

### \$615 OVERLAND IS LATE ACHIEVEMENT

New Five-Passenger Car Is Said to Be Graceful and Substantial.

#### EQUIPMENT IS COMPLETE

Model 75 Has Electric Lighting and Starting System—Motor Develops 20-25 Horsepower at Normal Speeds.

"A brand-new, five-passenger touring car to sell for \$615 has just been announced by the Willys-Overland Company," says H. H. King, of the local Overland branch. "Following close in the wake of the success of the earlier Overland, this latest achievement of John Willys Overland is a fitting climax to the year of 1915.

"An electric starting and lighting system and four-lamp three, two advantages seldom found in a car of this price, stand out prominently in the specifications of this new Overland. In addition, the car is equipped with cantilever rear springs, which are probably the easiest riding springs ever designed.

"Model 75, as the new Overland is known, is designed and built to meet the requirements of those who prefer a smaller, lighter and more economical car. Although the wheelbase of 84 inches allows a body providing comfortable seating capacity for five passengers, the car only weighs 1,140 pounds. This light weight assures the utmost in economical operation.

#### New Model Family Car.

"This Overland is a real family car, containing many of the advantages and comforts found only in the larger and higher-priced cars. With the manufacturing facilities for producing cars in large quantities, the Willys-Overland Company is enabled to market a car of this type at a price that would be out of the question for a smaller manufacturer.

"The cost of the equipment alone would stagger the average motorist if he had to buy it in the open market. It includes a two-unit six-volt electric starting and lighting system, with head, tail and dash lamps, and headlight dimmers; ammeter to register the electric current; one-man motor top and top hood; curtains fastened from the inside; built-in rain-vision, ventilating type windshield; magnetic speedometer, electric horn, combination tail light and license bracket, hinged rubber floor, tire chains, extra set of tools, extra demountable rim, full set of tools, tire repair kit, jack and pump.

"Practically every comfort and convenience demanded by a motorist is found in this popular-priced Overland.

#### PORTLAND SENDS AUTOS TO HAWAII

The first carload of automobiles to be shipped from Portland to Hawaii, is being forwarded by the Northwest Auto Company, of this city, to the Royal Hawaiian Hotel, that firm having been designated as agent for the sale of the cars in the territory. During the recent visit to San Francisco of J. W. Vogler, president of the Northwest Auto Company, he met the head of the Hawaiian concern and took up with him the matter of the agency.

Negotiations were completed Wednesday of last week by cable, and the first carload is now going forward. All of the cars sold in the islands will be furnished through the Northwest Auto Company.

The 75 by 6-inch tires are larger than can be found on any car with otherwise similar specifications. The electric starting and lighting system is of the efficient two-unit type and is entirely independent of the ignition.

#### Spindles Are Cantilevered.

"The cantilever rear spring, with which the car is equipped, reduces to a minimum the jarring caused by driving over rough or uneven roads. In joining this spring with the axle of the car the connection is made at the rear end of the spring instead of in the middle. When the wheels strike a bump or rut, the reaction is directed backward at a slight angle instead of straight upward as in the case of the ordinary spring. The effect is the same as that of a glancing blow as compared to a solid shock.

"In appearance, Model 75 is as trim-looking as any of its higher-priced predecessors. It suggests character and stability in every line. The body is of the latest streamline design, with long, sweeping curves that lead in an unbroken line from the radiator to the full-curved back. The non-riveted construction of the hood adds materially to its graceful appearance, while the crowded fenders of heavy sheet steel are an unusual feature on a car of this price. Concealed door handles and hinges leave the exterior of the car perfectly smooth.

"There are large pockets on the inside of each of the doors, while the rosy seats have high, comfortable backs, with seat cushions built on deep coiled springs. The upholstery throughout is deep, soft and comfortable. The car is finished in solid black with nickel and polished aluminum trimmings.

#### Motor Is Four-Cylinder.

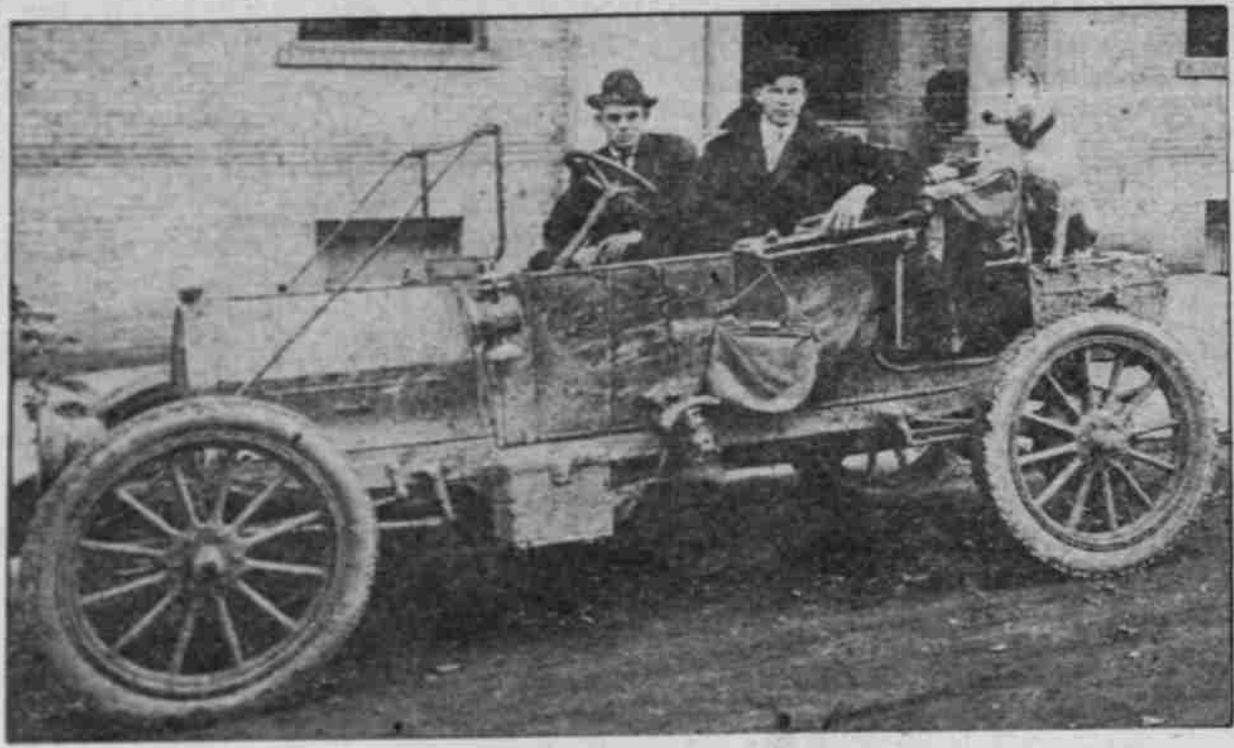
"The motor is a four-cylinder, long-stroke block type. With a bore of 3 1/2 inches and a 5-inch stroke, it will easily develop 20-25 horsepower at normal engine speeds. It is simple and efficient in construction and in operation has been found to be smooth, quiet and economical.

"Left-hand drive and center control facilitate driving, while the electric control buttons located on the steering column enable the driver to operate his horn, lights and wipers without stooping from his natural position at the wheel. Indicating devices, including the speedometer, oil pressure gauge and thermometer, together with the carburetor priming button, are conveniently arranged on the cowd dash instrument board. This board is arranged at an angle that permits of a full, clear view of the instrument dials. A small electric light illuminates the instruments at night.

"The built-in ventilating type windshield is of the most modern design. It can be quickly and easily adjusted to meet all weather conditions. This windshield differs from the type usually found on roadster-priced cars, in that it is jointed at the middle so that it can be folded forward.

"The motor is driven by an efficient thermosiphon system, no pump being required. The radiator is of the Overland cellular type, with vertical circulation. The radiator is pressed from a single sheet of steel.

### MUDDY RIG DOESN'T LOOK MUCH LIKE AUTO, BUT OWNER SAYS IT IS.



M. B. SAWYER AT WHEEL OF HIS 1910 REO.

It was no hesitated with the mud of several states that it didn't look much like an automobile or, in fact, have any identity at all, but the owner, M. B. Sawyer, representing the Van Dorn Electric Tool Company, of Seattle, declared that there was a 1910 Reo nameplate under the hood. Mr. Sawyer was back in Portland, his former home, recently for several days.

### DANGER POINTED OUT

Autoists Besought to Stop at Railway Crossings.

### DEATH TOLL UNNECESSARY

Reckless Driving and Failure to Obey "Stop, Look, Listen" Signs Blamed for Majority of Accidents of This Kind.

### USES FOR AUTOS GAIN

OVERLAND CHIEF SAYS REPORTS OF NOVEL METHODS POUR IN.

### NEW BRISCOE HERE

Attractive New Model Embraces Many Features.

### ALL HORSEPOWER IS 38

Same Chassis Is Used in Either Four or Eight Cylinder Standard and Arrangement to Change Motors Is Simple.

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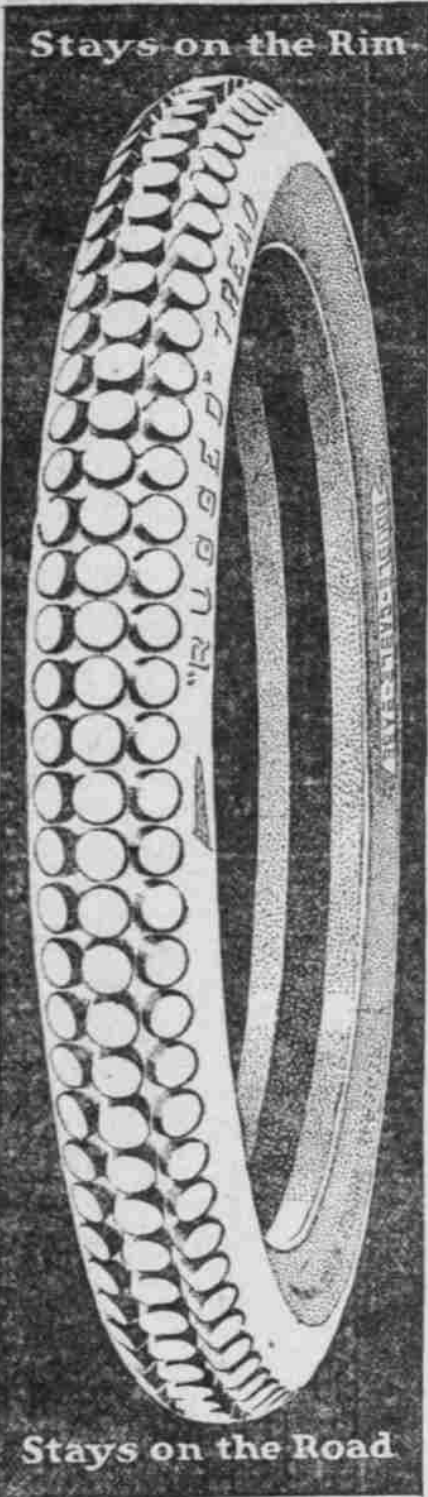
Same Chassis Is Used in Either Four or Eight Cylinder Standard and Arrangement to Change Motors Is Simple.

### CONVERTED TOURING CAR SUPPLANTS HORSES FOR PLOWING PURPOSES.



AN OVERLAND TRACTOR, CAPABLE OF PLOWING SIX ACRES A DAY.

## -the WHITEST tire you know!



PURE rubber, fresh from the tree, is white and looks like thick cream.

In working rubber into a tire, keeping it white is keeping it pure.

Adding another color may add "style" for those who like BLACK tread, or "difference" for those who prefer a RED one—but it adds nothing to resistance, resiliency or grip.

These distinctive rubber-qualities are at their best when unalloyed, when left in their natural whiteness, purity and strength.

FEDERAL-made tires are just as nearly pure white as they can be made. All the toughness, "give" and clinging qualities inherent in pure white rubber are left in every FEDERAL tire; every catch-penny device to please a passing "style" or whim is left out.

This is one reason why you remember the FEDERAL imprint long after the tire itself has satisfied you with extra service, safety and mileage—why the FEDERAL is the WHITEST tire you know!

MOTOR CAR SUPPLY CO. 31 Broadway N. Portland, Or.

FEDERAL RUBBER MFG. CO. MILWAUKEE, U. S. A.

Manufacturers of Federal Automobile Tires, Tubes and Auto Tire Sundries, Motorcycle, Bicycle and Carriage Tires, Rubber Heels, Horse Shoe Pads, Rubber Matting and general mechanical rubber goods.

FEDERAL "The Sterling Mark on Rubber."

# FEDERAL

Double-Cable-Base "RUGGED" TREAD TIRES

reason to believe it will be one of the most popular models of the season.

### OLDS AGENTS VISIT FACTORY

Traveling Men, Salesmen and Representatives Gather at Plant.

In keeping with the annual custom of the Olds Motor Works, the heads of their branches, their district traveling men and the salesmen who act as district representatives of the company in different parts of the country were brought in from their territories last week and spent five days at the factory going over sales matters and studying the product.

Features of the convention were talks by the officials of the company, as well as by several of the prominent makers of parts and accessories who supply materials for the Olds cars, among whom were W. H. Mooney, installation engineer of the Dayton Engineering Laboratories, manufacturers of the Delco starting and ignition apparatus, and William Parr, who acted as spokesman for the Johnson carburetor, a part of the equipment of the new eight-cylinder Olds.

### Ford Car Owners!

We have equipped a special department with Ford rapid tools and Ford parts and have placed this department in the hands of experienced Ford workmen. We are now ready to give you first-class Ford repair service. Get our prices first. Phone East 4514 or C 1148.

Cook & Gill Co., Inc. Oxyacetylene Welding—Motorcar Repairing. 129 Union Avenue North.

# MICHELIN

ANNOUNCES

## The New Universal Tread Casing

A real advance in Tire Making

In this New casing all the long-wearing qualities that have made Michelin (Racing Type) Flat Treads world famous, are combined with the superior life and resiliency that have always characterized Michelin Plain Treads—

And in Addition—

the tread of this New casing combines in one tire all the non-skid qualities of both the raised or studded tread non-skids and the so-called suction-tread types.

Like all Michelin Tires, the New Universal Tread is made in One Quality Only—The Best.

Archer & Wiggins Co. DISTRIBUTERS Sixth and Oak Streets

PALACE GARAGE PRESTO'S RECHARGED PRESTO'S FOR SALE

SERVICE OUR MOTTO STORAGE GASOLINE OILS, ACCESSORIES AND TIRES SERVICE OUR MOTTO WASHING AND POLISHING A SPECIALTY DRIVE SLOW

GOODRICH TIRES

ASSOCIATED GASOLINE

GOODRICH TIRES

## PALACE GARAGE

190 Twenty-Second North, Between Johnson and Kearney

C. W. Pilchard and W. S. Thomas have opened a first-class garage at the above address and will carry a full line of Oils, Gasoline, Greases and Accessories. They will also make a specialty of Washing, Polishing, Oiling and Greasing cars. Knob Hill auto owners will find this a most convenient and satisfactory place for first-class service.