

## AUTOMOBILE MAKER VISITS IN PORTLAND

Vice-President of Willys-Overland Company Will See Columbia Highway.

### AGENTS CALLED TO CITY

Rise of Edwin B. Jackson in Automobile World Is Rapid; Large Production Makes for Lower Cost of Cars.

Edwin B. Jackson, vice-president of the Willys-Overland Company, of Toledo, Ohio, regarded as one of the most efficient, energetic and popular executive figures in the automobile industry, arrived in Portland Friday from San Francisco accompanied by a former Portland. Frank C. Riggs, who is now general manager of the Pacific Coast district for the Willys-Overland Company.

During his stay in Portland Mr. Jackson will not only ride with Mr. Riggs over the Columbia River Highway and on up to Mount Hood Lodge for a taste of typical Oregon scenery but he will also meet with and address the entire Overland organization of Oregon.

H. H. Eling, manager of the Portland branch of the Overland Pacific Company, last week requested the Overland agents over the state to come to Portland and meet Mr. Jackson and as a result a considerable delegation arrived Friday and yesterday. Many of these agents had already heard Mr. Jackson under oratorical fire at the big Overland convention at Toledo last winter and they knew they had another treat in store for them. A banquet was tendered Friday night.

The visit of Mr. Jackson and Mr. Riggs in Portland is the first inspection tour of the Willys-Overland Pacific Coast branches.

### Mr. Jackson's Rise Rapid.

Mr. Jackson succeeded H. T. Dunn to the vice-presidency of the Overland organization last Fall. Mr. Dunn, having resigned to become president of the Fisk Rubber Company. Mr. Jackson's experience in the automobile business has been almost meteoric in point of success. He rose quickly to an important position with the Packard Motor Car Company of New York, finally becoming general manager of that organization. He was later promoted to the position of manager of the Packard Company's Philadelphia branch, and later became president of the Packard Motor Car Company of New York.

The first duties assigned to him pertained to reorganizing the Willys-Overland Company's retail interests in the metropolitan centers of the East. This work was handled with such marked success that Mr. Jackson was called to Toledo and asked to fill an executive position at the home office. A few weeks ago he was promoted to the position of vice-president of the Willys-Overland, Inc., a company whose activities extend over the entire world and whose working capital approaches the seven million dollar mark.

Mr. Jackson, now has entire charge of all matters pertaining to sales, branches, advertising, parts and service. Perhaps the greatest development in the automobile industry of the Pacific Coast during the past year has been the inauguration of the factory branch system by the Willys-Overland

### SNOQUALMIE PASS, BETWEEN SEATTLE AND SPOKANE, SOON TO BE OPEN TO MOTOR TRAVEL.

The cheering word was sent forth from Seattle last week to the effect that the Snoqualmie Pass, on the Sunset Highway, connecting Seattle with Spokane, and points east, would probably be open to travel before the week was out.

Since last Fall a heavy stand of snow in the pass has made travel over the highway impossible, and those motorists going east have been obliged to go through Southeastern Washington.

Company, which has involved an investment of millions of dollars. Six new service buildings have been erected in large Coast cities. Contracts for a seventh have already been let, and it is rumored that Mr. Jackson's visit to the Coast will be the forerunner of still greater developments and more extensive operations by the Willys-Overland Company.

In speaking of the enormous operations of the Willys-Overland Company Mr. Jackson says: "The public would be surprised if it knew to what extent quantity production and modern methods have reduced the price of making automobiles. The type of car that sold a few years ago for \$4000 can be bought today for less than \$1000. This change has been brought about by the vast economies made possible by manufacturing on an enormous scale."

"When John N. Willys realized what might be done in the way of reducing costs he began to build up a business which has resulted in the second largest automobile factory in the world."

Mr. Jackson emphasizes attention to detail, honesty and service as three necessary features in the building up of a successful business. "Attention to detail may be considered by some as unimportant, but it is the little things that count," he says. "It is the small matters that have to do with success or failure. Save the pennies and the dollars will take care of themselves. One can easily get into the habit of disregarding the value of nickels and dimes. An excellent way to get this idea jolted out of one's system, however, is to take a trip to New York and look at that building which, I presume, represents the largest structure in New York City—the Woolworth building—51 stories high and built entirely on a 5 and ten-cent business. The necessity for attention to details is what makes the Willys-Overland Company employ an army of inspectors to pass on every Overland and Willys-Knight car before it leaves the factory—58 men being required to inspect the various parts of the smallest car which the Overland Company build."

"No business can be permanently successful today unless it is honestly conducted, and it is not enough that this honesty should merely be a matter of policy. It must be a working practice throughout the entire organization so that the public will come to know that the product represents honest material, honest construction and honest methods throughout every department of the business."

"The Willys-Overland Company's estimate of the importance of service in 20th century business methods is best emphasized by pointing to the company's service buildings which have been erected on the Pacific Coast and elsewhere during the last year."

## HIGH OFFICIAL OF BIG WILLYS-OVERLAND COMPANY WHO VISITS IN PORTLAND.



EDWIN B. JACKSON.

## TIRE AGENCY PLACED

Two Portland Firms Will Handle Ajax Product.

### STOCKS WILL BE CARRIED

Covey Motor Car Company and Mitchell, Lewis & Staver Company Represent Hughson & Merton, Coast Agents.

Arrangements were completed last week by Manager Sheen, of the Portland branch of the wholesale accessory firm of Hughson & Merton, whereby the Covey Motor Car Company and Mitchell, Lewis & Staver Company each become city distributors for Ajax tires, a line handled for the entire Pacific Coast by the Hughson & Merton people. Both of the distributing firms will install a complete stock of tires and handle service direct.

"We have acquired the Ajax line as a running mate with the Kelly-Springfield, which we already represent," said Howard M. Covey last week in confirming the agency deal. "We were desirous of taking on a line that carried a lower, more popular list than the Kelly, and we feel that we have in the Ajax a list of wonderful quality which will appeal to motorists. Ajax tires, like the Kelly-Springfield, are not factory equipment, but are used entirely at the owner's choice after using other makes."

"We are pleased to be able to announce the appointment of A. C. Stepp, who will take charge of the Ajax tire line. Mr. Stepp leaves a position with the Ajax Rubber Company to take care of our local trade."

"We have for some time contemplated the acquisition of a tire line and have just completed a deal with the Ajax people," said H. W. Mitchell, of Mitchell, Lewis & Staver Company, last week.

"With the written guarantee we believe the Ajax tire offers our customers a great tire value. Combining the wonderful Ajax quality with the famous Ajax policy of making good makes a hard tire combination to beat. It means satisfied customers, and that is what we want."

In addition to Mitchell, Lewis & Staver Company and the Cover Motor Car Company, Ajax tires are distributed by Edwards Tire Shop, Mitchell &

Wallingford and the Pacific Kiesel Kar branch.

MAY AND APRIL SALES HEAVY

Increased Business Is Reported by Maxwell Company.

Those who want "business as usual" in the United States will find substantial comfort in the report of sales made in April and May by the Maxwell Motor Company, Inc., of Detroit.

The Maxwell Company's April sales exceeded by many hundred cars those of any month in the history of the company.

The May sales, in turn, greatly exceeded those of April.

Moreover, shipments on the last day of May, 485 cars, were the biggest ever made by the Maxwell Company in a single day.

This, officials of that company assert, is substantial evidence that this great increase in business, instead of being a mere spurt, is a definite movement reflecting conditions generally in all lines and daily gathering momentum.

## USED CAR CENTER SOLD

W. A. CONLEY, AUTO SALESMAN, BUYS ROY HEMPHILL'S BUSINESS.

New Owner Well Known in Local Automobile Field—Second-Hand Stock to Be Increased.

W. A. Conley, one of the most popular "live wire" salesmen in the local automobile field, last week bought out the Hemphill used car center at the southwest corner of Washington and Lowndale streets, where he will open tomorrow with an extensive line of second-hand automobiles.

Mr. Conley has been engaged in the automobile business in Portland for the past seven years, during which time he has been one of the most successful salesmen for four different Portland motor car firms. His most recent connection has been with the Manley Auto Company, where he had charge of the sale of used cars. Mr. Conley is recognized as a thorough and practical used car salesman and appraiser, who can shake hands with the owners of the many second-hand cars he has delivered while operating in the Portland field.

Prior to his connection with the automobile trade Mr. Conley was for nearly 15 years a commercial salesman, being employed by a number of large wholesale firms, which afforded a splendid training in salesmanship.

Mr. Conley has taken a lease on the building in which he is locating his business. The predecessor on the premises, Roy Hemphill, has decided to return to the pleasure car end of the business.

MANLEY AUTO CO. Eleventh and Oak at Burnside St., Portland

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## PACIFIC HIGHWAY IS PARTLY FLOODED

Sections of Road Above Kalamia Inundated by Waters From the Columbia.

### MOTORISTS USE TEAMS

Beyond Chehalis Highway Through Centralia, Olympia, Tacoma Into Seattle Is Declared to Be in Splendid Shape.

All kinds of rumors have been sent broadcast during the past few weeks relative to the flooded portion of the Pacific Highway in Southern Washington between Kalamia and Carrollton and for that reason the experience of H. S. Rodebaugh, sales manager of the Mitchell, Lewis & Staver Company, who drove a new Mitchell from Portland to Castle Rock and then to Mount St. Helens a week ago, returning last Monday, should prove helpful information to motorists intending to make this trip.

The flooding of the road has been caused by the unusual volume of back water from the Columbia River and the height of the water on the road will naturally depend upon the stage of the water in the river. Last Monday three short strips of road were under water, the maximum depth being about one foot, or up to the running boards of the average automobile.

All day long a large number of automobiles were making the trip through the water without the aid of teams and team. The only difficulty experienced by any of the motorists was the danger of "shorting" the ignition system by throwing water from the road into the coil. On this account a number were obliged to stop temporarily to mop up the water which chanced to strike the vital parts beneath the engine hood.

Even when the water was considerably higher than it is at present machines were making this trip by the aid of a team, the charge being \$2 a car for the lift. In view of the fact that the ferry charge from Goble, on the Oregon shore, to Carroll's Point, above the watered portion of the highway, was \$4, most motorists have preferred to take a chance at the water and be pulled out, in the event they were stopped. The principal danger of plunging into deep water without the guidance of a team is that the car is apt to be steered off to the side of the main road, where the water is deeper than it is on the crown of the road.

Despite all reports to the contrary, the regular Pacific Highway route from Portland to Chehalis and on to Seattle is not in bad condition, judging roads from a general standpoint. From Portland the motorist finds pavement all the way to Vancouver via the Interstate bridge and for a distance of 6.5 miles out of Vancouver. The rest of the way on to La Center is in fine shape except for a few short rough stretches. The road from La Center to Woodland may be styled as good and fair.

Virtually all of the road from Woodland to Kalamia is rough, the only tasterful stretch being the one mentioned leading out of Woodland and a few miles of good road entering Kalamia.

From Kalamia to Kelso, via the watered portions this side of Carroll's Point, some of the roadway is in fine condition, other portions are fair only and in some spots the road on the road prompts a fellow to figure out tire costs.

There is a good deal of dust on the road between Kelso and Castle Rock and some rough places as well, but a considerable amount of good road is sprinkled in between the fair.

Motorists coming south last week reported that the road from Castle Rock through Toledo to Chehalis was closed for repairs and that tourists were being guided by way of the free Olequa ferry, Vader, Napavine and Winlock to Chehalis. This is styled as a fair roadway. Beyond Chehalis the highway through Centralia, Olympia and Tacoma into Seattle is said to be in splendid shape, a greater portion being paved.

Car Makes 27.2-3 Miles to Gallon. Smith Bros., Inc., a large stationary firm of Oakland, Cal., recently issued a written statement to the effect that

## Hupmobile

Why consider a car less beautiful than the Hupmobile—the Year-Ahead Beauty-Car?

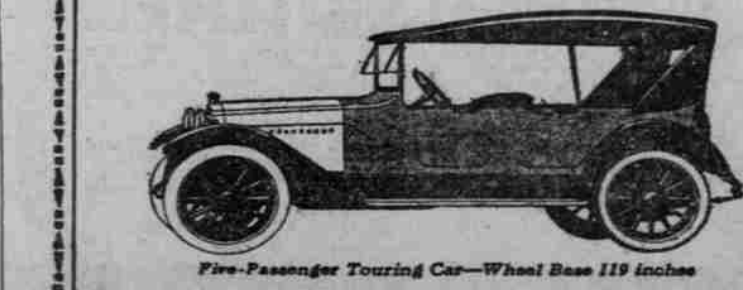
Why consider a car less famed for performance than the Hupmobile—which out-classes other fours and other types?

Why accept value less sound than the value of established Hupmobile quality?

These questions are likely to come to you during a Hupmobile demonstration.

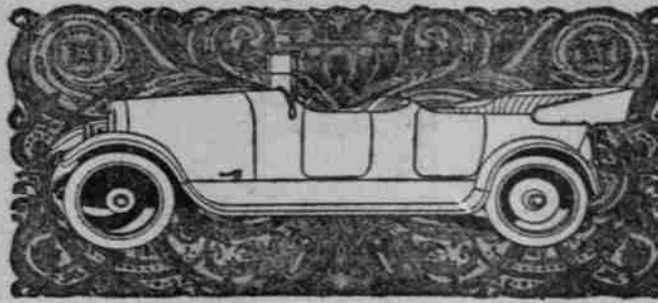
Five-passenger Touring Car - - - \$1295  
Seven-passenger Touring Car - - - 1445  
Five-passenger Sedan - - - 1735  
Prices F. O. B. Detroit

MANLEY AUTO CO. Eleventh and Oak at Burnside St., Portland



Five-Passenger Touring Car—Wheel Base 119 inches

## MARMON 34



### The MANY-YEAR CAR

The newest cars are showing strongly the influence of Marmon scientific construction and long, low design.

The Marmon 34—now well in its second year—is unequaled by cars of this class for tire and gasoline economy, light weight, balance, ease in starting and stopping, rapid acceleration and luxurious comfort at all speeds.

Except for a few mechanical refinements, this year's Marmon 34 is last year's Marmon 34.

By the simple process of changing the color the Marmon owners of 1916 became possessors of cars as beautiful and efficient as the buyers of 1917.

It is worth much to own

a car that does not put you to the necessity of buying another model each year to keep in vogue.

That should not be necessary. With a Marmon it is not.

We will welcome your request to ride or drive in this car over any stretch of road you select.

Early Deliveries Can Be Made  
**Northwest Auto Co.**  
Broadway at Couch Street  
F. W. Vogler, President. C. M. Menzies, Manager.

the Chevrolet "Four-Ninety" model, operated by the firm, is averaging 27.1-3 miles to a gallon of gasoline.

The figures were obtained by taking into consideration all stops both in and out of the city, which averaged approximately 50 a day.

### CROPS FORESHADOW BUSINESS

Returning Sales Manager Sees Continuing Industrial Activity.

Good crops and an increased industrial activity throughout the Middle and Far West foreshadow a big business during the Summer and Fall months for these sections, according to the report of J. E. Fields, sales manager, who has just returned from a month's trip, in which he made an intensive study of business conditions in the West.

"The rainy season has continued longer than usual on the Pacific slope and the crops are naturally backward, but everybody predicts increases in every line," said Mr. Fields. "This is especially the case in Southern California, Oregon and Washington. The mining industries throughout the West are in a flourishing condition on account of metals needed for war purposes."

"Shipbuilding yards have all been opened up. New ones are being built

weather delayed the work. The rainy season is naturally hurting business for the time being, but will only prove to be an aid when better weather arrives."

## MARATHON

TIRES TUBES

The feeling of confidence and protection—from trouble that goes with Marathon Tires is only equaled by the satisfaction of knowing that you have bought your tire mileage at the lowest market price.

Marathon Tires are built to meet the demand for quality—not the competition of price.

## The P. J. Cronin Co.

DISTRIBUTORS  
129 First Street, Portland

### Like a Bond

The guarantee with an Ajax tire is in writing—not a verbal promise. It is for 5000 miles—not 3500. Ride on Ajax and save 43% of your tire expenses.

HUGHSON & MERTON  
Pacific Coast Distributors  
329 Ankeny St.

## ajax tires