# HUGE BRANCHES ON COAST WILL OPEN

## Overland Representatives Are Preparing for Largely Increased Output.

## NEW QUARTERS GIGANTIC

**Heads of J. W. Leavitt & Co. Coast Distributors and Factory Officials on Inspection and Portland Plant Praised.**

Pull in a long, deep breath and then repeat this number three times: 426,560.

That is the numerical way to express in square feet the magnitude of the J. W. Leavitt & Co. automobile plants on the Pacific Coast in 1916.

Yesterday Joseph H. McDuffee, who as right-hand support of John N. Willys, the Overland chief, is one of the biggest factors in the world's automobile industry, and A. D. Plughoff, right-hand support of J. W. Leavitt, the Pacific Coast distributor for the Overland products, the largest dealer agency in the entire world, were in Portland yesterday visiting Bert Kling, the manager of the Portland branch of the Leavitt organization.

**Big Deals Closed.**

Just before visiting Portland Friday night, Mr. McDuffee and Mr. Plughoff closed a series of realty deals in California that will make the entire country sit up and take serious notice. Within the space of a few days last week these two trumps of the trade bought, leased and bargained for $900,000 worth of property and buildings in San Francisco, Los Angeles, Pasadena, Oakland and Sacramento.

On property just purchased at the southwest corner of Van Ness avenue and Bush street, San Francisco, the Leavitt organization is planning the erection of a building which it believes will be the finest automobile branch in the world. The investment in this, the home plant of the Leavitt organization, will be approximately $400,000.

"As Mr. McDuffee and Mr. Plughoff were admiring the new plant of the Portland branch they were loud in their praises of the makeup of the building, but when the Portland plant was compared with what the San Francisco building is to be, Mr. Plughoff burst forth with this remark. 'This will look pretty much like a dirty deuce beside it. The home plant will be six times the size of this building and will have three fronts.'

**Lease Declared Record.**

The lease concluded last week for the Los Angeles location is said to be the largest ever made in that city and the largest automobile lease ever closed in California. The new investment in the Los Angeles plant will be $250,000; in the Pasadena plant, $50,000; in the Oakland plant, $100,000, and at Sacramento $100,000.

The proposed buildings, together with the branches now maintained at Fresno, San Diego, Portland, Seattle and Spokane, will give the 10 stores of J. W. Leavitt & Co. a total floor space of 426,560 square feet, or enough to duplicate a 44-story building covering an entire quarter block in Portland.

"It requires an investment of $2,500,000 to keep the ten Leavitt branches under wax," said Mr. Plughoff. "In parts and merchandise alone we have an investment of $100,000, giving us the largest repair stock of automobile parts or the Pacific Coast.

**Portland Proves Surprise.**

"The work at the new Portland branch has surprised us. Evidently the people of Portland appreciate our new building and the improved Overland and Willys-Knight models, for they have taken hold of the cars this year as never before. Shipment of the new model, which is being announced this week, is already on the way to Portland. We have always had 100 carloads en route to the Coast. Our allotment this year is 21,000 cars."

"What is the answer for the new building programme for the Coast and elsewhere over the country?" reflected Mr. McDuffee the moment Mr. Plughoff was finished with his recitation. "I'll tell you. Last year the Willys-Overland Company built 45,000 cars. This year we are going to build 170,000 and next year we expect to swell our production to 250,000 cars. The present plants will not be large enough to handle the increased business, that's all there is to it, so we are merely getting ready for what we know is coming."

**Mr. McDuffee Pioneer in Trade.**

Mr. McDuffee is well known in Portland through his former connection with the F. B. Stearns Company as Western representative. He bears the distinction of having opened the first automobile retail store in America on Broadway, New York, in the early days of the industry, and he won the first cup ever put up by Mr. Vanderbilt for an automobile race.

About a year ago Mr. Willys, of the Overland factory, made Mr. McDuffee head of the Willys-Knight division of the Overland Company and recently he promoted him still further by making him his chief assistant over the entire Overland production, which is the second largest in the entire world. Mr. McDuffee does not seem to bear any particular title and yesterday said he was merely an office boy at Toledo. But his associates who know what a tremendous salary he commands and what power he has in deciding big questions on his own judgment realize that he is about as near the top of the Overland ladder as the office boy is near the bottom.

With Mr. McDuffee and Mr. Plughoff on their visit to Portland yesterday was P. J. McMullen, Pacific Coast representative for the Overland interests.

**OAKLAND COVERS BAD ROADS**

**Bellingham Man Driving His Car to San Francisco.**

The traveling qualities of the new light six-cylinder Oakland are being demonstrated by Superintendent Ryan, of the Pacific-American Fisheries Company, of Bellingham, Wash., who passed through Portland Tuesday en route to the fair at San Francisco in his machine. Mr. Ryan reported that the little car plowed through the muddy roads between Bellingham and this city and negotiated difficult grades in spite of the fact that the rains had rendered the Pacific Highway quite unsuited to automobile travel.

The machine also showed unusual economy in fuel consumption, making the trip on an average of one gallon for every 21 miles. Considering the present condition of the roads, this is low.

The Oregon Oakland Motor Company, which recently was established at Sixteenth and Alder streets, has just received the first shipment of light six-cylinder Oakland cars ever handled here. These new cars, which are of the 1916 model, give the house a complete line of the cars of that make, with the exception of the eight-cylinder ma-

# SHOW MAY BE AT MULTNOMAH HOTEL

## Auto Dealers Consider Plan of Having 1916 Exhibit During February.

## ONE MODEL EACH IS IDEA

**Space in Lobby and Mezzanine Floor Has Been Donated — Convenience and Attractiveness Superior to Armory.**

Don't be surprised if you learn within a week or two that the 1916 Portland Automobile Show is to be held in the lobby and on the mezzanine floor of the Multnomah Hotel some time in February.

At last week's meeting of the Portland automobile dealers W. H. Hurd, manager of the Portland branch of the White Company, suggested that the show might be held in the hotel, and he reported that H. C. Bowers, manager of the hotel, would donate the space free of charge.

In case a sufficient amount of space is available for a display of all the cars that will be entered for the exhibition, it is regarded by some as likely that the hotel location will be chosen. The particular advantages in favor of the hotel are convenience, comfort and attractiveness. Usually the Armory building has been the location. It may be possible, in case the hotel is decided upon, that each dealer will have to confine himself to one model for display. The consensus of opinion seems to be that the show should be held in February.

* * *

Among the several who bid for 1916 automobile license No. 1, which has always before been held by Oregon's first motorist, E. Henry Wemme, Edward Ehrman was the lucky name in the lot drawing conducted by Secretary of State Olcott to determine the question.

Already about 200 of the 1916 license numbers have been awarded by the State Department. In case the 1915 owners returned their applications early enough, Mr. Olcott assigned them their old numbers, and he endeavored in every instance to accommodate every applicant with the number he desired, but such was, of course, impossible.

Except for Nos. 1 and 9, all of the first 13 numbers are the same as last year, as follows: Aaron M. Frank 2, J. C. Ainsworth 3, Lewis I. Thompson 4, Julius L. Meier 5, M. Sichel 6, William Bristol 7, H. J. Ottenheimer 8, John M. Mann 10, U. S. Page of Salem 11, Miss Sallie Bush of Salem 12, and Frank E. Watkins 13. Will Lipman retains the jinx number 22, while No. 9 goes this year for the first time to William M. Stewart, of Hood River.

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With tales of many interesting incidents and of pleasant entertainment at San Francisco, C. H. Williams, manager of the Portland branch of the Goodyear Tire & Rubber Company, returned to Portland last week, after attending the Goodyear district convention.

On Apple day Mr. Williams escorted each of the 65 Goodyear men to the Oregon building and saw to it that each received an Oregon apple.

At the close of the formal Goodyear banquet F. A. Selberling, president of the Goodyear Company, talked with the convention members from Akron and all listened with interest as he reported that the latest figures show that the Goodyear Company has done $56,500,000 worth of business this year.


SAVAGE TIRES ARE DISPLAYED ATTRACTIVELY AT SAN DIEGO EXPOSITION.

PHOTOGRAPH ON DISPLAY AT STORE OF JOHN A. WALTERS, PORTLAND DISTRIBUTOR FOR SAVAGE TIRES.

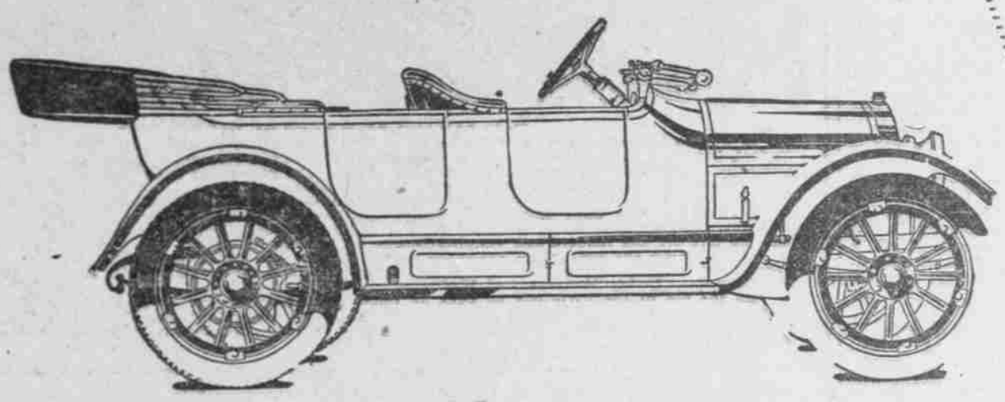


Overland

$750

Roadster $725

Model 85, f. o. b. Toledo



Mature Popular Judgment Says This is the Car to Buy

This model was announced early last June.

In a few weeks we had built, sold and delivered more of these cars than had ever before been built of *any* car of over 100 inch wheelbase, by *any* producer *anywhere* in *any* length of time.

*At that time we were building about 300 cars a day.*

With more of these cars in every-day service in the hands of owners than of any other car of its size ever produced—

There was, very quickly, everywhere, the greatest opportunity ever offered for people to judge a car *by its performance.*

*Now we are building over 600 cars per day.*

This unprecedented demand *follows* the performance test in every-day service, not of a few thousand cars, but of a *record output.*

In the mature judgment of the buying public you get more for your money in this car than you can get in any other car now on the market.

Never before has the purchaser of an automobile had so well founded, clear and conclusive a popular judgment as this to guide him in right selection.

Let us show you the car and demonstrate it.

The five passenger touring car is $750; the roadster $725; the famous Overland Six — seven passenger touring car $1145 — the new Model 75 is $615 for the touring car; $595 for the roadster, all prices f. o. b. Toledo.

J. W. LEAVITT & CO.,
Distributors
Broadway at Davis St. Phone Broadway 3535
Portland, Oregon

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."


# H. W. MITCHELL RETURNS

**MANAGER OF PORTLAND COMPANY IS BACK FROM EAST.**

**Orders Are Reported As Pouring in on Factory—Hundred Cars Sold in Day by One Dealer.**

H. W. Mitchell, manager of Mitchell, Lewis & Staver Co., who has just returned from a trip to the factory at Racine, Wis., where Mitchell automobiles are made, reports that he found everybody at the Mitchell factory very much encouraged over the fact that the six of '16 was taking all over the United States in a manner wholly unprecedented in past experience.

"While at Racine," said Mr. Mitchell, "telegraphic orders were coming in from New York, San Francisco, Detroit and our own Portland, Seattle and Spokane houses at such a lively rate that it kept the boys hustling to load and get the cars out each day. While there I met the New York distributer, and he informed me that his organization had sold 100 Mitchell cars (the Six of '16) in the past eight days.

"I thought this was going some, and have since given it to our boys here as a mark for them to aim at.

"I also happened to meet the Paris distributer while at the factory, and he reports that despite the war he continues to sell Mitchell cars. At Detroit, the Mitchell distributer said he had placed more cars in Detroit than had been placed by any other dealer in cars made outside of Detroit.

"I found conditions generally in the East assuming a very optimistic tone. In fact, most of the factories reported a good bunch of orders on hand and that they were working full time—some of them 24 hours a day. I can see no reason why this wave of prosperity and optimism should not reach out our way, particularly in view of our large crops and favorable prices."

The total area of the nine provinces of Canada is placed at 1,401,316,412 acres. The area of farm land occupied in 1911 was 160,277,083 acres. It is estimated that within the boundaries of the nine provinces, as at present constituted, there is a total cultivation area of 440,351,000 acres.


CONVERTED CAR CONVERTS BUSINESS MAN TO WISDOM OF BUYING NEW DELIVERY WAGON.

STUDEBAKER LIGHT TRUCK NOW IN USE BY PORTLAND PRINTING HOUSE.

Four years ago J. L. Wright, president and general manager of the Portland Printing House Company, had his old Studebaker touring car converted into a delivery car. Recently Mr. Wright himself was converted, not into a delivery car, but to the belief of C. L. Hanawall, salesman for the Oregon Motor Car Company, that he should have one of the handsome 1916 Studebaker light delivery cars.

Result, the products of the printing house are now being delivered in a shining new rig, while the old delivery car is being overhauled at the local Studebaker works, to be sent forth again some time on other errands.


A. F. Osterloh, secretary of the company, who presided at the San Francisco district convention, also talked with his wife at Akron, and Mr. Williams says he could hear the Osterloh baby crying at Akron.

The Pacific Coast district is to be governed hereafter by J. E. Argus, successor to M. E. Morris, who has been promoted to a position at the factory. Mr. Williams has added a new salesman, L. F. Riffle, to his Portland sales force.

**MAXWELL MEN PROMOTED**

**John J. Plath Becomes Sales Manager for Company.**

DETROIT, Nov. 20.—Promotion and increased responsibility came to nearly a score of Maxwell executives as the result of the annual Fall sales conference of the organization at which President and General Manager Walter E. Flanders announced his plans for 1916.

Most prominent among the promotions is that of John J. Plath, of New York City, who rises from zone sales supervisor to be sales manager of the Maxwell Company.

In Mr. Flanders' revised plan, zone centers have been established at a number of additional points, and men inside the organization appointed to supervise them. The centers and zone supervisors are as follows.

Boston, L. F. Smith; New York, E. W. Clark; Pittsburg, H. H. Howe; Atlanta, J. P. Heady; Chicago, E. M. Lubeck; Minneapolis, C. S. Riedel; Indianapolis, E. F. McConaha; Memphis, W. C. F. Morris; Kansas City, G. E. Clarke; Dallas, L. A. Smith; Portland, Or., W. J. LaCasse; San Francisco, E. K. Thompson.

C. R. Newby, L. K. Cooper and T. J. Toner, former zone supervisors, who have played prominent parts in the development of Maxwell distribution have been attached direct to the National sales staff, with headquarters in the field. Newby in the Middle West, Cooper in the East, and Toner on the Pacific Coast.

**Auto Business Reported Good.**

W. W. Stilson, Portland manager of the Oldsmobile Company, has just returned from an extensive business trip to Seattle, Spokane and Walla Walla. He reported that the automobile business was in good shape in the sections of the Northwest, which he touched on his trip and that cars were moving well for the time of year.

# HINTS ON STORAGE GIVEN

**OWNERS OF CARS SHOULD TAKE PROPER PRECAUTIONS.**

**Non-Use During Winter Will Result in Much Damage Unless Care Is Given Automobile.**

Winter is coming. What are you going to do with your car?

Every motorist should know that unless he pays particular attention to the way he stores his car or the manner in which he uses it during the Winter he will incur a large repair expense bill.

The manufacturers of Diamond tires make a few recommendations to motorists, believing that if they know how properly to take care of the car and its equipment they will get better service and satisfaction from the Diamond products which they are using.

Those motorists who do not drive their cars during the Winter months should be careful to store the car properly. The wheels should be jacked up and blocks set under the axles to prevent the car from slipping. When jacked up the tires should be removed, washed carefully and if the tread or side walls are cut they should be repaired before storing. The Winter offers an excellent opportunity to the motorist to get his car in good shape for the coming season.

If the tires are in first-class condition they should be wrapped in dark paper, which will prevent light from getting to them, and then stored where there is no danger of freezing. Heat, light and cold are all enemies of rubber and the motorist who does not take this precaution with his tire equipment will find that his tires have deteriorated during the Winter.

The car should be gone over carefully and cleaned, grease taken out of the gears, they should be repacked and special care taken to drain the radiator. If this is not done there will be danger of freezing. Leave the pet cocks under the radiator and engine open.

Another thing which you may not remember to do is to put up the top. If it remains down during the entire Winter it will set in creases and if it is stretched tight it will keep in good shape.

With the aid of these few suggestions you will be able to keep your car in first-class shape through the Winter, so that it will be in good serviceable shape when Spring days dry up the roads and you are ready to use your automobile again. A stitch in time now will save dollars next Spring.

**BIG BUICK IS ATTRACTIVE**

**55-Horsepower Machine Is Received in Portland.**

A big 55-horsepower Buick roadster, the second of its kind to be brought to Portland, is attracting a great deal of attention at the Howard Auto Company's establishment, Fourteenth and Davis streets. The machine has a 130-inch wheel base and is altogether an unusual car. Only a few cars of that style are being turned out by the Buick works and it is difficult for the Portland house to get them.

George W. Dean, manager of the Howard Auto Company, says that the auto business is good for the time of year, there being many inquiries and some cars changing hands. He says that the principal difficulty which his house finds at present is to secure cars, as two of the Buick factories are still shut down on account of a shortage of material.

**AUTO TRUCK DROPS 20 FEET**

**Kissel Kar, Loaded, Is Driven Off Under Own Power.**

One day last week a two-and-one-half-ton KisselKar truck, bearing a capacity load of 1000 five-pound boxes, crashed through a bridge at Strong, Me., and dropped "on all fours" 20 feet. It was raised to the road and driven home on its own power.

The truck was owned by F. E. Merrill, of Turner, Me., who, in reporting the occurrence, says: "The front wheels were in the river, one of them at least 18 inches higher than the other, proving that there must have been a tremendous strain when the machine struck. The rear wheels were four or five feet up the bank. Yet the only damage done was a broken radiator and a slight sag to the main frame spring. The truck steered all right and the engine ran free. We think this is nothing short of marvelous."

# AUTO LEAGUE FORMED

**SIX BOWLING TEAMS MUSTERED BY NEW ASSOCIATION.**

**Banquet and Ball Planned for November 23 at Automobile Club House for Members' Families.**

For amusement and recreation during the Winter months a number of automobile dealers of Portland have formed what is known as the Auto Bowling League, and they have elected as president C. M. Menzies, manager of the Northwest Auto Company, while C. E. Fehr, of the H. L. Keats Auto Company, has been named as secretary, and E. C. Habel, of the Oregon Motor Company, has been chosen as treasurer.

There are six teams in the league, with a captain for each team, made up from officials and employes of the following companies: Dulmage-Manley Auto Company, R. S. Wilson, captain; Auto Company, C. M. Menzies, captain; Northwest Auto Company, C. M. Menzies, captain; Covey Motor Car Company, Frank Pierce, captain; H. L. Keats Auto Company, C. E. Fehr, captain; Howard Auto Company, Fred Forbes, captain, and Oregon Motor Company, E. C. Habel, captain.

To give the league a good start each firm has contributed $10 to the treasury. The games are to be played every Friday evening on the Portland alleys, in the basement of the Medical building. The games will cover a period of 25 weeks, last Friday evening's session having been the second of the series.

On November 23 the league will give a banquet and ball to its members and their wives at the Automobile Club on the Columbia Highway.

Much interest and enthusiasm has been aroused among the members of the various teams, and the Friday night sessions are well attended.

Two duckpin alleys have been reserved for the wives of the members, where they may bowl while the teams are playing.

A powerful overhead structure, capable of handling many tons of ore at once, used for unloading vessels at Duluth, was not strong enough to resist the winds at that place and was brought down by a storm.