

LEAVITT COMPANY TO HAVE NEW HOME

Agreement Signed for 10-Year Lease on Four-Story Building to Be Erected.

GAY LOMBARD WILL BUILD

Officials of Concern Handling Overland Cars and Willys Trucks to Swell Portland Investment to \$250,000.

Convinced of Portland's promising future as an automobile distributing center, the executive officers of J. W. Leavitt & Co., dealers in the Overland car and the Willys utility truck, have entered into a 10-year lease agreement with Gay Lombard for the use of a four-story brick building that is to cover 90 by 100 feet of Mr. Lombard's vacant property on the southwest corner of Davis street and Broadway.

This announcement not only reflects the faith of the Leavitt company in Portland, but illustrates the realization of its officers that this city is deserving of more attention. For five years the Leavitt organization has occupied a two-story brick building near Sixth and Washington streets. Even though an adjacent frame building was added to the plant about two years ago, the company finds itself cramped for space, and has ordered the immediate erection of the new building, which will be ready for occupancy nearly a year before the lease on the present building expires. The action involves a certain sacrifice, but the company has decided to pay the year's rent on the vacated quarters and get what it can in return.

Plans Are Approved.

Architects Jacobberger & Smith will complete the working drawings for the new Leavitt home in a few days and contracts for the work will be let as soon as possible. The plans and the lease have already been approved by J. W. Leavitt, president of the company, and by A. D. Plughoff, its vice-president and general manager.

Accompanied by Mr. Van Bever, a representative from the Leavitt factory, Mr. Plughoff, who was the "man behind the gun" in the proposal to erect the up-to-date plant, arrived in Portland yesterday from San Francisco, the head offices of the company, to put the finishing touches on the arrangements.

When the local branch of the Leavitt company moves into its new home, about June 1, it will have one of the finest automobile plants in the Northwest, with a total floor area of approximately 35,000 square feet.

The corner of the first floor will be fitted up for the new car salesroom, and a similar salesroom for used cars will have its frontage on Broadway. In addition 25x90 feet of space will be provided on the Davis-street side of the Park street.

The second floor will be divided into the general offices and the stock department. Here nearly \$25,000 worth of Overland parts will be deposited so that any Overland owner may have any part, no matter how old his car may be.

Third Floor to Be Shop.

The third floor will be used exclusively for the shop and a considerable investment will be made in new machinery for this department. The warehouse and the painting and electrical plants will be located on the fourth floor.

The exterior is to be of red and buff brick and the interior of heavy mill construction. The show windows will be of plate glass and a complete finish will be given the interior woodwork on the lower floors. A large freight elevator is to be installed to facilitate the ready handling of cars.

It is understood that the Leavitt Company has an investment of nearly \$175,000 in Portland and that the investment in the new plant will swell this investment to nearly \$250,000.

\$40,000 to \$50,000 to Be Spent.

Mr. Lombard will spend between \$40,000 and \$50,000 on the building, which is to rest on valuable property in the downtown district.

"After many visits to Portland I am thoroughly convinced of its future as a city and as the center of a permanent automobile business of tremendous importance," says Mr. Plughoff. "You have wonderful scenic advantages and many unusual resources that present a great opportunity. The only important remaining need to make this a great country is good roads. You can see what we think of Portland by our present building venture. If we weren't sure of Portland's future, we wouldn't tie ourselves up on a big ten-year lease."

Although the Leavitt Company has been represented in the Northwest only about five years, it has become one of the most substantial firms in this territory. Much of the credit for the phenomenal success has been due to the high character and ability of the men who have been in direct charge of the work in this locality.

Mr. Pedler Here Two Years.

W. J. Pedler, assistant general manager of the Leavitt Company, who exercises direct charge over the entire Northwest territory, including Seattle, Spokane and Portland, has been located in this city about two years. He has been connected with the J. W. Leavitt Company years, commencing with Mr. Leavitt, as did Mr. Plughoff, when the company handled the Cleveland and Snell bicycles.

Last year 500 Overlands were distributed in the state of Oregon and Mr. Pedler feels certain that figure will be reached this year easily. He has seven salesmen, 12 men in the shop and three in his office.

Considering sales the country over, February was the biggest month in the history of the Overland organization. February, 1915, was 21 per cent better than February, 1914, and 100 per cent better than February, 1913.

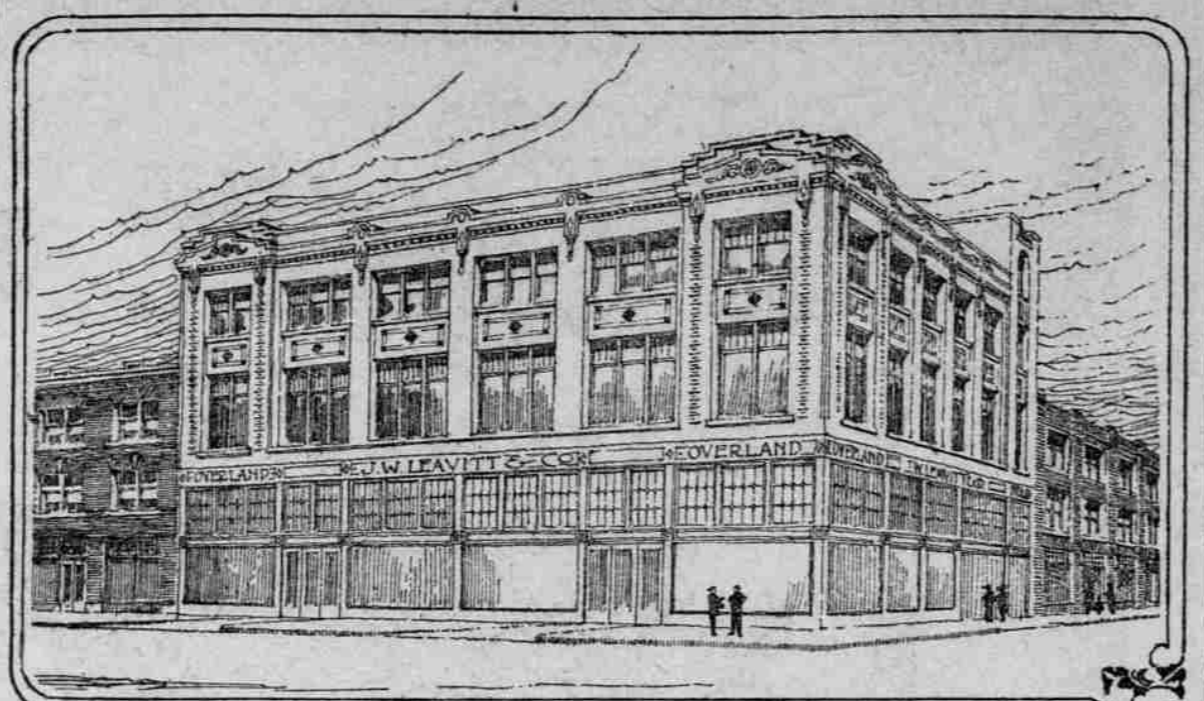
BEAUTY NOT NEEDED IN HORN

Outside of Car Is Not Logical Location for Alarm, Says Manufacturer.

Beauty is a useless thing in a motor horn, according to Will H. Oakes of the Oakes Company of Indianapolis, manufacturer of the "Beacon" horn and fan combined. Mr. Oakes, who will be in Portland soon on a personal trade investigating trip through the West says that the logical place for a horn is not on the outside of a car, no matter how well polished it may be, but under the hood and in front of the motor.

He says that manufacturers of cars have shifted the horn from one place to another on the outside of the car in an unsuccessful attempt to find a convenient place to put it. Next they put it under the hood, but at the side of the motor, where the pressure from the fan chokes the sound of the horn back into the trumpet.

ARCHITECT'S PERSPECTIVE OF NEW OVERLAND HOME TO RISE IN PORTLAND AND OFFICERS OF J. W. LEAVITT & CO.



Proposed New Home for the Overland Automobile.



J. W. Leavitt, President of Overland Organization on Pacific Coast.

ROAD MEET CALLED

Delegates to Represent 3 States at Convention.

HIGHWAY PROBLEM TOPIC

Governors Indorse Movement and Commercial Bodies Elect Men to Session—Federal Aid and Legislation to Be Discussed.

The third annual convention of the Tri-State Good Roads Association, comprising California, Oregon and Washington, is called to meet in San Francisco during the week beginning August 2, 1915, which is specially designated by the officers and directors of the Panama-Pacific International Exposition as "the Tri-State Good Roads Association day."

Plans are completed for the congress of good roads which will be held at San Francisco during the week beginning August 2, and which will be represented by more than 30 leading good roads and highway bodies of the country. This will be the first good roads congress of its kind ever held on the Pacific Coast.

Bodies to Send Delegates.

Delegates from every leading good roads and highway association, the allied Chambers of Commerce of the Pacific Coast, supervisors and other officials will participate in the speaking program of the congress.

The purpose of the congress will be to bring a representative body of automobile and business interests together, where questions dealing with good roads and kindred subjects will be discussed. Matters of legislation, the question of securing Federal aid in constructing roads, the work of furnishing lateral roads, bond issues and the subject of convict labor will be taken up in detail by the delegates.

Invitations have been extended to 22 of the National Good Roads Associations throughout the United States, and cordial approval has been given by the



W. J. Pedler, Northwest Manager at Door of Overland Car.



A. D. Plughoff, Mr. Leavitt's Right Hand Man.

HUDSON SIX MAKES HIT

AN INTERESTING TEST PROVES WEIGHT OF MACHINE.

Hudson Light Six-40 Talked About by Motorists and C. L. Ross Gives Figures Which Don't Lie.

Many Portland motorists are still talking about the exhibit of the Hudson Light Six-40 at the recent Portland Automobile Show, where a standard model was placed on a large platform scale and weighed publicly in the presence of the visitors at the show.

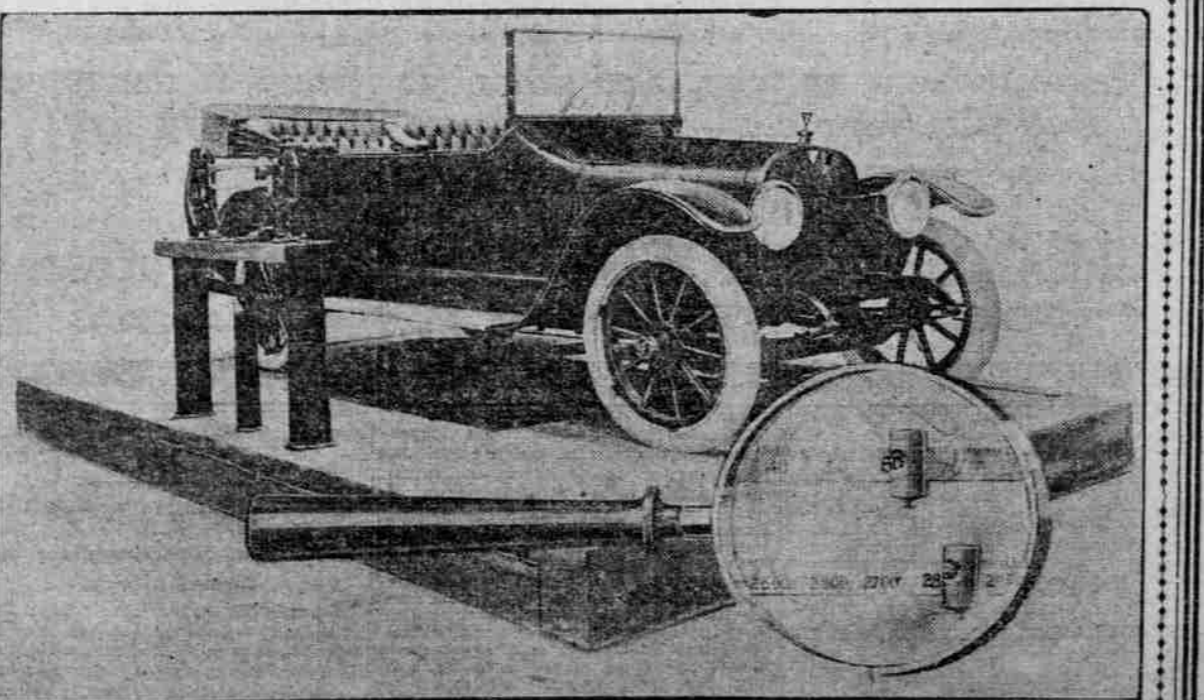
The weight of the car was 2860 pounds, equipped fully with the exception of gasoline and water. The correctness of this figure is guaranteed by the Fairbanks-Morse Company, upon whose scales the Hudson was weighed.

"An interesting test in this direction, which can be demonstrated anywhere at any time, is to take four of the ordinary small standard platform scales and place one wheel of the Hudson Six-40 on each of the scales," said C. L. Ross, Oregon distributor of the Hudson, yesterday.

"The weights then will be found to approximate within a few ounces of the following: Right front wheel, 758 pounds; left front wheel, 761 pounds; right rear wheel, 762 pounds; left rear wheel, 759 pounds. This makes a total of 3020 pounds. These weights, however, are for the car completely equipped, including full gasoline and water supply, and with the spare tire on the side."

Mr. Ross says the Hudson Company always is willing to prove any statements made in its literature or in its advertising, and that this test of the car on the public scales is evidence of the correctness of the statements made as to light weight of the Hudson.

PORTLAND DEALER PROVES LIGHT WEIGHT OF CAR BY UNIQUE METHOD.



HUDSON LIGHT SIX REGISTERING 2860 POUNDS ON GUARANTEED SCALES.

How much per DELIVERED Mile?

THAT'S the Tire Question in a Nutshell.

Not—"how much does the Tire Cost"—"how much Rubber is in it"—"how many layers of Cotton fabric"—or "how many different Vulcanizings does it go through."

Because,—Results have shown that some of the Tires which have most Cotton, Rubber, Weight and stiffness, give much less MILEAGE and Resilience than other tires made lighter by more expert workmen, through more direct and precise Methods.

Nor is so-called "Mileage Guarantee" worth considering in purchasing of Tires.

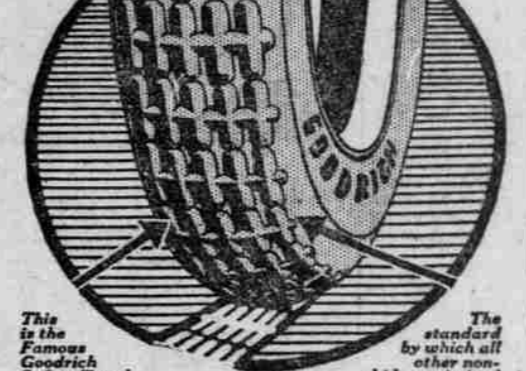
Because,—no Tires are actually guaranteed to give definite Mileage, no matter what the surface reading may suggest.

Such "Guarantee" would be impracticable with the best Tire ever made, or that ever will be made.

—This, unless the Tire User could, in turn, guarantee the kind of roads over which he would always drive, the kind of driving his Chauffeur would always do, and the air pressure he would always carry on each Tire.

THE "Mileage Guarantee" is therefore a deceptive Misnomer.

It does not guarantee given Mileage but is only a figure arbitrarily named as a Basis for Adjustment on Claims made for defective Workmanship or Materials.



This is the Famous Goodrich Safety Tread.

Read any of these "Guarantees" that are printed (or have the verbal ones defined) and you will see that they don't guarantee anything except that the Maker alone shall decide "everything such "Guarantee" is supposed to cover.

The larger the Mileage "Guarantee" the higher the price must the Maker charge, to cover (as with Life Insurance) the increased "risk" of replacing Tires that are reasonably sure to wear out, in considerable numbers, before they have given the "Guaranteed" Mileage.

The Careful Driver, over good roads and streets, would thus pay more than the Tire is worth, so that the Reckless Driver, or he who must continually drive over bad roads and streets, might get Mileage he is not entitled to, at the Careful Driver's expense.

THE Goodrich Safety Tread is the fairest-priced Tire, of similar Quality, in the field.—Ten to 30% lower than other Tires that give less Mileage on average performance, less effective Traction, with more Vibration, and greater tendency to separate the layers of Fabric and of Tread.

Compare the "Goodrich Safety" Mileage Cost with that of any other Tire in the field, and ACT on what the Comparison shows you.

Note the following table of comparative prices on non-skid tires. Columns headed "A," "B," "C" and "D" represent four highly-advertised tires:

Size	Goodrich Safety Tread	OTHER MAKES			
		"A"	"B"	"C"	"D"
30x3	9.45	10.55	10.95	16.35	18.10
30x3 1/2	12.20	13.35	14.20	21.70	23.60
32x3 1/2	14.00	15.40	16.30	22.85	25.30
34x4	20.35	22.30	23.80	31.15	33.55
36x4 1/2	28.70	32.15	33.60	41.85	41.40
37x5	33.90	39.80	41.80	49.85	52.95

If you are charged less for any other make than Goodrich, they are taking it out of the tire; if you are charged more, they are taking it out of you.

THE B. F. GOODRICH CO., Akron, Ohio

Portland Branch, Broadway at Burnside St.

GOODRICH FAIR-LISTED TIRES

RACER USES "CHAIN TREAD"

Bob Armstrong Says "Race for Life" Permits Taking No Chances.

Victors in the Zone at the Panama-Pacific International Exposition who have seen the concession known as the "Race for Life" have been greatly impressed with the ingenuity and daredevil driving that Bob Armstrong exhibits in piloting his car around the track.

Taking these death-defying curves in his Haynes car, equipped with United States "Chain Tread" tires, at a speed which most motorists would hardly consider safe on a perfectly level course, Armstrong administers innumerable thrills to throngs who daily congregate to see this hazardous bit of exhibition driving.

"There are many things to be considered in my line of work," said Armstrong, "and primarily the one of safety comes first in importance. I cannot afford to take any chances on having either my motor or any of the car's equipment go back on me while traveling at the rate I have to climb the sides of the bowl in the 'Race for Life.'"

Head of Umatilla Farmers' Union Revives Campaign.

PENDLETON, Or., March 20.—(Special.)—President R. O. Earnhart, of the Umatilla County organization of the Farmers' Union, has revived the campaign for the construction of a hard-surface road from Pendleton to the Columbia River. The farmers of the Holdman and Cold Springs section had completed tentative arrangements for building the road under a state aid plan but the failure of the Legislature to enact the necessary legislation spoiled their plans and the matter had been dropped temporarily.

Now Mr. Earnhart comes forward with a plan to build a road to cost \$500,000. He would raise \$100,000 by public subscription and would ask the county to issue bonds for the rest. His plan calls for the construction of a

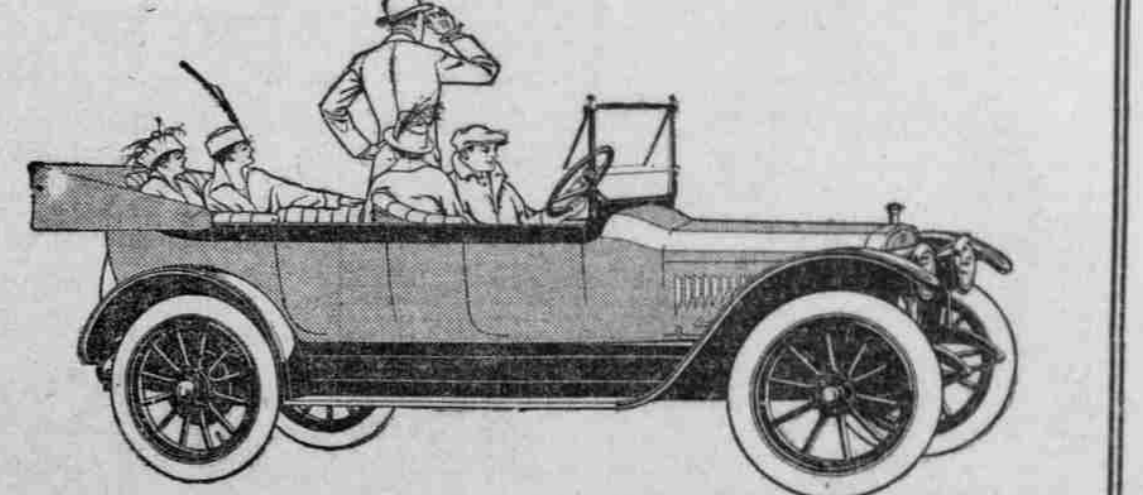
DOUGLAS IS TO GIVE \$20,000

Total of \$40,000 to Be Expended on Pacific Highway in County.

ROSEBURG, Or., March 20.—(Special.)—Following an appropriation of \$20,000 by the State Highway Commission, with which to improve the Pacific Highway between Canyon Creek Canyon and the Josephine County line, County Judge Marsters today announced that Douglas County would appropriate a like sum in the improvement of the road.

It is believed that \$40,000 will convert the present almost impassable highway into a smooth and serviceable road. Work has begun in Canyon Creek Canyon, and reducing and otherwise improving the road over Wolf Creek Mountain will begin in a few days. It is the plan of the County Court to have the highway ready early in May.

Let Your Motor Car Reflect Your Taste



However lovely and becoming a gown may be, it loses its joy when duplicated. The purely personal element is gone. So with the car you drive; to be really a personal possession it must be unlike others; it must reflect the taste, not of the multitude, but of its individual owner. You can have precisely that individual distinction when you own a Winton Six. Let us tell you the details in person.

Two models, both sixes. The New Size at \$2285, and the 48 H. P. at \$3250

The Winton Motor Car Co. 23d and Washington Streets. Phone Main 4244