

BUSINESS IS BETTER; COMPETITION KEENER

Firestone Salesmen Make Reports at Conference.

CONVENTION AT AKRON

Knights of Grip Spend Hours in Factory Studying Details of Manufacture of Tires.

AKRON, O., May 20.—"Business is getting better and at the same time competition is becoming keener. Retailers need more merchandise to meet the increasing consumer demand but they insist on better quality, more service and more convincing reasons in placing an order than ever before. There is going to be more business but to get it is going to require more careful thought, better methods and harder work than has been given in the past."

This is a brief composite picture of the business conditions today and what is required to take advantage of them as obtained at one of the largest salesmen's conventions ever held, when all the salesmen, branch managers and special representatives of the Firestone Tire & Rubber company and its subsidiaries from all parts of the world gathered in Akron last week.

Direct Reports Made. These men are in constant contact with the retail trade and business conditions in all parts of the country calling upon 30,000 tire dealers in upwards of 50,000 cities and towns. They came direct from their territories to Akron to report upon conditions and study the company's products in process of manufacture.

"A thorough knowledge of your product is the first essential in the sales competition that you must meet today," H. S. Firestone, president of the company, told these attending conference. "You cannot learn about the merits of our goods entirely from books but must teach yourself by going through the factory and studying each process, paying particular attention to the points that make our tires superior to all others."

The next most important thing is a complete analysis of your territory. Know where the business is located and concentrate upon the best outlets. And do good business at all times. Our company does not want orders regardless of methods; it wants to render a service to those with whom it does business and it is part of your job to see that this attitude on our part is thoroughly understood by your customers. It is service and good clean business that will determine success in the future."

Hours Spent in Factory. Each one of the hundreds of salesmen attending the conference spent hours in the factory with the workmen studying each detail of manufacture until it had been mastered. They were then given a course of study at an exposition of each of the various products manufactured by the company, being instructed upon the history and development of the tire industry from the source of the crude rubber and cotton fabric to the finished article.

A feature of the exposition was a model tire dealer's store, showing the proper placing of outdoor signs, decoration of windows, display of merchandise and a properly balanced stock. Here each salesman was lectured on the service he would render his customers. He was given directions and methods that could be passed on to the dealer for use in merchandising his goods. Particular attention was paid to costs and practical arrangements.

Policies Are Discussed. Policies and other matters of company business were discussed at the general sessions and salesmen called upon to give their selling talk and the results they had obtained from the conference. Colonel Leonard P. Ayres, vice-president of the Cleveland Trust company and Bishop DuMont of the Episcopal church, were two of the speakers at the evening sessions. A reception at Mr. Firestone's home "Harbel Manor" closed the conference.

As regards conditions there was a unanimity of opinion that business had improved and would continue to do so. The west and northwest reported a resumption of lumbering and mining activities. The rise in prices of farm products was increasing the demand for all manufactured articles in the middle west, according to the delegation from that section. The salesmen from the southern districts reported a general revival of buying as a result of the improvement in the cotton situation. With hardly an exception the general tone of the reports was optimistic for a steady increase in volume of business.

STUDEBAKER INTO YOSEMITE

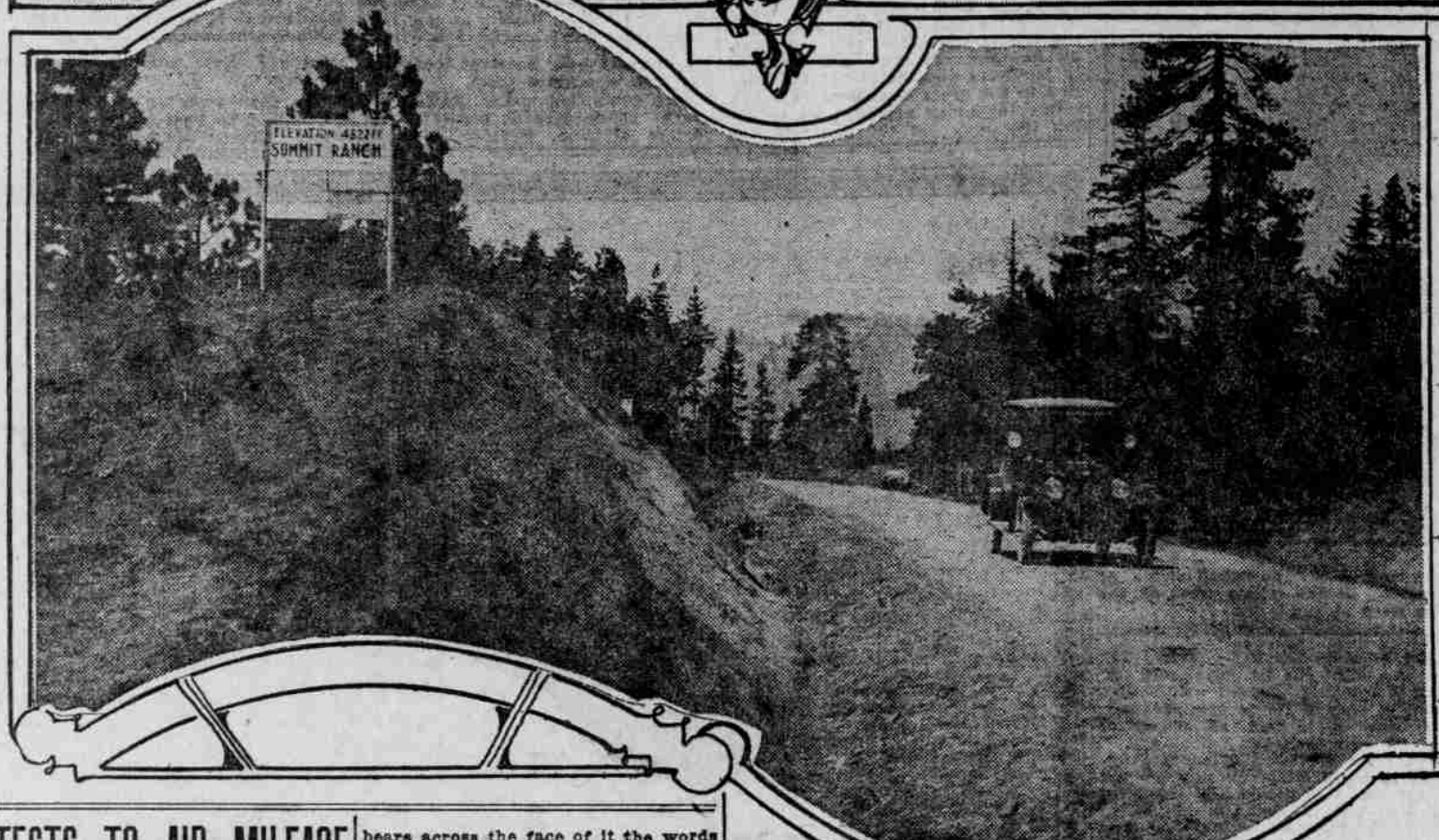
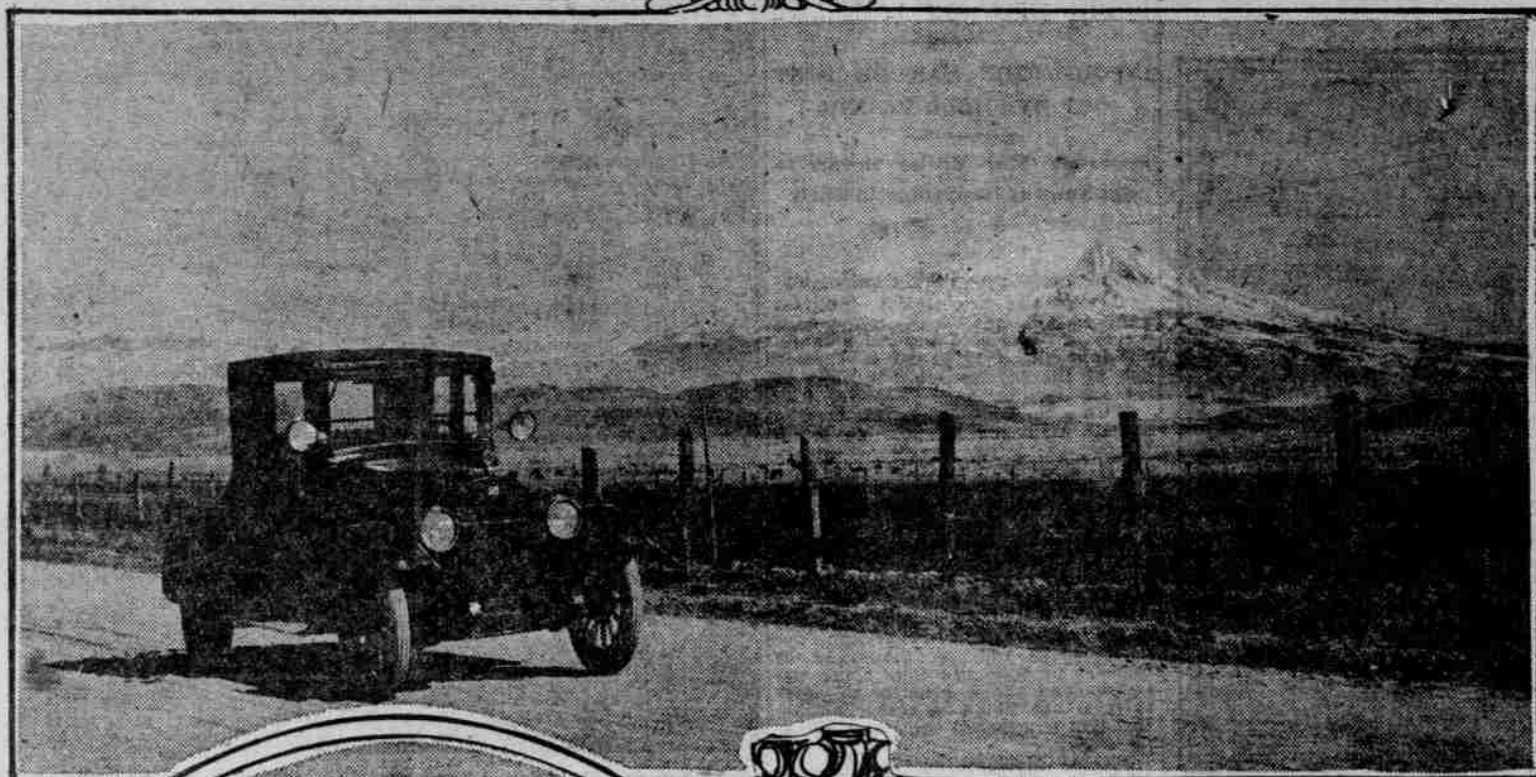
California Dealer Wins in Battle Against Snow and Ice.

OAKLAND, May 20.—Hart L. Weaver of the Weaver-Weiss company, Studebaker distributor, who piloted a Studebaker big six over the snow-covered Wawona road in the Yosemite valley last Sunday, winning the Yosemite cup for being the first to arrive in the valley this year under the rules governing the award of this particular trophy, which is offered each year by the Yosemite National Park company for the first car into the valley after the road has been declared open and so that other cars can follow, returned to Oakland last Thursday over the same road by which he won into the valley and jokingly claims to have won the cup twice.

Weaver's claim is based on the fact that after such a snow and dynamiting fallen trees for three strenuous days a two-foot snow fell, blocking the road and making the return trip most as difficult as the one going in.

The Studebaker party, consisting of Hart L. Weaver, Neal Weaver and William J. Silva, Vic Wicars and Scotty Williams of Modesto, left Modesto at midnight and after three days of battling through the snow they reached the valley. The first obstruction met by the Studebaker party was a few miles beyond Wawona in the form of a five-foot tree that had fallen across the road. It took four separate charges of dynamite to blast this from the road. A few miles further on snow that varied from five to eight feet deep faced the trail blazers. The heavy snow proved a difficult obstacle to overcome, but after three days of fighting, using the car as a battering ram, under its own power, the Studebaker fought its way over the summit of Chinquapin and into the valley.

BEAUTIFUL VIEWS ON PACIFIC HIGHWAY NEAR OREGON-CALIFORNIA LINE SNAPPED BY BUICK WOMAN DRIVER.



TESTS TO AID MILEAGE

MACHINE TO SHOW PROPER DESIGN AND PRESSURE.

Government Bureau Undertakes to Increase Tire Efficiency for Motorists of Country.

WASHINGTON, D. C., May 20.—Tests intended to show how to get more mileage out of tires are now being made by the bureau of standards, department of commerce, it was announced today giving the first preliminary report on the work already done by the bureau.

The proper design and the correct inflation pressure of tires is of major importance if the motorist is to get the greatest mileage, the report states. Tests made show that various parts of the tire contribute to the absorption of power, of varying degrees. From 8 to 15 per cent of the loss in power, it was found, is due to the carcass of the tire, 10 to 15 per cent due to the tread and about 5 per cent due to the tube.

STAR OUTPUT STARTS IN FALL

Oakland Plant to Be Used to Assemble New Low-Priced Auto.

OAKLAND, Cal., May 20.—The Durant plant in Oakland will start assembling the Star car in quantities early in September, according to an announcement made by Norman De Vaux, president of the Star Motor company of California, the selling organization which will handle the cars in the west.

BUICK GETS TO CAMP CURRY

Four-Cylinder Car Wins in Annual Spring Dash to Yosemite.

Spring mountain stunts are annually held for the purpose of proving the sturdiness, dependability, power and general reliability of automobiles. That is why the Yosemite valley trip is taken and to create interest among the motor car dealers, the Camp Curry company annually offers a silver trophy to the car which is given the first permit for traveling over a regular motor car route leading into Yosemite valley.

bears across the face of it the words "First Car Over Wawona Road, 1922." Motorists who take the long trips into the mountains to spend their vacations during the summer and fall seasons, when the roads are in good shape, can readily appreciate what it means to have to fight through snow and mud to reach Yosemite valley.

When the Buick four-cylinder car was piloted by the crew from the Howard Automobile company in the midst of snowstorms and over roads which were so heavily covered with snow that only the trees acted as landmarks for the sides of the winding road in the higher altitudes, there practically wasn't any road.

CHANDLER CLUB IS GROWING

Mileage Driven in Chandler Car Is Basis of Membership.

Some confusion has been caused by the improper designation of the unique club recently formed by owners of Chandler cars. This exclusive club is sometimes referred to as the 100,000 club. Its correct name is the "Chandler 100,000-Mile Club," says a statement issued by the Chandler Motor Car company.

In some instances the figures have been regarded as having reference to the total number of Chandler cars,

Above—An unusual view of Mount Shasta, taken from near Yreka, Cal., showing the first complete view of the mountain secured on the trip southward. Later on the trip the highway draws closer to Shasta, but at no point is the view more beautiful. The mountain at this point is about 35 miles distant. Below—At the summit of the Siskiyou mountains in southern Oregon, near the California line. The car in both photos is the Buick four-cylinder coupe which recently broke the record from San Francisco to Portland.

Mrs. Z. Kathleen Ayers, San Francisco woman who recently started Pacific coast motordom by driving from San Francisco to Portland in a four-cylinder Buick coupe in the record-breaking time of 22 hours and 42 minutes ten days ago, began the return journey in the same car, but this time in much more leisurely fashion. On her way down Mrs. Ayers stopped frequently to take views along the most scenic portions of the route with her camera, and the results showed her to be about as good a camera woman as she is an automobile driver. The two photos above are among the best of a set which she forwarded last week to the Howard Auto company here after her arrival in San Francisco. In a letter accompanying the photographs Mrs. Ayers stated that she found the road still in splendid shape, although some paving work in southern Oregon is causing slight delays. With the coming of warmer weather Mrs. Ayers gave the advice that motorists southward arrange either to stop at Dunsmuir at night and get away from there in early morning or to arrange to arrive at Dunsmuir about 3 or 4 o'clock in the afternoon, so as to be able to drive on to Corning for the night. In this way the drive down that section of the Sacramento valley may be made in the cool of the day.

but as a matter of fact, the company points out, the number of Chandler owners at the beginning of the year was in excess of 100,000 and now is considerably greater. The Chandler 100,000-Mile club consists of members who have driven Chandler cars in excess of 100,000 miles and class B embraces those who have attained that mileage in two or more Chandler cars.

Sixteen new members have been enrolled in this unique club during the last month. With its headquarters in Paris, the trade organizations of automobile manufacturers of United States, Great Britain, France, Belgium and Italy have formed a permanent organization known as the Bureau Permanent International des Constructeurs d'Automobiles.

**NEW Stewart SPEEDOMETER FOR FORDS**

Color dials tell when to Lubricate

Ask your dealer!

MODEL 160-K \$15.50

*Yes, the colored dial idea is absolutely new.*

YOUR Ford instruction book tells you to oil and grease various parts of the car at certain mileages so as to maintain their efficiency.

For instance, to change the crankcase oil every 1000 miles. Without a speedometer you cannot tell when you have gone this distance. Even with your present speedometer you cannot check lubrication unless you keep a written record and constantly refer to it. Few car owners take this trouble, and millions of cars suffer because of this inattention.

Now you can get this new Stewart Speedometer with colored dials in the season mileage indicator which automatically tells you when to lubricate.

For example, every 1000 miles a RED dial appears. You refer to a chart furnished with each instrument. It tells you where to oil and grease, and indicates these points on a diagram of the Ford chassis. Four other colors appear at different mileages. Each color indicates that lubrication is needed at certain points as shown on this chart.

All record keeping eliminated. On any car lack of lubrication is sure to cause trouble. Repair bills cut to a minimum after installing Model 160-K.

Without obligation, please send me a copy of the Lubrication Chart furnished with the new Stewart Speedometer for Fords

Stewart-Warner Speedometer Corporation  
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CHICAGO

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STEWART-WARNER SPEEDOMETER CORPORATION  
CHICAGO, U. S. A.

Steel Discs Protect the Casing

*Unlike Any Other Tire!*

Nation-wide Demonstration

During the week of June 12th., there will be a nation-wide demonstration to prove that Lee Puncture-proof Tires are actually puncture-proof.

Everywhere, Lee Dealers will drive automobiles equipped with Lee Puncture-proof Pneumatic Tires upon the upturned points of nails driven through heavy planks.

Only a Lee Puncture-proof Pneumatic Tire can withstand this test. Beneath its tough, black tread is a three-ply, flexible armor of steel discs absolutely protecting the carcass of the tire and the inner tube against punctures.

See this demonstration.

DISTRIBUTED BY  
CHANSLOR & LYON CO.  
Park and Flanders

LEE puncture-Proof Tires  
Also Regular Fabric and Cord Tires

**The FRANKLIN**

New Price of SEDAN \$2850

The lowest price in its history, except for four months in 1916.

The finest Franklin in 20 years of quality manufacture.

The pioneer car of this type in America.

Most widely usable among all cars, enclosed or open.

The most popular enclosed car on the market, in proportion to total output. 42 1/2% of Franklin production in 1921.

Cool in summer—widest outlook—a seating arrangement now copied throughout the industry.

Light, flexible, air-cooled—the best construction to keep enclosed bodies rattle-proof and lengthen their lives.

Touring Car \$1950  
Demi-Coupe \$2100

Touring Limousine \$3150  
Coupe \$2750

Runabout \$1900  
Brougham \$2750

(All prices f. o. b. Syracuse)

**BRALY AUTO CO.**

501 Burnside Street  
Portland, Oregon

Salem—Marion Auto Co.  
The Dalles—Franklin Motor Car Co.  
Yakima—Henry H. Schott.

Pendleton—Pendleton Auto Co.  
LaGrande—David L. Stoddard.  
Walla Walla—Franklin Sales Co.