

## MITCHELL, LEWIS & STAYER COMPANY IN NEW QUARTERS AT HEAD OF ROW

Firm Here for 32 Years Opens Attractive Sales and Showrooms at Broadway and Oak Street, Where Big Array of New Cars Has Been Arranged.



One Corner of Sales-room of Mitchell, Lewis and Stayer Co., Broadway at Oak.



A.L. Smith, Sales Manager



H.W. Mitchell.

The Mitchell, Lewis & Stayer Company, distributors for Oregon and Washington of the Mitchell car, are now comfortably settled in their attractive new retail sales and showrooms on the northwest corner of Broadway and Oak street, right in the downtown section. It is one of the most desirable locations in automobile row, being only two blocks from the business center at Broadway and Washington street.

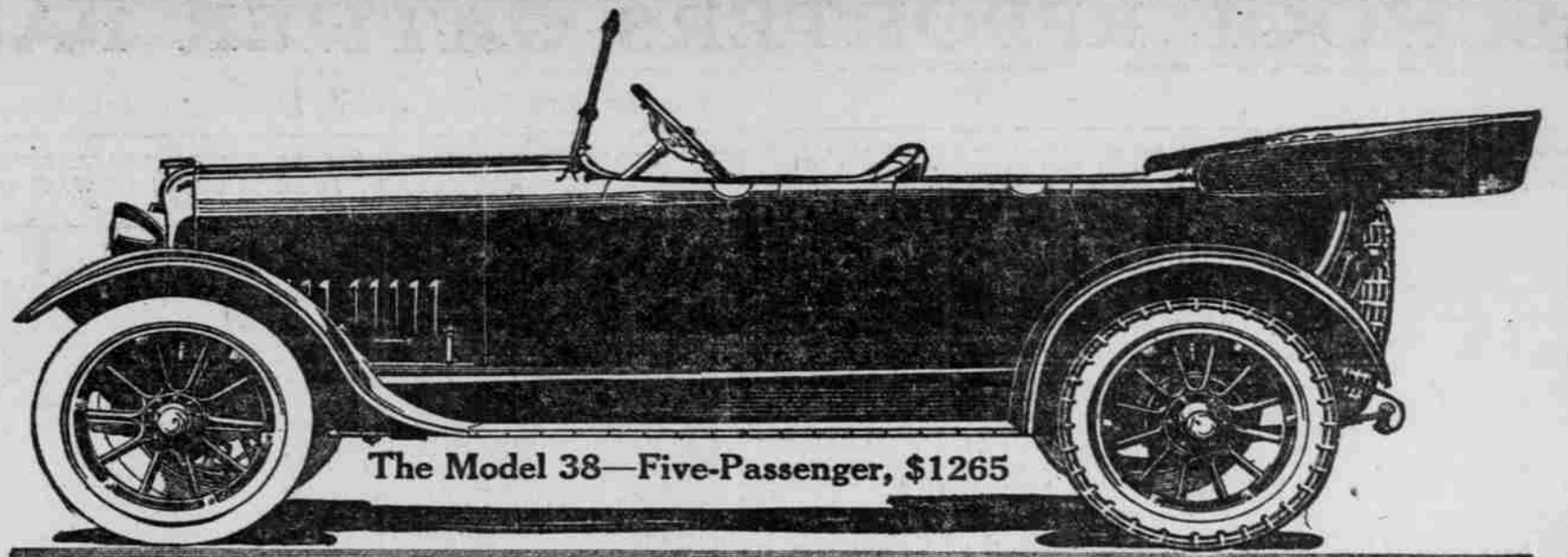
The showrooms and retail sales department of the company have been since 1912 at East Morrison and First streets, and many a proud buyer has driven his first Mitchell car home from there. But when the opportunity came up to get so good a location for these departments at the head of automobile row, it was quickly taken. The move was made shortly after the first of the month.

The wholesale, used car and service departments will continue to be in the East Morrison-street quarters. Earl Smith, who has been with the company for eight years as manager of the service department, will remain in that capacity.

The Mitchell, Lewis & Stayer Company is one of Portland's pioneer business concerns. This applies to the automobile business, too, though the company was flourishing in Portland years before the motor car had been heard of. The company dates back 25 years ago, when it was organized to deal in the farm wagons and implement trade.

It entered the automobile business in 1907 with the Mitchell car. Incidentally, the Mitchell who founded the Mitchell Motors Company was a relative of H. W. Mitchell, president of the Mitchell, Lewis & Stayer Company.

The company's motor car business in Oregon and Washington has been steadily growing in volume. This year it will total about 1900 cars, the 300 mark having been passed already.



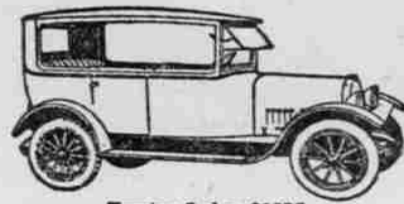
The Model 38—Five-Passenger, \$1265

## Velie Announces New Standards of Motor Car Beauty

NINE superb body styles now clothe the latest Velie Biltwel Series. The famous Velie body builders here record a new achievement. Every motor car enthusiast will appreciate the aristocratic lines, smart upholstery, choice coach finish, and wealth of refinement in those little details which please and satisfy and which experience only can produce.

Bigger—Better—More Power, was the watchword of Velie production just ended. The use of Continental Red Seal Motors, Timken Axles and Bearings, Enclosed Disc Clutch, and innumerable features of equal merit, brought the Velie Six Chassis to a state of mechanical perfection. Now, to all this retained and even bettered, have been added qualities totally unexpected in cars of such a price.

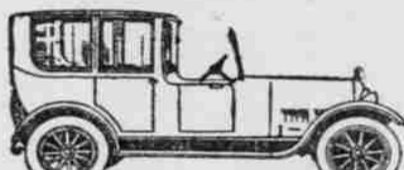
You will find the new models at our showroom today. See them. Try them. Test their marvelous riding qualities. Experience the exhilaration of excess power and learn for yourself why the new Velie Six marks an epoch in motor car values.



Touring Sedan, \$1835



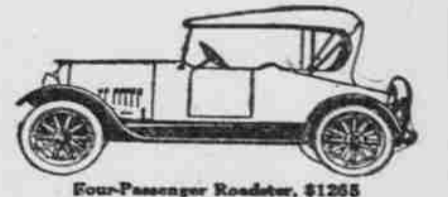
Two-Passenger Roadster, \$1265



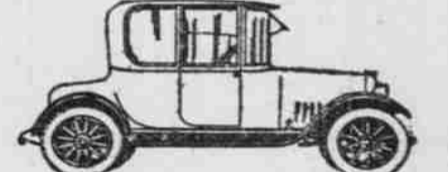
Town Car, \$2400



Sport Model, \$1850



Four-Passenger Roadster, \$1265



Four-Passenger Coupe, \$1850



Three-Passenger Cabriolet, \$1750



Model 39—Seven-Passenger, \$1595

Ask for Literature  
Describing All  
Models in Detail

### D. C. Warren Motor Car Co.

Oregon and Southern Washington Distributors  
58-60 North Twenty-third  
Phone Main 780

VELIE MOTORS CORPORATION, MOLINE, ILLINOIS

## RIVER VIEWS DELIGHT

COLUMBIA HIGHWAY WONDER, SAYS CALIFORNIAN.

J. C. Gapp, Pomona Orange Grower, Comes Several Hundred Miles Just to Take 'Jamed Drive.

Wishing to view the beauties of the Columbia River Highway, J. C. Gapp, a wealthy orange grower of Pomona, accompanied by his wife, motored up from his home in that city last week in a Hudson speedster. They enjoyed a splendid trip in the bracing Autumn weather and were more than repaid for their tour by the beauties of the famous highway.

They enjoyed other scenic tours adjacent to Portland, passing almost a week in the Rose City. They count on making a return trip next year and expect to induce their friends to accompany them in their next tour.

"The highway is certainly a wonderful drive," said Mr. Gapp. "We had heard so much about it we decided that we couldn't wait any longer to see it. It surpassed our expectations. If there is another drive in the world to compare with it I should like to be introduced to it."

"I have seen some of California's most notable scenic highways as well as those in other parts of the country, but I must take my hat off to the Columbia River Highway."

Mr. Gapp came from Pomona by way of the Pacific Highway and says that some of the Oregon roads are much better than many in California, especially in the northern part of that state. In the notorious Sacramento Canyon road Mr. Gapp says that meeting other machines he would be hailed by the drivers, who with tears in their eyes and voices, would inquire how much further they would have to travel before the good roads began.

Mr. Gapp kept track of his gasoline mileage and computed that between Pomona and Sacramento he made 17

miles to the gallon, between Sacramento and Medford 12 1/2, and between Medford and Portland 15 1/2 miles. The Hudson speedster has been driven more than 4000 miles and not a cent has been required for repairs.

Construction work is being done on the highway in several places between Medford and Redding, Cal., a new grade being constructed along the top of the foothills from Redding to near the foot of Mount Shasta, which will eliminate the Sacramento Canyon nightmare. When these are finished the tourist will have an excellent drive from San Francisco to Portland and Mr. Gapp predicts that the different automobile dealers will start competition next season in breaking time records between the two Coast cities.

### CONCRETE ROAD WORK BEGUN

Construction Humming on 16-Foot Strip 3000 Feet Long in West Linn.

OREGON CITY, Or., Oct. 20.—(Special.)—Construction work on the concrete roads of West Linn is being pushed rapidly along by the Glenmorrie Quarry Company, which had charge of the road building. The roads are to be 16 feet wide and about 3000 feet of roadway will be constructed. This is to extend from the roadway above the paper mills to the road leading to the suspension bridge.

At present travel along this roadway is diverted to the road leading toward Sunset.

### SOUTHEASTERN ROAD WANTED

Jackson, Klamath and Lake Counties Interested in Project.

KLAMATH FALLS, Or., Oct. 20.—(Special.)—With the idea of obtaining an improved highway between southeastern Oregon and the Rogue River Valley it has been learned that a move has been started to get some action by the State Highway Commission.

Petitions pointing out the need of a better highway have been prepared and circulated throughout Jackson County and are now being circulated here and in Lake County.

## M'NAMARA GOES HIGHER

ASSISTANT MANAGER OF FORD BRANCH HERE PROMOTED.

Success in West Rewarded by Transfer to Wichita, Where He Will Manage Plant.

W. S. McNamara, assistant manager of the Portland branch of the Ford Motor Company since August 16, 1916, left Portland last Tuesday night for Wichita, Kan., where he is to become manager of the Wichita branch.

The transfer is a promotion for Mr. McNamara, and a big one. He was selected out of a large field for the Wichita post because of his success here as assistant manager. News of his appointment dropped on him out of a clear sky October 1.

Just who his successor will be here as assistant manager has not been announced. Word is expected from Detroit in a few days.

Mr. McNamara had been with the Portland branch of the Ford Motor Company since 1913. He became chief clerk here in that year, when the branch was opened.

In honor of Mr. and Mrs. McNamara a dinner was given at the Benson Hotel last Monday night by Mr. and Mrs. A. W. Jones, followed by a theater party at the Orpheum. Mr. Jones is Portland manager for the Ford Motor Company.

Those who attended were Mr. and Mrs. W. S. McNamara, Mr. and Mrs. A. W. Jones, E. L. Getz, superintendent, and Mrs. Getz; Thomas J. Johnston, chief clerk, and Mrs. Johnston; William H. Goodwin, wholesale manager, and Mrs. Goodwin.

The Illium chatecedonium is supposed to be the lily indicated in the sixth chapter of Matthew, 28th verse, where it is compared with the gorgeous robes of Solomon, and its color was scarlet or purple.

## DEALERS GET POINTERY

INDIAN MOTORCYCLES DISCUSSED AT CONVENTION.

Factory Representatives Meet Sellers Here From Three States and Talk Over Problems.

Forty-eight dealers in Indian motorcycles from the States of Oregon, Washington and Idaho attended a convention held Tuesday and Wednesday of last week at the headquarters of Ballou & Wright, distributors of the Indian in that territory.

The convention was one of ten like it that the Hendee Manufacturing Company, makers of Indian motorcycles, conducted for dealers throughout the United States. George W. Sherman, J. B. McNaughton and H. S. Barrows, representatives of the factory, conducted the convention, which included a programme interesting to every dealer.

Also attending the convention were M. E. Toepel, of the Spildorf Electrical Co., and K. H. Dresser, of the Goodyear Tire & Rubber Co. They, with the three Indian factory representatives, are attending all the dealers' conventions. They are experienced men in their line, and able to give dealers advice and pointers on many problems of their trade.

C. F. Wright, of Ballou & Wright, presided at the convention. One of its features was the presentation of a film showing every process in the manufacture of the Indian motorcycle at the factory.

A banquet was held by the dealers in the Chamber of Commerce Tuesday night. They also visited the Columbia River Highway.

### GASOLINE TEST BEING MADE

Driver Trying to Run Briscoe 1300 Miles on 50 Gallons.

In an attempt to drive 1300 miles in a stock Briscoe on 50 gallons of gasoline, on an average of 26 miles to the gallon, Charles F. Hopkins, Jr., is now piloting a brand new car over the Dixie Highway toward his home city of St. Augustine, Fla. He expects to hang up an economy record that will stand for a long time.

The chief purpose of this test by Mr. Hopkins is to prove that the average automobile can be driven on long trips at less expense than railroad travel, more pleasantly and in not much longer time.

### 3 MAKE TRIP TO LOST LAKE

Hood River Men See Hundreds of Waterfowl on Mountain Water.

HOOD RIVER, Or., Oct. 20.—(Special.)—C. A. Bell, Leslie Butler and Walter McDougal just returned from a trip to Lost Lake, deplore the fact that the beautiful mountain body of

water is so inaccessible. The men drove in Mr. Butler's automobile as far as D. L. Stone's ranch on the headwaters of the West Fork of Hood River. They hiked the eight miles from there to the lake.

"It is beautiful now at the lake," says Mr. Bell. "The frost has painted the foliage of the bushes in many vivid colors. We saw hundreds of waterfowl on the surface of the lake."

On the return trip the men left the

lake at 1 P. M. and arrived in Hood River at 5, a record speed for the 30-mile run.

### CLEMENCE GOES TO BILLINGS

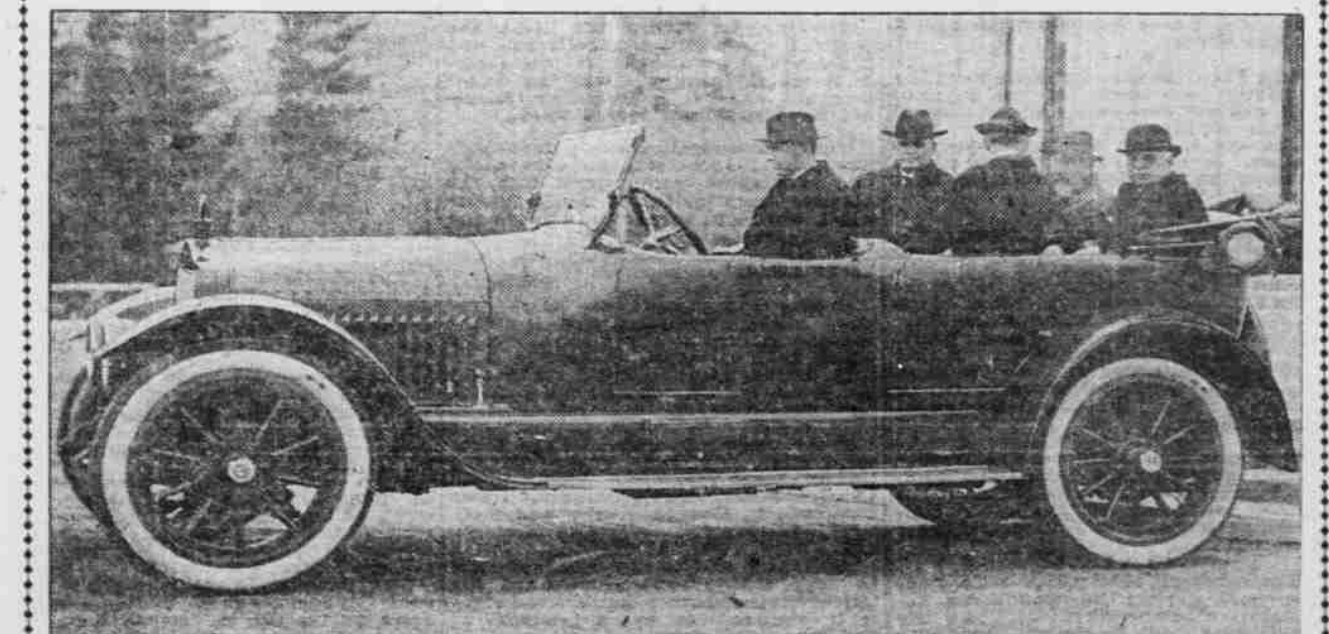
Northwest Motor Supply Company Takes Well-Known Accessory Man.

J. Stanley Clemence, for the past five years city sales manager for Ballou & Wright, left Portland Saturday to be-

come general sales manager for the Northwest Motor Supply Company, at Billings, Mont. This firm does a strictly wholesale business and has three important branch houses.

Mr. Clemence, who came to Portland seven years ago from Los Angeles to open the branch house here of the Chandler & Lyon Company, will have a stock bonus interest in the company. He is one of the best-known automobile accessory men on the Coast.

## FRANKLIN K. LANE, SECRETARY OF INTERIOR, VIEWS HIGHWAY IN WHITE CAR.



SECRETARY LANE IS THE CENTER MAN IN THE REAR SEAT. THE PHOTOGRAPH WAS TAKEN IN FRONT OF VISTA HOUSE.

Grateful appreciation of a morning spin along the scenic Columbia River Highway in a purring white car was expressed by Secretary of the Interior Lane on his recent visit to Portland in connection with the liberty loan campaign. After a ride out along the highway, Secretary Lane felt greatly refreshed for the hard day's work which was before him. He was the guest of the Portland White dealers on the trip.