

CHALMERS FACTORY  
OFFICE OPENS HERE

Marc Bunnell Arrives to Become Manager of Big Distributing District.

## KEATS TO RETAIN AGENCY

Portland Will Be Headquarters for Territory North of California and West of Dakota—New Willis-Knight Received.

With the arrival in Portland last week of Marc Bunnell, district manager for the Chalmers Motor Company, came the announcement that the big Detroit organization had chosen Portland as its executive headquarters for all of the territory north of California and west of the Dakotas.

In the immediate future Mr. Bunnell will open up factory offices near the H. L. Keats building and will look after the Northwestern territory from this point. The Chalmers agency for Oregon and Washington will be retained by the veteran H. L. Keats, who, and Mr. Bunnell will work separately from any agency connections. Mr. Bunnell will maintain a small office force to look after the factory office while he is out in the territory, but he will not endeavor to look after parts for the Chalmers owners. That service will remain with the Keats Company.

"The officials of the Chalmers Company are determined to go after the business in Oregon and Washington harder than ever before, and they have decided that Portland is the logical location for the factory office," said Mr. Bunnell yesterday. "Portland is centrally situated and its shipping facilities are of the best."

"I will leave in a few days for Butte, Mont., and drive a new car through Montana, Idaho, Wyoming, Washington and Oregon, visiting the principal Chalmers agents before leaving permanently in my Portland office."

Mr. Bunnell entered the automobile business in Seattle ten years ago as the local dealer for the Locomobile. Four years later he removed to San Francisco to become factory representative for the American car and later served in similar capacity for the Paige Company before affiliating himself with the Chalmers organization.

Before coming north to Portland Mr. Bunnell had supervised over this territory as the district manager at San Francisco.

Another high Chalmers official, Frank Willis, assistant sales manager of the factory organization, visited Mr. Keats last week. Mr. Keats drove the visitor over the Columbia River Highway and they were completely won by the scenery.

"It's the first automobile I have ever wanted to put and call my own," said W. J. Pedler, Northwest manager of the J. W. Leavitt Company, was talking, and the subject of his remark was the Willis-Knight automobile that arrived in Portland the other day.

Everyone at the local Overland branch is tickled nearly to pieces with the new Leavitt car and with which they might be, for the new rig climbs any old kind of a hill on the high gear and yanks all the time for more rope.

The local Overland and Willis-Knight officials are also well pleased with the new home of the Leavitt Company on Davis street and Broadway, which is now being used. This structure is undoubtedly one of the most complete and up-to-the-second automobile distributing plants in the Northwest.

as that on the California side. Any one who knocks at those wonderful roads over the Sierras ought to be chucked over the cliffs."

Four National parks, Yosemite, Sequoia, Grant and Crater Lake, were viewed by Dr. R. D. Emery, Mrs. Emery and their son on their automobile trip from Los Angeles to Portland. Dr. Emery came as a delegate to the osteopathic convention.

When their Franklin pulled into Portland the Emerys had traveled 1850 miles and they will visit Rainier National Park before returning home.

The Emerys came north from San Francisco via Crescent City, Klamath Falls, The Dalles and the Columbia River Highway. They camped out every night along the road.

C. L. Craighead, ex-associate manager of Oregon and Plow Company and later associated with the R.



Marc Bunnell, District Manager for the Chalmers Motor Company, Who Will Open a Factory Office in Portland.

M. Wade Company, has joined the forces of C. L. Boss & Co. and will hereafter relieve Mr. Boss of some desk work in order that the latter may get out more to look after the affairs of an expanding business.

J. H. Irwin, who has had charge of the local agency for the Kelly-Springfield tires, left Portland last week to accept a responsible position at Los Angeles. He will have charge of the Diamond tire sales in Southern California.

A party of prominent Portlanders made up of Walter B. Beebe, Rodney L. Gilman, Dr. Herbert Nichols and Captain R. C. Hart, are now touring through British Columbia in a new Cadillac Eight. In leaving Portland they shipped to Kelso to avoid the bad road between Kalama and that point, and then drove in a few hours to Seattle. After driving up to Vancouver, B. C., they shipped their car to Victoria and commenced a tour through the scenic points of Vancouver Island. They expect to drive all the way back to Portland, and will probably reach here the latter part of this week.

## STYLES AFFECT SALES

EXIT OF OSTRICH PLUME CAUSED DECREASE, SAYS AGENT.

Cape Town Automobile Man Describes Depression Brought On by Lull in Industry.

Milady in all quarters of the civilized globe having given the gay and festive ostrich feather as an article of adornment, has resulted in a decrease in motor sales in South Africa, according to H. W. Ailkin, Cape Town automobile man, who has spent the past week at the Detroit plant of Dodge Bros.

"The change in women's styles relating the ostrich feather to the background, is not a new one in our experience," says Mr. Ailkin. "Nevertheless it is none the less keenly felt at the present time. When I left Cape Town many ostrich farmers were killing their surplus supply of birds for the flesh."

"When you consider that close to 50,000 people derive their living from the ostrich feather industry, you can realize that the automobile business has been depressed as keenly as any. Ten or 15 years back, when ostrich feathers had again been declared passe, South African farmers passed through exactly the same experience. But ostrich plumes regained their popularity within a short time, and we are confident that Dame Fashion will again raise her vigorous censorship before many months."

"In the sale of motorcars, our present largest buyer is the army. The sale of cars will be purchased for transport purposes, and as we figure that these machines will be of little use after the war, there will be room for many more sales in that quarter. The present demand is for strong, well-built cars, at a very moderate price. We confidently expect a record year for motor sales in that quarter by large orders of American cars."

Mr. Ailkin, who is the head of H. W. Ailkin, Limited, with offices in Cape Town, Johannesburg and Durban, was so anxious to affiliate with Dodge Bros. that he traveled 11,000 miles to accomplish his purpose. His success is an arrangement with General Sales Manager A. J. Philip, who has appointed him South African district representative with headquarters in Cape Town.

AUTO, MINUS HIGH AND INTERMEDIATE GEARS, STARTS FOR SAN FRANCISCO.

What do you think of this for a stunt? After taking the high and intermediate gears out of a 1915 Franklin automobile and sealing only the low and reverse gears in the transmission, J. W. McCormack, W. C. Small and R. W. Riggs, of the Pendleton Auto Company, are engaged on a 1000-mile run from Walla Walla to San Francisco. It will be their purpose to run the motor continuously night and day without stopping.

The car used is a series seven Franklin demonstrating car that already has been run 5000 miles. The gears were taken out and the transmission sealed under the supervision of a disinterested committee.

The trip will be equal to a run of approximately 4000 miles on high gear at a speed of 45 miles an hour, which amounts to one of the hardest tests ever given a car. If the Pendleton men succeed in finishing the trip without trouble they will prove the merits of the Franklin automobile and the efficiency of the mechanical parts of the car.

COLUMBIA HIGHWAY  
BEAUTY DESCRIBED

Rock Work at Prescott Point Is Declared to Be One of Crowning Beauties.

## BUGBY HEIGHTS WAY OPEN

Route on Hill Above Rainier Is Held to Be Revelation of Richness and Development of Farming. Astoria Folk Plan Trip.

BY JULIUS L. MEIER.  
President Columbia River Highway Association.

Every town, every hamlet, every crossroad community in Columbia and Clatsop Counties is on tip-toe of expectancy over the highway opening of August 12.

The excursion party will be surprised and no doubt gratified at the reception they will receive all along the line, and it will be regrettable if machines are not available to pick up some of these people and give them at least a short ride over a section of the highway.

One of the real crowning glories of the Lower Columbia River Highway, Prescott Point, embracing rock work equally as heavy as any on the eastern section, was completed August 1. A magnificent view of the Columbia and of the Washington shore is obtained from this point. Bugby Heights, to reach which the road winds over three successive loops, has been opened for travel for some time. It is contended by the Lower River enthusiasts that no point on the Columbia River Highway embraces so comprehensive a view as that obtained from this eminence.

The road rises to an elevation of 800 feet. At one's feet stretches the Columbia River, visible for 150 miles; a large section of the State of Washington, and all the mountain peaks except the Three Sisters, which lie too far south to be seen. Turning round one beholds the great wooded stretch of the Coast Mountains stretching clear to the Pacific Ocean.

Road Invades New Section.

At this point the route turns inland for 15 miles and as it goes it reveals a country rich in agricultural possibilities. This is the district where S. Benson first cut logs and hewed out his enormous fortune. The third scenic point is on the hill above Rainier; a long stretch of the Cowlitz River and valley with the thriving city of Kelso seemingly so close a rock could be dropped on its roof-tops. Beaver Creek Valley, through which the road runs from Rainier nearly to Clatskanie, will be a revelation of agricultural richness and development to those who have not seen it. All along the Highway land is being cleared and the country is being reclaimed. These lie in the Clatskanie district and along Blind Slough, up which the road swings some distance.

The Highway enters Astoria through Tongue Point just south of the railroad and back of the Hammond Mill and leaves it at Smith's Point past the municipal docks, crossing Young's Bay at the regular wagon bridge.

After two routes are available.

After leaving the Lewis and Clarke two routes are available, one through Warrenton and the other known as the cut-off direct to Skipanon Station, thence down the regular road to Gearhart.

R. Yount, the indefatigable good road enthusiast of Rainier, will act as pilot through Columbia County and the entire 150 machines from Clatsop are trying for the same honor through that district. Many of the citizens of Astoria, however, will be at home and inviting rural inhabitants to join them in this trip that they may see the possibilities of good road construction and enjoy the road that Clatsop County has opened up.

Clatskanie is in a fever of bustle and excitement arranging its agricultural display along the highway. The acceptance of their invitation for a half-hour stop for luncheon was among the first acts of the committee in charge. Their hospitality is so well known all members of the party will be glad of the opportunity to stop.

Court to Act as Escort.

Judge Clark and the members of his court will be on hand as escorts through Columbia County and will accompany the party through to Gearhart. The committee of Clatsop, with Commissioners Frye and Johnson, early advised their intention of meeting the party at Clatskanie and going through to Gearhart, which is the route. They have promised to take none of the glory from Columbia County while in that county's confines.

The committee in charge is finding it necessary to force a business and tend to the rapid calls for information and reservations that are pouring in. Everyone is not fortunate enough to have a machine, and the committee needed to take care of those who are anxious to go. The committee will be glad to hear from all of those who have cars in their act for others.

While this is a wonderful day for those counties that have opened up the highway, it also marks an epoch for Portland and all of Oregon—a highway, The Dalles, Portland to the sea—the dream of years fulfilled. Many heartache, many hardships and many hard words have been expended in the effort for its accomplishment. All will be forgotten once the road is viewed. It is laid out along magnificent lines, 24 feet wide, low gradient and long curvature, and will be a marvel to strangers and a credit to the state in all the years to come.

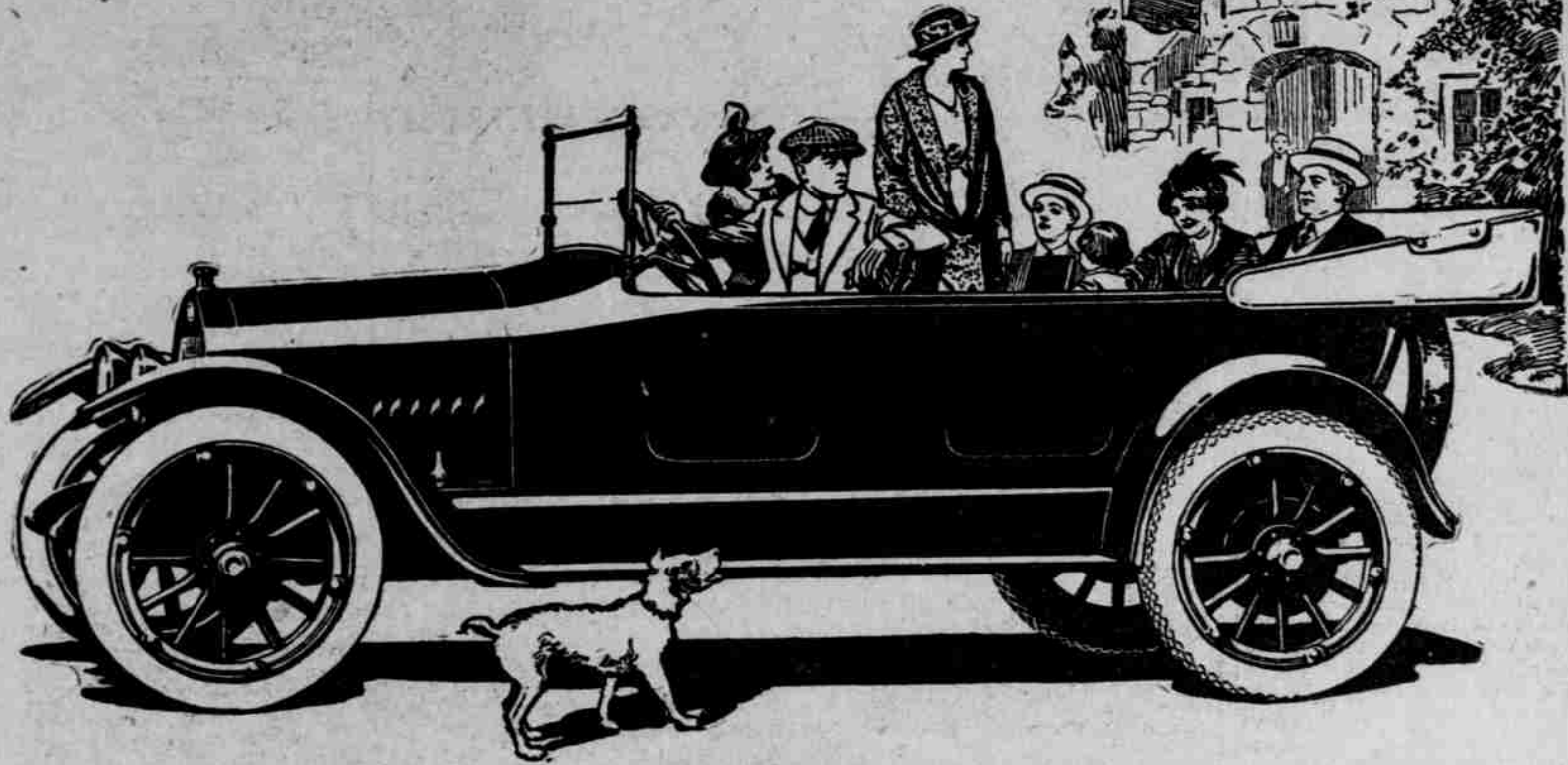
Response Met Everywhere.

One of the features of this highway and its celebration is the fact while the towns along the road first learned of its opening and of the proposed trip and were the first to announce their participation and gratification that so much attention was being shown throughout the state, it has been followed by a response from every farming district. Hundreds of teams will cross from the Nehalem to view the passing throng.

## The Jeffery Four

Standard Seven Passenger-\$1035  
Without Auxiliary Seats-\$1000

F.O.B. Kenosha, Wisconsin

Establishing a New Standard of Value  
at a \$1000 Price

New seven-passenger body—divided front seats—extra length springs—two hundred pounds lighter—the first automobile of its quality, size and efficiency to sell at a \$1000 price.

TWO years ago last January, the Jeffery Company announced the Jeffery Four at \$1550—the first automobile of its quality to sell below \$2000.

This will be remembered as the car which introduced the high-speed, high-efficiency motor into this country. Its remarkable service record in the hands of owners has established it as the standard American automobile of quality and moderate cost.

## 33 Points of Jeffery Superiority

Standard seven-passenger body  
Divided lounge-type front seats  
Extra length springs  
Weight, 2750 pounds  
116-inch wheel base  
34 x 4 Goodyear Fortified tires  
All-weather tread rear

Jeffery Chesterfield body  
Rear seat, 48 inches wide  
Easy-riding auxiliary seats  
Extra large motor bearings  
Bosch magneto ignition  
Stromberg high-efficiency carburetor  
Light Brewster green finish

Jeffery high-speed motor  
Unit power plant  
Extra large motor bearings  
Bosch magneto ignition  
Stromberg high-efficiency carburetor  
Light Brewster green finish

Jeffery one-man top  
Adjustable clear-vision windshield  
Locking double dimmer lights

Van Sicken speedometer  
Automatic gasoline feed  
Complete equipment



The Jeffery Company now presents the new Jeffery Four—larger than last year—roomier—lighter in weight—more powerful—easier riding—and with the famous Chesterfield body—a finer car in every respect than the original Jeffery Four—a car combining economical operating and maintenance cost with a road performance which ranks with that of the biggest, highest priced automobiles—at a price of \$1035! Without the auxiliary seats, \$1000!

In announcing this car, it is not the purpose of the Jeffery Company to meet temporary price conditions, nor to compromise with an imagined desire on the part of dealers and the public for cheapness. On the contrary, it is the aim and determination of the Jeffery Company to establish the Jeffery Four as a standard at a standard price—a car which discriminating buyers can drive for a number of seasons without suffering the marked depreciation which has been such an unfortunate feature of the automobile business.

The new Jeffery Four is a quality automobile in every sense of the word—built to maintain and increase the enviable reputation of the original Jeffery Four.

## The Jeffery Six

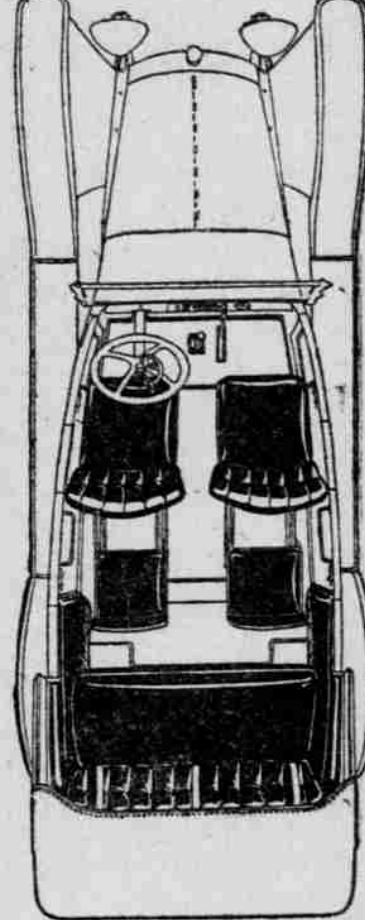
The same specifications as the famous Jeffery Chesterfield Six—silent worm drive, Lanchester cantilever spring suspension and other quality features found elsewhere on only high-priced foreign cars—refined to an even smoother, quieter operation than ever—\$1350 F.O.B. Kenosha—\$300 lower in price than last year.

Orders must be placed immediately to insure early delivery

## Frank C. Riggs Company

Cornell and Twenty-Third Streets at Washington, Portland, Or.

Distributors for Oregon and Southern Washington. Write for Agency Proposition.



Plan view of the Jeffery Four showing roomy seven-passenger seating arrangement



## ROADS TO FAIR LAUDED

DR. AND MRS. D. H. RAND COMPLETE 2100-MILE TRIP.

Camping Grounds at Ashland for Accommodation of Tourists Are Praised Freely.

With praises for the good roads and good scenery along the Pacific Coast and with commendation for the people of Ashland on the character of the public camping grounds erected for the use of tourists, Dr. and Mrs. D. H. Rand returned to Portland last week from a 2100-mile automobile trip in their Paige car.

"Nearly everywhere we went the roads were in good condition and only once did we get off the road," related Dr. Rand. "Down in the Santa Rosa country we wandered away from the regular highway for about three miles and drove into a big vineyard. We were there not because we wanted wine, but because we were lost."

"The scenery along the coast route from Grants Pass through Crescent City and the big woods is charming. The beauty of the moose, ferns and giant redwood trees made our course through Humboldt County seem like a park all the way. As we were coming around a turn in the narrow road we ran smack up against our friend Charles F. Wright, who was on his way down to San Francisco."

"When we reached Ashland on our way down the Chief of Police came forth to meet us, and I thought sure we were to be arrested for some violation, but he merely wanted to usher us over to the beautiful tree camping grounds that Ashland has set aside for automobile tourists on the east bank of Ashland Creek, adjoining Lithia Park. There every possible convenience has been provided for the automobile tourists."

"Going down we followed the Pacific

Highway all the way and were delighted with the new road over the Siskiyou. Between Dunsmuir and Redding we met a rough stretch of road that probably will always be in poor condition.

"After seeing the Exposition we drove to Del Norte, took the famous 17-mile drive from that point, went over to view the big redwood trees near Santa Cruz and visited San Jose and Palo Alto on our way home."

"Perhaps the most enjoyable part of

the entire trip was through the mountains on the coast route on our way home. This road is rather rough and dangerous, but the scenery is the widest and most charming combination I have ever seen. Part of the time we were riding through fascinating big trees, then we sailed along for as much as six miles on the ocean beach, and soon were in the mountains again. Perhaps he has time to go slowly, no one going to California should fail to take this route either going or returning."

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SERVICE

ANYWHERE IN A RADIUS OF 10 MILES

WILL SUPPLY ANY MAKE OF TIRE

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