

FIRM KEEPS ABREAST OF TIMES BY ADDING NEW LINE OF CARS

Stevens-Duryea and Maxwell Autos Additions; Notes of Auto World.

By Douglass Sheoler.
In the rapid evolution which has marked the development of the automobile from the crude affair of comparatively few years ago into the present efficient and attractive machine, there are few laymen who realize just what that evolution has cost the business men of the country. Daily we read of changes in the automobile dealers of the different cities, in the most of cases the story reads that so and so has discontinued business. Not so, however, in the case of the Pacific Motors company, who have handled the Paige-Detroit car in this territory for the past year or more; they are now announcing the acquisition of the Stevens-Duryea and Maxwell line. This gives them a complete line of cars ranging in price from \$750 to \$6000.

The Pacific Motors company have also been very fortunate in securing the services of H. S. Colter as manager. Mr. Colter needs no introduction to the readers of The Journal, as he was formerly in charge of the Pierce-Arrow business when that car was handled by Howard Covey in connection with the Cadillac line. When the Pierce-Arrow people established a separate organization in this city Mr. Colter was selected to direct the management, and remained there until the opportunity presented itself to become connected with the Pacific Motors company. Mr. Colter is emphatic in his statement that he believes it absolutely necessary to have a low or medium priced car in connection with a high priced car if any money is to be made. After becoming connected with the Pacific Motors company, Mr. Colter had the opportunity of taking over the Boone-Skinner concern, Oregon distributors of the Maxwell line. Realizing the necessity of having a low priced car in connection with the high grade line, the deal was made after a thorough examination of the Maxwell line by the mechanical department of the Pacific Motors company. After putting one of the Maxwell "25's" through every hard test known to the Portland automobile dealers, it was taken into the mechanical department and dismantled and found to be in perfect condition, and it was from this examination that it was taken on as one of the lines of the concern.

H. C. Skinner, of the Boone-Skinner agency, will have charge of the wholesale department of the Pacific Motors company and cover the territory controlled by the different lines.

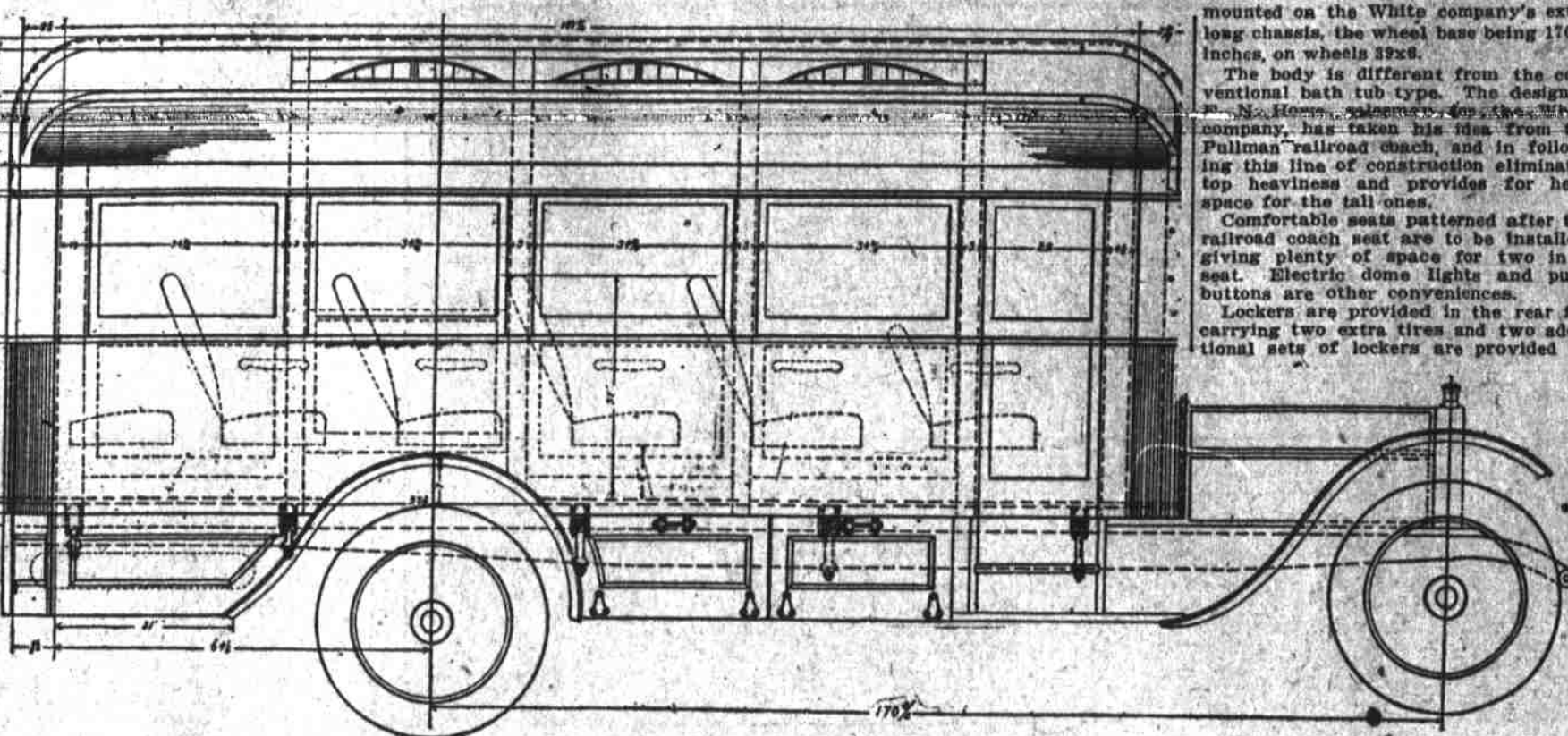
Garbe and Winchell, of the Oregon Motor Car company, local distributors of the Studebaker line, have just completed arrangements with Mr. Brown to occupy the two lower floors of the building at Chapman and Alder streets, now occupied by the wholesale department of the Studebaker Corporation. The present quarters of the Oregon Motor Car company on Broadway and Alder street are entirely too small to take care of the Studebaker business. The move will be made about November 1.

Benjamin E. Boone, president of the Boone-Skinner Auto company, Oregon distributors of the Maxwell line, has secured the Multnomah county distribution for Ford automobiles, succeeding Peterson & Sieroff, who have gone out of business. Mr. Boone has not as yet announced his new location, but promises that it will be on the west side adjacent to the present automobile row on Alder street if possible to secure location.

Allahouse & McDowal, who have been connected with the Peterson & Sieroff agency at East Eighth and Hawthorne, have taken over the building lease and secured the local distribution of Herrero-Hoff cars from the Gerlinger Motor Car company. Mr. Allahouse was formerly in business with A. J. Edwards, when Edwards represented the Ford in this territory, and is well known among the automobile men.

The Gerlinger Motor Car company have taken the agency for the Oldsmobile line, one of the old high grade machines that has made a wonderful reputation for good efficient service. O. E. McCarthy, factory representative, was much pleased over the closing of this territory with the Gerlinger establishment, one of the strongest financial motor concerns in the northwest. Mr. Gerlinger has recently secured larger and more attractive quarters at King and Washington streets, and is now completing sales organization that will be second to none in Portland.

PORTLAND FAST TAKING ITS PLACE WITH EASTERN CITIES IN MATTER OF RAILLESS TRANSPORTATION



New White motor car being built for St. Helens run.

Portland is fast taking its place among the more progressive eastern cities in the matter of suburban motor transportation. The railless motor car has entered the field of its predecessors, the locomotive and the steam boat, and is receiving a goodly patronage during all seasons of the year.

For several months past there has been operated between Portland and St. Helens and way stations a motor vehicle of 30 passenger capacity. It has been clearly demonstrated that this one vehicle was not sufficiently large to handle

the traffic, therefore Shepard Brothers, the people who own and operate the line, have placed their order with the White company for a larger and more powerful car to place on the St. Helens run, and it is understood that the smaller car will be placed on the Columbia river highway run between Portland and Latourelle.

The county commissioners have promised that the road between the automobile club house and the Latourelle hill will be macadamized before bad weather sets in, and if this is done there is no doubt that the car now being used

on the St. Helens run will be placed on the Columbia river run.

The new car ordered by Shepard Brothers will be propelled by the White design a car which experience has shown is practical, convenient and luxurious.

mounted on the White company's extra long chassis, the wheel base being 170 1/2 inches, on wheels 32x8.

The body is different from the conventional bath tub type. The designer, J. H. H. H., has taken his idea from the Pullman railroad coach, and in following this line of construction eliminates top heaviness and provides for head space for the tall ones.

Comfortable seats patterned after the railroad coach seat are to be installed, giving plenty of space for two in a seat. Electric dome lights and push buttons are other conveniences.

Lockers are provided in the rear for carrying two extra tires and two additional sets of lockers are provided on

either side of car for tools, etc.

It has been the idea of Mr. Howe to design a car which experience has shown is practical, convenient and luxurious.

LAYMEN TO BE GUESTS AT POPULAR SESSION OF ROADS CONGRESS

Addresses Will Be Made at Philadelphia Meeting by Public Men.

A feature of the tenth annual convention of the American Road Builders' association to be held in Philadelphia the second week in December, will be a popular session at which the layman citizen will be the guest of honor. Thursday has been set aside for this popular session which will be entirely devoted to a presentation of the road-building question from a non-technical standpoint.

Addresses will be made by many prominent public men who have evinced an interest in highway betterment. Governor Lister of the state of Washington has already signified his intention of attending this convention and will probably be one of those who will address the meeting on Thursday evening.

Although the entire program of the technical sessions has not been definitely decided upon, the convention committee has prepared a general scheme for covering the various subjects to be considered and many assignments of papers and addresses have been made.

Discussion Under Three Heads.

The matters to be discussed during the convention of the American Road Builders' association will be taken up under three general heads, organization, construction and maintenance, and these in turn will be further sub-divided so as

to cover every phase of road and street work. Great care has been taken in selecting men especially fitted to discuss the subjects upon which they will speak.

Each speaker will be followed by several men who will open the discussion and these have also been selected because of their special qualifications and experience. Although not definitely decided it is probable that the set papers and discussions will occupy at least five sessions.

Special attention will be given to the entertainment of the delegates which will include excursions and social features. Among these will be an inspection tour covering some of the leading thoroughfares of the city, which will afford the delegates an excellent opportunity to view the street-improvements and other work of a like nature, and a theatre party for the American Road Builders' association members, exhibitors, and official delegates. Special provisions are also being made for the entertainment of the ladies attending this convention.

Space Going Fast.

Applications for exhibition space are being received from the most prominent manufacturers and the indications are that it will be necessary to have some of the larger and heavier exhibits outside the building. The large number of spaces already assigned not only assures the success of the exhibition, but also makes it evident that it will be the most complete and instructive display of road building machinery, materials and methods ever made.

Several of the states, leading municipalities, engineering schools and the United States government will have exhibits.

The headquarters of the convention and place of registration will be in the First Regiment Armory, Philadelphia, Pennsylvania.

Electrically driven portable air pumps are provided by a big New York electric company to provide fresh air to its employes when working underground.

GOODRICH INTERESTS NOW CONSOLIDATED

Firm Now Known as the "B. F. Goodrich Rubber Company."

Probably the most important business change in Portland during the last week was the consolidation of the Goodrich interests under the head of the B. F. Goodrich Rubber company, and their occupancy, beginning tomorrow, of quarters at Broadway and Burnside formerly occupied by the Diamond Tire company.

W. D. Albright, who came to Portland less than six months ago as manager of the Diamond branch, has been retained as manager of the B. F. Goodrich interests in this territory, and Mr. C. J. Fitch, who has been manager of the Goodrich Tire branch in this city for the past two years, has been transferred to San Francisco and will assume the management of the Pacific Coast service department of the B. F. Goodrich Rubber company.

The Goodrich and Diamond branches of the entire Pacific coast have been consolidated during the past month in order that the one parent company could give better services to their patrons. It is understood that the two brands of tires, Goodrich and Diamond, will continue to be made and marketed as heretofore.

R. I. McCloud, who has been with the local Diamond branch since it was opened in Portland, has been appointed chief adjuster under the new arrangement and is receiving many congratulations by the host of friends he has made in Portland.

Mr. Fitch, the retiring manager of the Goodrich company, has also made many friends in the northwest who wish him every success in his new endeavors.

WILLAMETTE ELECTS OCT. 31 RALLY, BOSS

Willamette University, Salem, Or., Oct. 25.—The executive committee of the student body elected a rally manager for the big football rally to be held Friday evening, October 31, preparatory to the Oregon game on Willamette field. Waldo Mills, '14, will manage the rally.

The rally manager is a new office in

the student body. He is elected to manage one rally and works in harmony with the yell leader. The evening adds itself to the plans of the manager readily, as Halloween may be celebrated also.

The team has been planning for a hard game, and the students are preparing to be out en masse to the game. The day of the game several new varsity yells will be given their first public appearance.

Hunter Shoots Himself.
(Special to The Journal.)
Aberdeen, Wash., Oct. 25.—White hunting, E. N. Diley of the Copalis Lumber company shot himself in the left hip. A finger was also blown off. The accident was caused by the hammer of the rifle catching on a twig. His wounds are serious.



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Just wire, write or phone us to analyze your delivery problem. We'll do it from an unprejudiced standpoint—tell you frankly whether it will pay you to install a White Truck.

The White Company
E. W. Hill, Mgr., 69 Broadway
"In the Business District for Your Convenience."



The Economy of "One Man" Direction

IT IS obvious that a motor car manufacturer can build 50,000 cars at much less than he can build 1,000.

But the difference in quantity buying and in quantity manufacturing are not the only elements of saving which can be effected.

Each factory has its own system, its own machinery, its own personnel. Some are still making cars by the old routine with the conventional methods and machinery. Some have advanced more or less and a few, a very few, are producing on the up-to-the-minute efficiency basis by special machinery and special methods particularly adapted to the size and type of the car being made.

We say without hesitation, and it is a fact well-known in the trade, that the great Overland plants are unquestionably the most thoroughly, efficiently and economically equipped and managed.

This great business has the advantage of the personal direction of one single man—the man who founded the business, the man who has grown up with it from the beginning, the man who developed it—John N. Willys.

J. W. Leavitt & Company, Distributors
529 Washington St.

The Willys-Overland Company, Toledo, Ohio

Specifications: Electric head, side, tail and dash lights; Storage battery; 35 horsepower motor; 114-inch wheelbase; Thrust bearings; 33 x 4 G. D. tires; Coil dash; Brakes green body wheel and aluminum trimmings; Dueser upholstery; Mahoyr top, curtains and boot; Clear-views windshield; Street speedometer; Electric horn; Flaps D doors with concealed hinges.

Mr. Willys has clung steadfastly to the watchword "The most car for the least money." And each year he has more than made good this principle.

To produce a car of the Overland size, power, strength and high quality, and to sell that car for such a remarkably low price, has taxed, to the utmost, all the resourcefulness, foresight, ingenuity, untiring energy and wide experience of, not only Mr. Willys, but a veritable army of the industry's most able men.

Mr. Willys knows men, and it is well known that no manufacturing institution, perhaps in the world, can boast of a larger or more efficient and well-trained, well-paid, well-satisfied organization.

In the newest Overland increased value at a decreased price is more prominent and apparent than ever.

You will make a grave mistake if you fail to thoroughly examine our latest model.

See this new car at the nearest Overland dealer's without further delay.

Motor Boat Owners

We Have a Few New

BUDA MOTORS

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Will Sell at Sacrifice.

Automobile Owners

We Have a Few Used.

TIRES and TUBES

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SPARK PLUGS AT 1/2 PRICE

3 ROADSTERS

\$300 — \$650

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