LEAK-PROOF PISTON RINGS

The time tried piston rings

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McQUAY-NORRIS MFG. CO., ST. LOUIS, U. S. A.

truck industry emerges with a two-year development which is more than it would ordinarily have advanced in ten years.

U. S. TIRES SALES SERVICE

for **Fabrics—Cords—Solids**

Now at 26 Broadway

After years of experience in buying and using tires for one of the largest users in the City of Portland my experience has taught me that United States Tires are good tires. That is one reason I have taken the distribution of U. S. Tires.

Come in and see

C. B. CLARKE

Broadway 425 26 N. Broadway, at Burnside

Another FEDERAL

SOLD TO **HOLMAN TRANSFER COMPANY**

Nineteen months ago the Holman Transfer Company, one of the leading transfer and storage companies of the northwest, bought a Federal 1 1/2-ton truck, which has been in continuous use since. The highly satisfactory service rendered by this truck influenced them to choose another Federal—this time a 2-ton Model UD. The first truck has "given us entire satisfaction with very little expense," says S. W. Herrman, president of the company.

A large per cent of Federal sales represent repeat orders.

A Size for Every Business Service for Every Owner

William L. Hughson Company

60 North Broadway at Davis San Francisco, Oakland, Los Angeles, San Diego, Seattle, Portland, Broadway 321

"THE TOURISTS' DELIGHT"

DETACHABLE FOLDING PARCEL CARRIER

Open, 10x44; Folded, 10x15.

STANDARD AUTOMOBILE BAGGAGE CARRIER

ATTRACTIVE, RIGID, COMPACT, INDESTRUCTIBLE. NO CLAMPS TO WORK LOOSE OR CASTINGS BELOW RUNNING BOARD, CATCHING WEEDS AND BRUSH OR STRIKING STONES AND RUTS. FITS UNDER THE SEAT WHEN NOT IN USE. FOLDS UP "ON AND OFF IN AN INSTANT."

WITHOUT EXCEPTION THE MOST PRACTICAL CARRIER ON THE MARKET

For Sale by Leading Accessory and Hardware Houses

We Also Handle the McMillan Automobile Bed

SLEEP IN COMFORT IN YOUR OWN "PARLOR CAR" OUT AMONG THE TREES IN THE GREAT OUTDOORS. TRAVEL HUNDREDS OF MILES WITH NO EXPENSE EXCEPTING GAS. YOUR HOTEL ALWAYS WITH YOU. CAN BE ATTACHED TO ANY CAR IN FIVE MINUTES.

Double Bed for Five-Passenger Cars.....\$15.00
Double Bed for Seven-Passenger Cars..... 17.50

SENT ON RECEIPT OF PRICE. IF YOUR DEALER CANNOT SUPPLY YOU, SEND CHECK OR MONEY ORDER DIRECT TO US. MONEY REFUNDED IF NOT SATISFIED.

L. G. MULLER & COMPANY, Smith Building, Seattle

Distributors for Washington, Oregon, Montana, Idaho and Wyoming. Write for territory and dealer lists. Representatives wanted in all states.

LOOK! LOOK! HERE'S THE NEW 1920 MORELAND DISTILLATE BURNING TRUCK.

This model, a 2 1/2-ton job, is the first of the 1920 Moreland trucks to reach the McCracken Motor Car company here. Among its improvements is an independent electrical system, with electric lights and impulse starter. Like former Moreland models, this one is equipped to use distillate as its regular fuel. C. H. Smith, in charge of the truck department of the McCracken Motor Car company, who for ten years was with the Moreland factory, is standing behind the cab.