

FORD AUTO OFFICIAL TELLS OF SUCCESS

Vice-President Couzens Thinks Stories Are Best Free Advertising Possible.

500,000 NEXT OUTPUT MARK

Idea of Mr. Ford Joining Advisory Board Suggested by Secretary Daniels Is Scouted by Visitor on Way to Expositions.

On one of the upper floors of the factory assembly plant of the Ford Motor Company at East Eleventh and Division streets, in the center of the shop where hundreds of workmen were stitching Ford automobiles together, James Couzens, vice-president and treasurer of the great Ford Company, was chatting with F. B. Norman, manager of the Portland Ford branch, and newspaper reporters.

"Even before the Ford automobile was dreamed of, Mr. Ford and myself were associated together," said Mr. Couzens. "Just about the time the Ford car was to be launched we were discussing how much salary I would request the directors to O. K. Finally we puffed out our chests and concluded that we would petition for a salary of \$300 a month for Mr. Ford and \$208 a month for myself. Of course, we were the organizers and the head officers of the company and the directors couldn't very well refuse. Today my friend Mr. Norman here receives more than all of us together then did," and he placed his arm on Mr. Norman's shoulder as the chuckles came.

"Would you mind telling us what the two salaries amount to now?" ventured a brave reporter.

Million Statement Is Verified.

But the automobile magnate merely smiled cordially, as if he were perfectly satisfied with his present salary, and announced that the Ford Company would market a half million automobiles during the coming year, leaving his hearers to draw their own conclusions as to salaries and profits.

He also verified the estimate that there are now 1,000,000 Fords in existence. All but about 10 per cent of these cars, he said, were sold and are in use in America. He says between 5,000,000 and 6,000,000 Americans get daily use of the cars built in the Ford factory.

Mr. Couzens arrived in Portland early yesterday in the private car Magnet and departed at 5 o'clock for Tacoma, planning to visit Mount Rainier and Glacier National parks before returning to his home in Detroit.

Family Is With Mr. Couzens. With him on the vacation trip, which has already occupied six weeks' time, are Mrs. Couzens, his son, Frank Couzens, his two daughters, aged 4 and 11, respectively, his brother, H. L. Couzens, and wife, and his niece, Miss Eleanor Manning.

The party has visited Yellowstone Park, the San Diego and San Francisco expositions, Yosemite Park, Fort Klammath, Pelican Lodge and Crater Lake National Park.

"This Western country is the greatest place on earth," said Mr. Couzens. "I would not go to Europe or anywhere else for my vacation. Crater Lake is a wonderful sight. At Pelican Lake I caught a six-pound trout, the first fish of that variety and the first large fish I ever caught, which was a very important event in the Couzens family."

Mr. Couzens believes firmly that Henry Ford will succeed in making himself with any military training camp and that Mr. Ford will not accept appointment to the advisory board suggested by Secretary of the Navy Daniels, with Thomas Edison at the head.

Refusal Is Being Considered.

"Not long before I left Detroit Mr. Ford was figuring out how he would refuse the appointment to the advisory board. If he does accept, it will merely be to exert further effort for disarmament and peace. The recent report that Mr. Ford would join the military camp originated with the enlistment of an automobile man by the name of Harry Ford."

Mr. Couzens thinks the proverbial Ford stories are the best advertisement the car could possibly get.

"You know a man in the East has published a regular book containing a comprehensive compilation of Ford stories," he said. "This book, of course, contains only the best stories and therefore omits what some people regard as the choicest yarns of all. We receive numerous protests from Ford owners, demanding that the Ford Company put a stop to these stories. They complain that they are grossly insulted by the language used in some of the yarns."

"But these stories certainly help to make the Ford the most talked-of product in the world. Mr. Ford receives more free publicity than any other man in the world who has an article and a trademark to sell."

CITY NEEDS BARR ROAD

Transfer of Jurisdiction Necessitated by Grade Project.

Because of the discovery at the last minute that the city has failed to take over from the county Barr road from Sixth street to Eighty-second street, commencement of proceedings for the elimination of the O. W. R. & N. grade crossings from the head of Sullivan's Gulch to the city limits has met with temporary delay. The proceedings were to have been started last week.

It has been found that the city must have jurisdiction over all the roads involved in the project. Barr road is the only one not having been taken over by the city heretofore. As soon as the Barr road status was discovered the Council started proceedings for the transfer to the city jurisdiction. The proposition now is before the Board of County Commissioners.

SWIMMERS TO BE IN FILM

Movie Man Will Snap Columbia Beach Crowds in Action Today.

Columbia beach bathers will have a chance to see themselves in the movies. This resort at Hayden Island, which has sprung into such strong favor during the last few weeks, is being visited by a battery of Pathé Exchange camera men today, who will obtain a series of pictures for its Pacific Coast picture-house service. The film will be an added feature on the bill at the People's Theater this coming week.

Last Sunday's attendance at Columbia beach was a record-breaker, more than 2000 people enjoying the sun baths and dips in the Columbia River. Every indication points to a bigger crowd for today.

BUSINESS ASSOCIATE OF HENRY FORD AND VICE-PRESIDENT OF WORLD-FAMOUS AUTO COMPANY VISITS PORTLAND.



JAMES COUZENS.

MUSCLE TEST VITAL

Incinerator Job Applicants Sifted Down From 39.

SEVERAL ARE FOUND UNFIT

Staggering Heat Endured and Weight Lifting Follows on Examination of Power Made by Doctors—Ratings Not Completed.

Hercules and Sampson would have turned pale green with envy last week if those two distinguished heavyweights had been out to witness a municipal civil service examination held to obtain applicants for positions at the city incinerators. The test was one of muscle, the like of which has never before been attempted by the civil service officials of Portland.

Heretofore laborers have been examined, their muscles sized up, and their civil service markings given on the basis of outward appearances. Under the new regime of Secretary H. W. MacLean, the muscles in addition to being viewed received a try-out on dumb-bells and weights. Thirty-nine applicants reported for the examination. Ten of these took a look at the scope of the test and tipped their hats politely and proceeded elsewhere in search of work. The remaining 29 were more game and remained.

Several Are Found Unfit. The first process was a thorough medical and physical examination conducted by physicians. This automatically dropped several applicants as physically unfit.

Then came muscle tests at the Multnomah Athletic Club. The first stunt was for each applicant to lie flat on his back, stretch his arms to their full length over his head, grasp a 35-pound dumb-bell and rise to a sitting position bringing the weight up with him at arm's length. He had to repeat this performance three times without resting.

Following this which was a severe back and arm test, came the lifting of a 56-pound weight up at arm's length over his head so that the weight rested in front of him level with his chin.

Many Fail in Muscle Test. He then had to "muscle" a 25-pound weight, first with his right arm and then with his left arm, keeping the weight up several seconds.

During these tests the list of applicants dropped down to 20. In the afternoon the applicants were taken to the incinerator where each was required to "pull down" the fires for 10 minutes. The furnaces heated to 170 degrees give off a sizzling heat in the place where the men work. They had to face the open doors and stoke the fires with long rods.

It is not known yet how many finally passed in the examination, the ratings not having been completed. However, it is said the list will be small because many of the applicants fell down in the muscle test.

REV. IRA E. NEESE AT REST

United Brethren Ministers Officiate at Funeral Services.

Funeral services of the late Rev. Ira E. Neese, who died Thursday, were conducted yesterday from the Third United Brethren Church, in the South-east Side, Rev. B. O. Bombrake, of Hood River, and formerly superintendent of Portland district, delivered the sermon.

The pallbearers were ministers of United Brethren churches—Rev. J. D. Niswonger, First United Brethren Church; Rev. T. C. Bell, Second Church; Rev. Herbert White, Third Church; Rev. T. E. Conner, Fourth Church. Interment was in the Mount Scott Cemetery.

FIRE EXITS ARE URGED

Marshal Stevens Reports Public Halls Need Safeguards.

Safeguarding of public halls and meeting places by requiring the installation of ample outside exits is to

be urged by Fire Marshal Stevens. Inspection of a number of halls, he says, has revealed the fact that they would be veritable death-traps in case of fire or panic.

At present, Mr. Stevens says, there is nothing in the city ordinances covering the matter of fire safeguards in such places. He is working now on a plan to force the installation of ample exterior exits in all halls and public meeting places.

CARL LIST AT ALTENBURG

Portland Boy Sends Word to Mother of Safe Arrival in Europe.

Carl List has sent word to his mother, Mrs. Clara List, 324 Rodney avenue, that he is safe. After the sinking of the Cambuskenneth he was taken by the Germans to Altenburg and to his relatives there.

Carl List is a native of Portland and was born September 13, 1897. He attended the Albina Homestead grammar school until he was 13, and then he entered the trades school, where he remained a year. He was then employed for two years in the plumbing shop of Fox & Davis. He intended to complete his high school work and worked at the Meier & Frank store for a while with that idea in mind.

CABLE TO CARRY IDENTITY

Brother of P-4 Victim to Send Detailed Description.

Learning that ten more bodies of the crew of the ill-fated P-4 that sank in Honolulu Harbor last March had been recovered, and that the teeth were the only remaining means of identification, Dolph Deeth, a bookkeeper in the employ of the Western Union Telegraph Company, yesterday made arrangements to have the identification marks of his brother, George, an electrician who perished with the submarine, cable to the authorities in Honolulu.

George Deeth was up to the time of his enlistment in the Navy, an employe of Carl Zimmerman, 383 East Burnside street, of this city, and lived with mother, sister and brother at 1782 East Fifteenth street.

A Tribute to Labor

—to the ceaseless energy and skill of men who builded—to the hand and brain that created and assembled the vast new stocks that fill it—this store stands

Labor Day virtually marks the completion of this great task—the erection of a new and greater store for the convenience and service of Portland's great shopping public.

It is fitting that we pay tribute to the thousands of workers who made possible this mighty edifice of trade—those who shaped the rough granite and steel—and the little army of loyal men and women who strive to serve you at this store.

This Store Will Remain Closed All Day Monday, Labor Day!

Attend the Columbia Highway Celebration tomorrow—go by auto, train or boat. Excursion tickets—adults 65c; children 35c.

Meier & Frank Co.

Established 1867

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

NATIONAL GETS CLEAN BILL

Marshal Says Theater Is Far Ahead of Fire Requirements.

Deputy Fire Marshal Campbell yesterday made an exhaustive examination of the National Theater to see if all requirements had been complied with in view of the inauguration of stage performances by the Frank Rich Musical Comedy Company today.

"The National is so far ahead of movie requirements that it is up to regular theater standard," he said. A few suggestions were made by Mr. Campbell and adopted immediately at the theater. The National is a class A structure and, in addition, is equipped from roof to garret with a sprinkler system.

SCENES AT CITY'S CIVIL SERVICE TEST IN WHICH LABOR APPLICANTS DEMONSTRATE MUSCLE AND DURABILITY.



1—Lifting a 56-Pound Weight Up to the Chin With Arms Outstretched Full Length Over Head. 2—The Back Test, Rising From Back to Sitting Position Three Times, Bringing 35-Pound Weight Up at Arm's Length Each Time. 3—The Arm Muscle Test, "Muscling" a 25-Pound Weight.

PICKERS STILL FEW

7000 Needed for Harvest and Mark Not Yet Reached.

The principal hop region adjacent to Independence and paralleling the Willamette River on the edge of Polk and Marion counties is about ten miles from Salem and 70 miles from Portland, south. It is here, in a radius of five miles, using Independence as a center, that there are, roughly, 3000 acres devoted to hopraising this year.

About 225 pickers are required to the 100 acres. When the yards are full manned there will be about 7000 persons at work. Nearly 3000 of them will come from Portland, the rest from nearby towns and the South.

At this time all of the yards are short-handed, due, it is said, to the earliness of the season, causing an overlapping with the grain harvest, and to a cut from 30 cents to 40 cents per box by the growers for the picking. As it is, the growers are paying the highest price they can bear.

Production 10 Cents Per Bale. Greater activity by hop pests, the red spider, honey dew and the hop lice, has caused almost continual spraying. The price outlook for 1915 non-contracted hops is not encouraging; neither is it depressing. The average hop man will say that the price will be somewhere between 10 cents and 40 cents. Ten cents is reckoned as the bottom price, because it will cost 10 cents to get the hops "in the bale" this year.

The growers say the price this year will depend mainly on the following: The ability of the Hoppers' Association to control a majority of the supply; the buying activity of the London market; the quantity and quality of the general output.

There is no doubt that market equilibrium will be brought about in time by the formation of hoppers' associations. Hop man agree that if a percentage of the supply can be controlled the business can be made conservative. Anyway, these associations which now have taken definite form are eliminating the middleman by selling directly to the brewer.

50 Percent of Yield Controlled. J. S. Cooper, of Independence, who is engaged in association work, is of the opinion that 50 per cent of the non-contracted hops will be lined up by the associations this year.

If London firms come briskly in the market and cheerfully pay the excessive extra cost of war insurance, high exchange and prohibitive freight rates, the price will be good. It is evident

GROWERS SAY CROPS IN LARGEST YARDS ARE GOOD AND INDEPENDENCE WILL HAVE 25,000 BALES IN SPITE OF HIGH PRODUCTION COST.

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VACATION PAYS FOR SCHOOL BOOKS.

An Oregon homesteader was there from somewhere on a timber claim of homestead in the Clatsop River country. He was picking in the Cooper yard with his wife and ten children, and together they averaged 50 boxes a day. The \$20, after the cost of living was paid, netted them, he said, \$16. The mother said they hoped to make near \$200, if the picking held out. This money was spent for clothes and school books. She also said she hoped she could manage to let Anna take music lessons this year.

NOTED LECTURER COMING

Mrs. Thorne-Thomsen, of Chicago, to Talk on Children's Literature.

Mrs. Gudrun Thorne-Thomsen, of Chicago, will deliver a series of six lectures on literature for children at the Portland Library from September 17 to 21. Her subjects will be "Values in Literature for Children," "Children's Poetry," "Fairy Tales from Folk Lore," "Norse Myths and Sagas," "English Ballad Stories," "Dramatization of Stories." The lectures will be free to the public.

Mrs. Thomsen is widely known as a lecturer and a professional story-teller. For many years she was associated with Colonel Parker, principal of the Cook County Normal School of Chicago. Every year Mrs. Thomsen makes a tour of the larger Eastern cities, lecturing to teachers, librarians and parents. In making her compilation of stories she has translated many of them from the original in Norwegian.

During her stay in Portland Mrs. Thomsen will be the guest of Miss Mary Frances Ison.

The Portland Education Association has planned a luncheon for Saturday noon, September 18, at the Hotel Benson, at which Mrs. Thomsen will give a story hour.

ST. JOHNS MAN WANTS JOB

Ex-Recorder Thinks Employment Should Be Provided.

A. E. Dunsmore, who was elected City Recorder of St. Johns last April, believes Portland is in duty bound to keep him in the Auditor's office of Portland as an employe until the end of his term. He has so written the City Council.

Soon after he was elected St. Johns was annexed to Portland and all the officers' terms expired. Since July Mr. Dunsmore has been employed in the Auditor's office, but only on temporary appointment. He asks to be kept on the payroll.

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