

MAXWELL BRANCH. MANAGER ARRIVES

W. J. LaCasse, Long Prominent in Auto World, to Have Charge of Territory.

EXPANSION MAY FOLLOW

Utah May Be Added to Field Under Portland Headquarters; Dulmage-Manley Sales Manager, Places Many Motorcars in Valley.

W. J. LaCasse, who has been a prominent figure in the automobile industry since 1905, arrived in Portland Friday and set up temporary offices as the branch manager of the Maxwell automobile factory for the Northwest.

Until a few days ago the Maxwell distributing rights for Oregon were held by the H. C. Skinner Motor Car Company, 48 North Twenty-third street. Mr. Skinner, who received the agency when the Pacific Motors Company contract expired last February, is now in the East visiting several automobile factories and incidentally his old home at Boston. He is expected home within a week or 10 days, when he is expected to announce his plans for the future.

For some time the Maxwell factory has been debating whether to locate a large branch at Seattle or Portland, but their final decision has been made in favor of Portland, and with it comes the hint that the State of Utah may be added to Portland's territory before long.

Mr. LaCasse will locate in some large building, yet to be selected, and probably will give a retail dealer the Maxwell selling rights for Multnomah and three or four adjacent counties.

"We will house \$100,000 worth of stock parts in Portland and will employ three mechanics and four salesmen at the branch office, exclusive of the retail end," said Mr. LaCasse yesterday at the Hotel Benson, where he is making his temporary headquarters. "The Portland branch also will carry cars for both Oregon and Washington and possibly for Utah. I have already telegraphed for five carloads of the new 1916 models, and will be able to draw a few sample cars from the Seattle agency within the next few days."

The new car will sell for \$740, Portland, which is a \$95 reduction. This cut is remarkable in view of the fact that the car has been improved in every way, with 20 per cent more power, greater refinements and larger dimensions. The 1916 Maxwell will have a new rear construction, a new clutch, and we have added demountable rims and the one-man top to our standard equipment. The car will be built on one chassis, with varying body designs."

Mr. LaCasse came to Portland direct from Fresno, where he was district manager for the Maxwell last year. No one ever dreamed that he was coming until C. H. Williams, manager of the Goodyear branch at Portland, who was formerly located at Fresno, received a telegram Friday to meet him at the train, and soon after his arrival it became known that he was to become manager of the new Maxwell branch.

Always before the Maxwell has been handled in this territory through agents. It was first put on the map and kept there for many years by Edward and Arnold Cohen, who were subsequently connected with the Pacific Motors Company, which held the agency until it was taken over by Mr. Skinner last February.

Mr. LaCasse blossomed forth in the automobile industry in 1905 with the Standard Roller Bearing Company. Later he was with the Franklin Company at its factory in Syracuse, and he was the Studebaker manager at Los Angeles from 1911 until 1913, when he went with the Maxwell Company.

He is known throughout California as "Wild Bill" by reason of his antics in driving the gruelling Phoenix road four years in succession, and has the reputation of being a live wire from the ground up.

While spending two and a half days touring through the Willamette Valley recently, Frank Padgett, general sales manager of the Dulmage-Manley Auto Company, reports that he placed ten Hummobiles in Multnomah County, ten in Lane County and three Chandeliers at Newberg. Mr. Padgett, who came to Oregon recently from Illinois, was delighted with the road conditions in Oregon.

During the coming week Mr. Padgett will be busy heralding the good qualities of the 1916 Hummobile, which is expected daily.

Miss Ward, the power behind the throne at the Hummobile-Chandler-National agency, says the best feature of the new Hup is the standard color, Brewster green.

After a five weeks trip through California, Washington and Eastern Oregon, S. D. Stoddard, district sales superintendent for S. F. Bowser & Co., is home with news that the Bowser Company won the gold medal at the Panama-Pacific Exposition for gasoline and oil pumps and tanks. Mr. Stoddard toured over some "real high-wire" California roads, and although the goodness of the road tempted him to go too fast with a costly arrest following, he has become a thoroughbred good roads booster.

Will Spalding, the Milburn & Walker electric agent for this territory, has been appointed district manager for the Milburn interests for Oregon, Washington, Idaho and British Columbia. He will retain his office at 118 Thirteenth street.

The truck business is booming in the East, according to C. M. Finney, auditor for the International Motor Company, of New York, who arrived in Portland last week to "check up" on Frank C. Atwell, the Mack & Saurer representative in this territory.

As if to celebrate the arrival of the first Willys-Knight cars in this territory, Northwest Manager Padgett and Lock Manager Eling, of J. W. Leavitt & Co., are moving into their handsome new location at Davis street and Broadway this week. The new Leavitt building is one of the best complete and modern automobile distributing plants in the entire Northwest.

E. J. Clark, vice-president of the Frank C. Riggs Company, agents for the Packard, received positive assurance last week that the much-heralded 12-cylinder Packard sample car will arrive in Portland August 12. The new model is now on display in Denver and will be dispatched to Salt Lake before coming to Portland. Mr. Riggs will return home tomorrow from San Francisco.

Mistletoe thrives on the Western coast of America to an extent that approached in the East. In many places this parasite growth is responsible directly or indirectly for a considerable loss of timber.

Prominent Portlanders Who Motor



Chas. W. Fulton

CHARLES W. FULTON, ex-United States Senator from Oregon, is a thoroughbred motorist who not only mixes business with pleasure by operating his machine daily, but who manages to take time each summer for an extensive tour over rural and

mountain roads. One year, for instance, he drove from Portland to Crater Lake, Klamath Falls, Bend and back over the Santiam Pass. Another summer he passed motoring to British Columbia and back, visiting all scenic points along the route; and last year he motored through the Mc-

Kenzie Pass from Eugene to Bend and thence to Lakeview before return. This summer, in spite of the fact that he is one of the busiest practicing lawyers in the state, ex-Senator Fulton expects to make what he terms "short" automobile trips to Tillamook, to Marshfield and other Coast points.

It was way back in 1905, when Mr. Fulton was known as the "silver-tongued orator from the clam-eating county of Clatsop," that the Fulton family was first privileged to ride in an automobile, a Thomas Flyer. Later he drove a Pope-Hartford, and now he uses a big Peerless.

FIRM INSURES FORCE

Studebaker Company Takes Policy for Employees.

PLAN INVOLVES MILLIONS

Benefits, Sufficient for Illness and Funeral Expenses, With Enough for Immediate Needs of the Workers' Families.

Under an arrangement in effect with one of the largest and strongest risk companies, the Studebaker Corporation has placed life insurance for a substantial sum upon each one of its employees. This does not include officers, but refers only to those in the workshops of the plants. The amount of insurance placed for each individual is sufficient to provide for illness and funeral expenses and still leave a comfortable balance for other immediate needs of the beneficiaries.

The insurance company is the Equitable Life Assurance Society of the United States, the policy being on the new group plan recently inaugurated by this risk concern and increases in value with each additional year in effect. The Studebaker Corporation is the first automobile manufacturer to provide this protection for its employees. As the insurance will eventually cover from \$500 to \$10,000 workmen, meaning an expenditure of thousands of dollars annually for the premium fee, the extent of the interest taken by the Studebaker Corporation in the welfare of its employees can be readily appreciated.

Company's Test Accepted. The arrangement dispenses with the usual physical examination required for life insurance, through acceptance of the examination which every Studebaker workman must undergo before being employed. This is in line with the policy of the institution to surround its men with clean, healthful and sanitary conditions.

Nor does length of employment matter, the only requirement is that the insured person shall have been on the rolls of the corporation at time of death. No expense whatever attaches to the insured, all being borne by the Studebaker Corporation.

Of recent years there has been a general tendency on the part of manufacturers, and in particular the larger ones, to bring about a closer and more intimate relationship between employ-

er and employee. It was a movement inspired by humanitarianism and accelerated by splendid results rapidly attained. Safety appliances were installed as swiftly as they could be devised; more sanitary conditions were inaugurated and factory environments made more pleasant. The effect was that the men worked in better spirit and, without being driven to it, accomplished a great deal more work in the same amount of time than under the old order of things.

Living Standards Raised. In time the system was extended so as to include the homes of the workmen. In them was inculcated a spirit for better living.

The Studebaker Corporation has been greatly interested in this principle for years, due, in all probability, to the fact that the founders of the institution lived on terms of greatest intimacy with the men who toiled in their shops. Until the factories took on such magnitude that thousands were housed within the walls, any of the Studebaker brothers could walk through the workrooms and call a majority of the men by first name. They took a personal interest in the efforts of the men to buy homes of their own and were not loath to lend financial assistance in worthy cases.

The outgrowth of this has been the welfare department of the Studebaker factories, considered as important and essential as any branch of the service in connection with this institution.

STUDEBAKER BRANCH HAS NEW ASSISTANT MANAGER. L. E. McKenzie, formerly in charge of the Studebaker interests in the Pittsburg (Pa.) district, has been appointed assistant manager of the Portland branch of the Studebaker Corporation, succeeding Clete Mullick, who has been transferred to the San Francisco Studebaker branch. Mr. McKenzie has been connected with the Studebaker Corporation for four years in various parts of the East.

A force of investigators, whose duty it is to keep in close touch with the home life of employees.

Cases of Need Are Relieved. Frequently cases have been found where some helpful assistance could be given and this was performed unostentatiously and in a manner that left a deep impress of gratitude with the recipient. In the main, the work of the welfare department has been along educational lines, so carefully handled that the men promptly appreciated the governing spirit and were drawn into the plans for social betterment by the force of their own enthusiasm. Where improvement was especially noticeable substantial encouragement was given.

The general results have been eminently satisfactory both to the corporation and its employees, each side holding to the belief that all endeavors have been amply repaid.

Announcement that the Studebaker Corporation had taken out this form of insurance on the employees has created a great deal of talk, not only in insurance circles, but among manufacturers as well, for the policies involve several million dollars of insurance.

The corporation is 61 years old, and the plants at South Bend and Detroit, covering nearly 150 acres, constitute the largest vehicle business in the world.

SURVEY BEGUN TO CUT GRADE

Work of Reducing Blawett Pass Hill Due Next Spring.

WENATCHEE, Wash., July 31.—(Special.)—The fore-runner of the general reduction of the Blawett pass grade so as not to exceed 5 per cent started this morning when County Engineer Warren and his assistant, Thomas A. Kinison, left for Blawett to join the foresters in a survey of that part of the road lying between Ingalls Creek, on the Chelan County side, and Mountain Home, on the west side. It will be three weeks before the survey is finished.

Actual work of the construction of the new road will probably not begin until next spring. The forest department has promised to expend more than \$4000 on the new road working in conjunction with Chelan and Kittitas County.

AUTO OWNERS INVITED

CLUB OPENS MEMBERSHIP CAMPAIGN, CITING ADVANTAGES.

Card Is Asset Not to Be Overlooked in Case of Arrest, Says Chairman of Committee Charge.

The Portland Automobile Club has opened a campaign for new members by making a special rate, which means a reduction of initiation fees. Charles F. Wright, chairman of the membership committee, announces that the organization's bylaws allow a maximum of 1000 members and he expects to reach the limit within a short time after the new rates become effective.

"The advantages of being a member of the club are many," says Mr. Wright. "One has access to the clubhouse and grounds on the beautiful bank of the Sandy River, 14 miles from the heart of the city over roads that will be hard surfaced within a short time. The spot is a desirable one, as it is on the Columbia Highway route. A member's card is ample as a bond in case of arrest and the motorist is saved the humiliate of being taken to the police station for a violation of any of the traffic laws."

"The club has waged a warfare against reckless speeding on streets and roads of Oregon and has been a persistent fighter in the interests of 'safety first.' It also has been the leading factor in securing of good roads for Multnomah County and the marking of the highways throughout this state.

"Its touring bureau, of which W. J. Clemens is chairman, has systematized its means of getting road information and the traveler may secure the latest report on conditions anywhere in Oregon. The details are gathered from many sources and Mr. Clemens is willing at all times to accommodate the motorist about to start on a long or short trip. His office is room 2 Commercial Club building, Fifth and Oak streets."

It is the intention of the club to increase its scope of work and therefore is opening a campaign for new members. The committee on membership follows: Charles F. Wright, R. M. Dooley, Alec Riddell, Frank Arles and Henry W. Wagner, Jr.

KING OFFERS NEW ROADSTER

Three-Passenger Car Announced Mounted on Regular Chassis.

DETROIT, July 31.—Although the King Motor Car Company is not making a "mid-season announcement," it has just notified its sales organization of an eight-cylinder, three-passenger roadster to be marketed in conjunction with its touring car. This roadster, painted a crimson lake, touched off with black, is mounted on the regular King eight, 113-inch wheelbase chassis and has a three-passenger body.

While the King Motor Car Company is discouraging announcements several improvements have been made from time to time in the King Eight. Among other changes the bore of the motor was increased from 2 1/2 to 3 inches.

The changes in the motor cut down the profit of The King factory from the list price of \$1350 has not been changed.

J. D. Rockefeller, Sr., Buys Cadillac.

John D. Rockefeller, Sr., the world's wealthiest individual, has just purchased a Cadillac eight-cylinder car. That information has been flashed to all Cadillac representatives throughout the country from the factory. "If the

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Valuable territory open for dealers

Cadillac is good enough for Rockefeller, T. W. Little, president of the Cadillac Co. commented. "It's good enough for me," commented Auto & Supply Company.

Will You Take a Little Tire Advice?

A whole lot is claimed for the quality of automobile tires and the advantages possessed by the various makes you are asked to try.

Every individual tire manufacturer can tell you in impressive language why his tire is superior to any other on the market. But now the time has come to learn what tires are really doing!

Tires are no better than the actual miles they'll travel. And nobody's ever going to get more out of a tire than the makers put into it at the factory.

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Avoid disappointments—eliminate the worry of short tire mileage—save \$3 to \$15 on every tire you buy (according to size)—and get the fullest amount of service.

In the second annual Ajax Tire Mileage Contest, just finished, Garth C. Jensen, Stevens Point, Wis., made the high record of 21,955 miles, using a heavy Cadillac car. Another proof of the stuff that goes into Ajax Hand-made Tires! Come in and see us.

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