

## SALESMEN GET OUT FROM RUT

### Chevrolet's "72-Car Club" Plays Big Part in Peppering 'Em All Up

The successful manufacturing firm has always been ready and eager to progress in its methods of manufacture and sale. This has been especially true in the history of the Chevrolet Motor company, according to Fred N. Coats, Pacific coast regional sales manager.

"Salesmen generally get into a rut and are content to go along day after day with a minimum of work and a minimum of results," said Coats. "Chevrolet has endeavored to not only take them out of the rut they may be in, but to keep them out. One of these methods is in our 72-Car club, a national Chevrolet organization based upon the sale of new cars and trucks over a period of 12 months.

"The competition with other salesmen in the same firm, with other firms, with other districts and zones throughout the country created the necessary interest to give the men something to work for. Then the promise of an outing for the members when the returns came in at the end of the year proved an incentive and we were really surprised at the total membership when the roll was called the second week in September.

"Without belittling the work of those who won their place and membership in the 72-Car club it is safe to say that most of those

## JOHN N. WILLYS SETS NEW MARK IN MANUFACTURING ACHIEVEMENT

John N. Willys, frequently referred to as the little Napoleon of the automobile industry, in the past 18 months has accomplished what the automobile industry has admitted to be the most spectacular achievement in the history of the industry.

From a standing start he has completely re-designed the great line of Willys-Knight and Overland motor cars along the lines dictated by the most modern European practice without shrinking the production of the Willys-Overland plants at any time and without changing in any way the sales position of the dealer organization in the field. All through the change, the machines at the huge factories in Toledo, Pontiac and Elmira have steadily kept on building more cars with each succeeding period of the year and the dealer organization has steadily kept on sending new sales records.

In 1925, in the very middle of the re-designing period, sales records for Willys-Overland were being broken. During 1926, which has

who did not qualify could have done so had they worked a little harder. On the Pacific coast the members were treated to a visit to the Oakland factory and a tour of the San Francisco, besides a banquet at the St. Francis and a visit to the baseball game. Those in the eastern districts were treated to seats at the Dempsey-Tunney fight in Philadelphia.

"Chevrolet is proud of these men and of their work, but instead of about 100 members here on the coast next fall I am confident the list will be at least twice as great."

seen the presentation of the sensational Willys-Knight model 70 and the European type Whippet, the 1925 sales records have all fallen by the boards.

The earnings of the company have steadily increased during the trying period of change, and today Willys-Overland is in the position of looking ahead to a continuance of the increase in production which has been the outstanding feature of the industry this year.

The change came as a result of a close personal study and analysis during the past few years of what European builders were doing. Mr. Willys was alarmed by the engineering advances being made in England and in France, which he realized promised to seriously threaten the standing of the United States as it related to motor car production.

Contrasting with the practice here of making slight changes each year, Europe has gone ahead and re-designed their motor cars completely. They were lighter, more powerful, stronger, more efficient. Such important forward steps could not be passed out of mind, for this country was learning more and more of what Europe was doing.

European manufacturers were planning an invasion of the American motor car field. The thing to do, in Mr. Willys' opinion, was to utilize European principles in this country.

The first result was the Willys-Knight great six, closely followed by the Overland six. In these two models Willys-Overland entered a new sales field for the organization. Change here was easier because it represented not an adaption of older (Continued on Page Five)

## EUROPE CLAIMS FASTEST CAR

What is claimed to be the most powerful lightest per horsepower and most luxurious automobile in the world has been produced in an automobile factory in Alsace. Equipped with a 300-horsepower motor, with a total weight slightly in excess of 5000 pounds, the machine is capable of speeds of over 90 miles per hour.

The "straight eight" cylinder engine weighs 770 pounds, of which the cylinders, cast en bloc, weigh 237 pounds, the crankshaft 220 pounds, and the remaining parts 313 pounds. Each cylinder has three valves instead of the conventional two. The wheelbase is approximately sixty inches longer than the larger American cars. Two separate synchronized ignition systems are provided, a magneto and a battery with a separate coil for each cylinder. Seating space is provided for seven people.

### Learn Proper Way To Start Automobile

The proper way to start a car is to shift to low, give the engine a little gas, and then, while observing the car, let the clutch in very slowly until the car just begins to move, when the clutch must be held, the "letting in" stopping altogether until the car has moved a few feet.

Then while the car is in motion the clutch can slowly be let in the rest of the way. It is this stopping of the raising clutch pedal or "holding the clutch," which is the secret of a smooth start.

## Production for August Unusual

The Buick Motor company produced 29,250 cars in August, or 4,000 more than in the previous highest month in the company's history, March, 1925. The August production compares with 19,725 in August, 1925. For the first eight months of 1926 Buick produced 176,970 cars, against 166,570 cars in the first eight months of 1925, an increase of 70,400, or 66 per cent.

H. H. Bassett, president, says demand for cars in continuing strong from practically all sections of the country, and the company in September will turn out about 30,000 cars.

Importations of crude rubber into the United States in August totaled 25,982 tons. This total shows an appreciable drop over July with 37,087 tons were imported.

## Here's Way to Break in New Briar Pipes

Does your new pipe burn your tongue? It need not be! "Bence," in the person of a young Ann Arbor man scientist, has provided a way out. Here it is: Disconnect the rubber tubing from your automatic windshield wiper, provided your wiper is operated by suction from the engine of your automobile. Place the stem of your new pipe against the opening in the rubber tubing farthest away from the engine, fill the pipe with your favorite blend of tobacco, start your motor and watch results.

Two many cars are going in for balloon speedometers in the opinion of the genuine student of speed.

## STOLEN CARS IN CHICAGO GAIN

Automobile stealing in Chicago, Ill., is increasing at an alarming rate. The majority of thefts are by youths who use the cars for a short ride, after which they are abandoned. Seventy-five per cent of the machines eventually are recovered. The total number of cars reported stolen to the police since January 1 now is over 7,500.

### WHY FENDERS ARE DENTED

Parking too near a driveway is a way of courting trouble. It is also bad policy to leave the car too near the entrance of a building or a store, as cars driving in and out do not always hold to the straight and narrow path.

# Motoring Luxury In Its Highest Form

It is significant that a great proportion of Hupmobile Eight owners formerly drove far costlier cars.

For the Hupmobile Eight makes instant and compelling appeal to men and women constantly seeking new heights of luxury and performance.

To those well able to judge the finest in motoring the Hupmobile Eight reveals the utmost of smooth performance, united to almost startling economy of investment, operation and upkeep.

The straight-eight, as Hupmobile has perfected it, brings to them silent, fluent power such as they had never before known, an ease of handling,

a quick-footed acceleration totally new in their experience.

Drive the Hupmobile Eight yourself if you would realize why engineers, as well as seasoned owners, regard it as the highest development of the eight-in-line principle.

Compare its beauty, its driving facility, its outstanding performance, not only with higher priced cars but with those at or near its price.

Only in this way will you understand why this higher expression of motoring luxury is changing the buying trend in the fine-car field.

Sedan  
**\$2345**

Sedan, five-passenger, \$2345. Sedan, seven-passenger, \$2495. Sedan-Limousine, seven-passenger, \$2595. Coupe, two-passenger, with rumble seat, \$2345. Roadster, with rumble seat, \$2045. Sport Phaeton, five-passenger, \$2045. Touring, five-passenger, \$1945. Touring, seven-passenger, \$2045. All prices f. o. b. Detroit, plus revenue tax.

## The Beautiful Hupmobile Eight

Pospisil Motor Co.  
515 Klamath Ave. Phone 890

# Dollar Week at "Western Auto"

Bargains for ONE DOLLAR

Dollar Week at "Western Auto" is always a money saving event for motorists, and this week our offerings are more strikingly liberal than ever before.

### "Kay-Bee" Ruby Ray Stop Signal

A \$1.75 stop signal at one dollar! This efficient Kay-Bee warning flasher is visible from long distance. Easily attached. No holes to drill. Complete with bulb, switch, wire and spring for connecting to brake pedal. During our Dollar Week—only \$1.00

### Steering Wheel Cover

This soft, elastic rubber cover affords an easy, secure grip on the steering wheel, keeps hands warm in cold weather and cool in summer. Two sizes, for wheels 14 in. and smaller, and 17 in. and larger. Reduced from \$1.45 to just \$1.00

### Sun and Rain Visor

Protect your eyes from glare of the sun and keep rain off your windshield with one of these regular \$1.85 visors. Light, strong steel frame covered both sides with rubber cloth top material. Adjustable bracket. \$1.00

### Flare Reflector Flashlight

This well known flashlight is 6 1/2 inches long, with 2-inch flare reflector—durable fibre case and nickle-plated trimmings. Complete with bulb and two fresh batteries. Regularly \$1.35—\$1.00 on sale at

### "Klasy" Step Plate

Prevents slipping, saves wear on running board, and scraper keeps mud out of car. Has heavy ribbed rubber center and strong aluminum frame with handy strap slots for fastening bundles. Regularly \$1.45 each. Special at \$1.00

### "Neverburn" Ford Transmission Set

A chatterless lining, specially treated to resist wear and heat of Ford transmission system, and to absorb enough oil for perfect lubrication. Set includes three pieces of lining and rivets. Reduced from \$1.45 (for all models) to \$1.00

### Auto Electrician's Tool Kit

Every car owner or mechanic needs this efficient outfit. Magneto wrenches, keys, contact aligner and thickness gauge—in durable canvas case. Everything for overhauling ignition systems. Reduced from \$1.35 to... \$1.00

### Ford Pedal Extensions and Heel Plate

Additional driving comfort and safety with this \$1.30 outfit at one dollar. Includes full set of No-Slip pedal extensions, and 2 1/2 x 11 heavy corrugated rubber heel-plate. Don't miss this opportunity to save... \$1.00

### FREE - Our Catalog

The latest edition of our catalogue, which will be mailed upon request, contains many money saving opportunities in tires, accessories and supplies. Store Parts, Batteries, Halls and Radio Accessories, Tunnings and Camping Equipment, etc. Write for it today.

### 2 AC Spark Plugs

Regular Price \$1.50

### The "Kay-Bee"

Regular Price \$1.75

### Ruby Ray Stop Signal

Regular Price \$1.75

### Handy Clamp on Cigar Lighter

Regular Price \$1.10

### Durable Rain and Sun Visor

Regular Price \$1.20

### Wedge Cushion

Regular Price \$1.55

### Klasy Step Plate

Reg. Price \$1.45

### Clean-Up Combination

Reg. Price \$1.30

### Kleanoff Windshield Wiper

Reg. Price \$1.35

### Auto Electrician's Tool Kit

Reg. Price \$1.30

### No Slip Pedal Extension and Heel Plate

Reg. Price \$1.30

During this sale we offer articles of established quality at startling reductions—and each item is fully covered by our liberal guarantee.

### Two A. C. Spark Plugs

(Limit of 2 to a customer) These nationally known spark plugs sell regularly for 75c each. They are unusually popular on account of their highly efficient firing principle and rugged construction. For all cars except Ford. \$1.50 value for only \$1.00

### Onyx Gear Shift Ball

Affords easy grip on gear shift lever and greatly improves appearance of your car. Made of Mexican onyx carefully selected and polished. Sells regularly for \$1.65. In mail orders be sure to state name and model of car. Just \$1.00

### Handy Cigar Lighter

This easily attached cigar lighter makes driving much safer for smokers. No bothering with matches—no holes to drill—just clamp on dashboard. Winding cord keeps burner out of way. Regular \$1.75 value for... \$1.00

### Convenient Wedge Cushion

A most convenient and comfortable auto cushion. Especially popular with ladies and persons of small stature. Made of heavy, glossy rubberized material, well stuffed with cotton. This \$1.50 cushion reduced to \$1.00

### Neva-Lost Gas Tank Cap

No danger of losing your gas tank cap if you install a Neva-Lost. Hinged top with spring clamp is easily opened and closed. Made of cast brass handsomely nickle-plated. Easily attached. Regular price \$1.25—Sale price \$1.00

### Fancy Nickle Wind-Shield Wiper

This well made \$1.30 wiper is heavily nickle-plated and strongly made. Double blades clean both sides of glass—two felt blades on inside and two rubber blades on outside. Clamps are rubber enclosed, so will not rattle. \$1.00

### Clean Up Combination

Make your car look like new with this money-saving outfit. One large bottle of Imperial Polish and two packages of non-scratching Western Polishing Cloth. A regular \$1.30 value during this great sale for... \$1.00

### Buy Extra Miles With Your Tire Dollars

"Western Auto" tires are the result of years of superior tire building. Our treaders are specially designed for wet weather safety. You will save on our Wear-Well and Western Giant Cords and Ball-Born tires at any of our more than 150 stores.

### ORDER By MAIL

This great sale lasts but one week—so if you are unable to get to one of our stores mail your order to the nearest. We will ship your goods promptly, and guarantee every article to be as represented and satisfactory in every particular. Order by Mail!

**DOLLAR WEEK**  
More than 150 Stores in the West -  
**Western Auto Supply Co.**  
7TH AT PINE