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Ford and Overland Heads on Visit to Portland.

HIGHWAY SCENERY AMAZES

C. S. Jameson Tells How Factory Output Doubles Each Year and 100,000-Mark Set for Sales for Current 12 Months.

For 48 hours ending night before last Portland housed C. S. Jameson, vice-president in charge of sales, service and advertising, for the Willys-Overland Company, the second largest manufacturer of automobiles in the world, and for 48 or more hours, commencing tomorrow at 7:20 A. M., Portland will be visited by James Couzens, vice-president and treasurer of the Ford Motor Company, of Detroit, the largest manufacturer of automobiles in the world.

Mr. Jameson was here long enough to tell Northwest Manager Pedler and Local Branch Manager Eling, of the J. W. Leavitt Company, that the Overland plant was scheduled to manufacture 100,000 automobiles for the year ending June 30, 1915, and to become a

CARRY POCKET TORCH ON NIGHT ROAD TRIPS.

A word to the wise should be sufficient.

Recently we heard of the desperate plight of Railroad Commissioners Campbell and Miller in the mountains on their way home from Newport by automobile. Suddenly all of the lights on their car went on the "bum" and the car went kerplunk in a big mudhole. It was raining "cats and dogs." Not knowing their whereabouts and unable to extricate their car, Mr. Campbell, Mr. Miller and the woman in the party shivered by the roadside all night long.

As dawn broke they were surprised to observe that a comfortable farmhouse stood not far distant where they might have been sheltered for the night. When the garage man finally arrived he jacked the car out in a jiffy, which the occupants of the car might have done had they been able to inspect the situation.

A party of Portlanders suffered a similar experience one night recently when they got off the road near Portland and came to the end of the way. The road was too narrow for them to turn around and they were afraid to back out because the road was dark as pitch and the surface dangerous. When daylight came they saw that by backing a few yards they would have come to an open space that would have allowed them to drive around in a circle.

Moral: Why not carry a pocket torch or flashlight when you are touring at night? It would have saved these two parties from serious embarrassment, and there is no telling how many others who have kept their disastrous experiences secret.

increase booster for the Columbia River Highway.

Highway Scenery Amazes.

"If you would turn this fellow Henry Berger loose back East with his wonderful photographs of the Oregon country you would absolutely captivate Easterners and induce a great increase of tourist travel to this section," said Mr. Jameson, after seeing Mr. Berger's colored pictures of the Columbia River Highway and adjacent territory thrown on the screen.

"I have never in my life seen anything to equal the Oregon scenery, particularly the Columbia Highway, and I am certain that if you gave the Easterners a faithful idea of what you say that you couldn't keep them away from Portland. You people are so accustomed to these scenic wonders of Oregon that you fail to appreciate what they mean to an Easterner who is cooped up within stony limits."

Factory Output Doubled.

Then Mr. Jameson related how many health resorts he had visited since last February when he was compelled to give up active duty at the Overland factory on account of a nervous breakdown. He realizes that he looks 1000 per cent robust and that no one ever believes him when he says he is taking an extended rest. He says the only place he can find sympathy is in the dictionary.

"When I first went with the Overland Company in 1911 the factory production was only 8000 cars a year," said Mr. Jameson. "Each year since then John North Willys, who is next to Henry Ford, is the greatest figure in the automobile world, has ordered us to double our product and has kept workmen busy building additional factory units to take care of the increased production."

100,000 Is Year's Mark.

"Last year the Willys-Overland plant shipped 60,000 automobiles, in spite of the war, and this year John Willys tells us to sell 100,000. The shipments for July were 10,000 and for the current month they will be about 12,000, which illustrates how well we are keeping up to our schedule."

"Right now the factory is building 500 cars at the rate of 450 a day and by September 1 we will be making 500 a day. The Willys-Overland plant now covers 75 acres of floor space."

About this time Mr. Pedler gave the "last call" for the ball game" roll from a lower floor and, of course, even the factory production of the next largest automobile factory in the world was then a matter of secondary consideration. For Mr. Jameson is a lover of baseball and he knows enough about all of the players in the big leagues and about the inner secrets of the game to draw down a first-class salary as a sporting editor.

Visitor Roots for Portland.

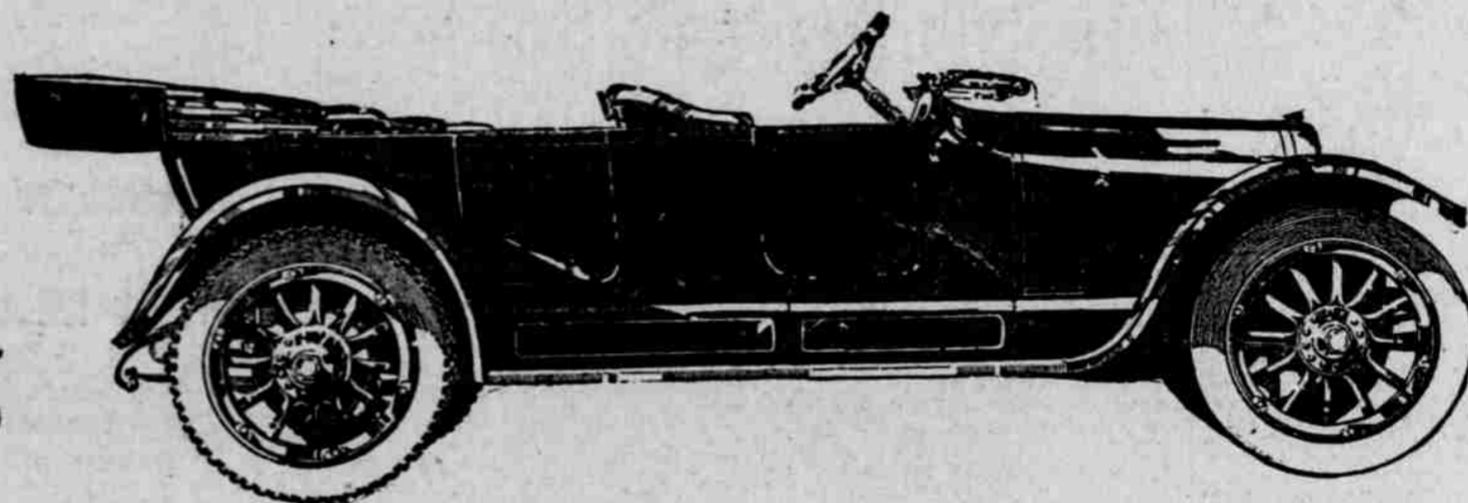
When he was a boy he played shortstop and they say here in the "old" acquired his whirlwind qualities which have made him a giant figure in the automobile business. It was Friday, the 13th, that he was here in the city of Portland and he rooted for the home team as long as rooting was allowable or until a visitor lifted a ball over the right-field fence in the lucky 13th inning.

Mr. Jameson was accompanied by Mrs. Jameson and their baby, E. J. MacMullen, special factory representative, who has his headquarters at San Francisco, was also in Portland last week. He joined Mr. Jameson in complimenting Mr. Pedler and Mr. Eling on the looks of the new Overland home at Davis street and Broadway.

Rev. W. F. Junkin, a missionary in China, was presented with a motorcycle and sidecar by a number of college classmates. He will ride it in his travels, being stationed at one of the interior stations 400 miles from Shanghai.

The 1916 Six—\$1145

Overland



WITH our production capacity increased to 600 cars per day we are in a position to offer the 1916 Overland Six at the remarkably low price of \$1145. You will, we believe, find that this car is considerably under the market price of other Sixes having equal or similar specifications.

- Roomy seven-passenger touring car
- Quiet 45 horsepower six cylinder motor
- Efficiently lubricated—unusually economical
- 35 x 4 1/2-inch tires all around; non-skids on rear
- 125-inch wheelbase; high-tension magneto ignition
- Electric control buttons located on steering column

Specifications of Model 86

- | | |
|--|--|
| Seven passenger touring | Extra long understating rear springs |
| 115-inch wheel base | 35 x 4 1/2-inch tires, smooth tread in front, non-skid in rear |
| 45 horsepower motor | Left hand drive |
| High tension magneto | Center control |
| Two-unit electric starter | Demountable rims |
| Electrically lighted | One extra rim |
| Headlight dimmers | High grade magnetic speedometer |
| Full streamline body design | Electric horn |
| Genuine leather upholstery | Electric control buttons on steering column |
| One man top | |
| Pockets in all doors | |
| Rain vision, ventilating type windshield, built in | |
| Full floating rear axle | |

The Willys-Overland Company, Toledo, Ohio

Also Manufacturers of the Willys-Knight Automobiles

GRASP the full significance of its size as denoted by wheelbase, seating capacity, tires; of its generous, efficient power equipment; of its superior ignition; of its every comfort and convenience; of its beautiful lines. Then realize that the Overland price for these extremes of luxury is only \$1145.

"Made in U.S.A."

Model 83—four-cylinder, 5 passenger Touring Car \$750—E. C. Toledo

The new Sixes are being demonstrated and delivered now. See the Overland dealer in your town.

J. W. Leavitt & Co., Distributors, Broadway at Davis St. Phone Broadway 3535

SAILOR RIDES CYCLE FAR

ELECTRICIAN ON OREGON MAKES VISIT TO CRATER LAKE.

Harley-Davidson Carries Al Swainson and Wife—George Reynolds and Roy Clark Meet Party.

Al Swainson, first-class electrician on the battleship Oregon, is enthusiastic over the scenery in the vicinity of Crater Lake. He obtained a 30-day furlough and made the trip to Crater Lake from San Francisco with a Harley-Davidson three-speed motorcycle and side car with his wife as a passenger. The round trip totaled 1021 miles, and Mr. Swainson's total expense for gasoline and oil on the trip was \$146.

Both Mr. Swainson and his wife and

his brother, Carl Swainson, of Medford, who returned with him to San Francisco, declared that nowhere in America is there more beautiful scenery.

George D. Reynolds and Roy Clark, printers on The Oregonian, caught up with the Swainsons in San Francisco. Both Reynolds and Clark are Harley-Davidson enthusiasts, who have just returned from a 2500-mile road tour from Portland to San Diego and return. Returning from Los Angeles to San Francisco the party was joined by Fred Buck, ex-City Engineer of Missoula, Mont., and Clarence Buck, both of Phoenix, Ariz. Traveling with them on three speed Harley-Davidsons were Roy E. Miesse and Jack Easterley, of Deming, N. M. More Oregon motorcyclists joined the party at San Francisco.

Mr. and Mrs. O. P. T. Daenitz, of Portland, and Miss Martha LeTeller, Clyde Fisk and Alfred Lundstrum, of Eugene, accompanied by Mr. and Mrs. Cecil Bowman, of Vancouver, B. C., were the first to go through with side cars from Portland to San Francisco, en route to the recent motorcycle convention.

700-MILE RUN IS MADE

PASCO PARTY DRIVES BUICK TO SEASIDE VIA GOBLE.

Journey Over Columbia Highway Is Completed Without Mishap and Travelers Praise Fine Road.

SEASIDE, Or., Aug. 14.—(Special.)—Driving a Buick Six from Pasco to Goble and then over the Columbia Highway from Goble to Seaside, a party of five prominent business men of Pasco arrived here Monday morning. The journey of about 745 miles was made without a mishap, and all are enthusiastic in declaring these two highways rate well up in the first rank of good roads, and that for scenic beauty and comfortable automobile

driving no comparisons can be made in roads on the Pacific Coast.

The Pasco party consists of S. L. Stebbins, proprietor of the Cunningham Hotel, of Wasco; S. A. Ash, W. E. Kelley and George Hunt, the driver of the car. The tourists made no attempt to make a record run. They left Pasco on Thursday last and the first stop was Seaside, where they spent two days sightseeing. On leaving Seaside on Sunday morning and paying a short visit to Tacoma, they took the Pacific Highway, stopping at Olympia and other places en route, arriving at Kalama at 5 o'clock and crossing the Columbia River by barge.

The Pacific Highway and the road across the Cascade Mountains all the party declare to be without question among the finest pieces of roadway in the country. This part of the trip was made in record time and most of the way the speedometer showed that the car was going never less than 30, and often 45, miles per hour. With only a brief delay, the party on arrival at Kalama was able to place the car on the barge. It was

about 5 o'clock in the evening when the travelers struck the new Columbia Highway, and in spite of the fact that this roadway had seen but little traffic since it was made, Mr. Stebbins and his party arrived at Astoria at 11:30 o'clock Sunday evening. The trip from Astoria to Seaside was a leisurely one.

S. L. Stebbins, the spokesman of the party, in recounting the story of this trip, and in speaking of the Columbia Highway, said:

"I have heard a great deal of talk about the Columbia Highway to the sea, but I had no idea of the character of the country through which the road travels. While it is true we only saw that part of the highway from Goble to Seaside, it takes only slight speculation on the part of any one passing over the route to imagine what the rest of the road must be. We knew, of course, that the road hadn't been finished and rather looked for a great deal of trouble, but to our surprise and joy we found only two bad spots between here and Goble. We shall drive back, but we will take the new

Columbia Highway to Portland and take another route to Seattle."

ROAD WORK IS AUTHORIZED

Washington to Build Lost Link of State Highway Soon.

OLYMPIA, Wash., Aug. 14.—(Special.)—The State Highway Commission has authorized the completion of the last link on State Road 3, the highway running across the southern part of the state along the Columbia River from Vancouver to Spokane.

The work is to be completed by state crews beginning in October and is a 5 1/2-mile stretch between Collins and Cook, in Skamania County. It is rock work and will cost \$57,000. No contract will be let.

Persons using the southern trans-state road now have to take a ferry over the Columbia and back again to get past the unfinished part, or ship by boat up or down the river.