

NEW CARS STUDIED

Local Dealer Visits Plants in East and South.

GOTHAM EXHIBITION SEEN

Claude H. King to Inspect Features of 1911 Machines—Chicago Motor Club's Reliability Run Is Excellent Test of Tires.

Taking inventory of the new features in displaying cars to the public, Claude H. King, salesman of the H. L. Keats Automobile Company, of Portland, is in the eastern part of the United States. Mr. King left two weeks ago and expects to stay until after February 1.

Although one of the most progressive of the Portland salesmen and having one of the most attractive displays in the city, it is the plan of Mr. King, backed by the judgment of H. L. Keats, to garner all the ideas of Eastern automobile men as well as making use of his own.

On his tour of the East and South Mr. King will visit almost every automobile plant of any size in the United States. Hearing the remarkable story of Mr. Keats regarding automobile manufacture at the Chalmers plant at Detroit, Mr. King was especially desirous of visiting that workshop. Mr. Keats just returned from the East where he attended the annual convention of Chalmers dealers at Detroit, immediately upon his arrival home Mr. King left.

He went by way of California, visiting his wife at Los Angeles on his way East. He was at the Southern California city with his family for Christmas day. Mr. King said before leaving that he would make an extensive survey of the California automobile dealers' shops. He expected to find the motoring season at its full height when he got to Los Angeles, Christmas being one of the best seasons of the year there.

The H. L. Keats Automobile Company is distributor for the Hudson, Chalmers, Peerless, Pope-Hartford and Peerless pleasure automobiles and the Gram commercial vehicle. The local company has the agency for these cars throughout the Northwest and, while East Mr. King will place orders for this year deliveries in all the lines.

Although this business was partially the reason he went East, it was with the avowed purpose of making a visit to the Madison Square Garden show that Mr. King went. There he looked forward to seeing the latest ideas in automobiles displayed. There are two shows being held in New York City at the same time, one being at Madison Square Garden and the other being in the ballroom of the Commercial Hotel, this show being chiefly for foreign makes of cars.

The Madison Square Garden display is said to be by far the best automobile exhibition ever seen in the world. There will be more than 100 makes of cars on display, some of the companies displaying a dozen models of machines. Every available inch of space in the huge building has been engaged for weeks. The edifice has been greatly altered to permit the show being held, and for weeks draftsmen have been at work so that it will not only be a display of automobiles, but also of the decorator's art. A special department is provided for commercial vehicles, these occupying the ground floor, while the pleasure cars are on the upper stories. The show will last for two weeks, beginning next week.

Upon his return to Portland Mr. King will superintend the fitting up of the new Keats showroom, upon which men have been at work for several weeks. This will be the finest showroom on the Pacific Coast, it is said. There is ample space provided for the displaying of more than a dozen automobiles.

Ten of the 29 cars finishing in the various divisions of the Chicago Motor Club's 1000-mile reliability run were equipped with Diamond tires. Four other makes divide the remaining honors. The winners were the touring car class, and the Cunningham car, which won the fuel test, wore Diamond tires. Eight of the ten cars went through the grueling test without the least tire trouble. On one car three of the Diamond tires had previously been through the Munsey Historic tour, yet they covered the 1000 miles in the Chicago event without even having the pump applied after the start. In several other instances the tires had seen considerable service.

According to a ruling made by the steamboat inspectors of Providence, R. I., practically all automobiles carrying gasoline in tanks under compression, will be barred from transportation on vessels carrying passengers.

The Elgin, Ill., course will again be the scene of the National stock chassis road races. The dates have not been given out yet, but the races will probably be held during August.

Smoke is a sign of waste, both of gasoline and of lubricating oil, and it pays to comply with the smoke ordinance.

The traffic ordinance in Los Angeles has been amended so that it is now unlawful for anyone under the age of 15 years to operate a motor vehicle of any description in the city limits. The new section eliminates jail sentences for those who drive more than 30 miles an hour, but substitutes a heavy fine.

CRIMINAL CASES ARE MANY

Circuit Court Convened at Grants Pass January 9.

GRANTS PASS, Or., Dec. 31.—(Special.)—Circuit Court for this county will convene on January 9, at which time several criminal cases will be tried. The Deputy Prosecuting Attorney, J. N. Johnston, has issued numerous subpoenas to witnesses in different parts of the county.

Five defendants are confined in jail awaiting the outcome of the grand jury's investigation. Fred Buffington and Leo Borden are held on a charge of larceny from dwelling. John Kern for forgery. John Doe McCloud, assault with a dangerous weapon. Ed Odell for poisoning domestic animals. Lige Boyatt, wanted for shooting a collaborator at Leland, is still at large, but the officers believe that he can be apprehended within a short time.

Wallowa Epidemic Under Control.

WALLOWA, Or., Dec. 31.—(Special.)—The small epidemic of scarlet fever in this city is now well under control. Despite rumors to the contrary, only 19 cases have actually occurred and only seven are now under quarantine, according to the statement of the city physician issued yesterday.

PORTLAND WOMAN HAS NEAT GASOLINE COUPE

Little Flanders Car Being Driven by Mrs. J. H. Wilcox Is Attracting Much Attention—Owner Likes Machine for Stormy Weather.



MRS. J. H. WILCOX AT THE WHEEL OF HER FLANDERS COUPE.

DURING the past week those who are interested in automobiles and alert for things new in local motoring circles have noted a neat, little 29-horsepower gasoline coupe, the first of its kind to appear in Portland. This smart little equipage, a Flanders gasoline coupe, is being driven by Mrs. J. H. Wilcox, who resides at Halsey Court and who handles it in an expert manner. For shopping and calling, and for spins about the city in all kinds of weather, Mrs. Wilcox declares her trim little Flanders coupe is the "best ever."

"In San Francisco I used to drive a large touring car," said Mrs. Wilcox, "and I enjoyed that too. But my little coupe has quite a different appeal for me, and I am just delighted with it. It doesn't matter whether it is raining or the sun is shining. I can take my daily outing just the same, and be as comfortable as if I were at home. In fair

weather the coupe can be opened up on all sides, and when it rains or is chilly, I close it. Cranking up is mere play, and there isn't any of the strenuous element connected with operating the coupe at all. Yet it takes me wherever I wish to go, and it is capable of all the speed one has any need of. There are so many smooth, hard-surface streets in Portland, and so many pretty drives in the suburbs, that getting out in my little car is quite the event of the day for me."

Mrs. Wilcox came to the Rose City some six months ago. She is shown at the wheel of her coupe in the accompanying picture. A feature of the coupe is its unusually attractive coloring, in dark green and black, the pleasing, artistic two-tone Flanders combination. The running gear is in green of a slightly paler shade than the body coloring, which is such a dark green that it is in only very soft contrast to the glossy black trimmings.

against him in this match, for at no time was he able to make any kind of a showing. Arns rolled a nice game, getting the high single average for the six games. Ahrens and Henry were at no time in any danger of losing the game as they took a big lead in the first and continued to hold it all the way. While neither had very high games their rolling was consistent and steady. Since their last victory they are now ready to bowl any two-men team in the city, and Ahrens says that he will roll any one that cares for a single match.

The coming week will be one of interest, as there are a number of special matches being arranged at the present time. Amb and Chitry will bowl a seven-game contest Sunday afternoon. They are evenly matched and the result is likely to be close.

Another thing that is causing a little excitement is the arranging of a ten-game seven-pin contest. There are a great many bowlers in the city that never bowl any other game, and some of them become very proficient with the small balls. In fact, in some of the Eastern cities, the small ball game is over-coming the ten-pin game.

The local bowlers are much interested in a report that the Spokane alley artists are contemplating a tour of the Northwest, and it is whispered around among the bowling fans that nothing would please them better, than to have their inland friends make them a visit. While they will do the best not to let them carry anything away from here, except a desire to come again, the fans guarantee that they will show them a good time, for the boys are all looking forward to the coming tournament that will be held in Spokane some time this Spring. They are planning here at this time to have a big representation at the big meet.

There has been a cessation of the league games for the past two weeks, but they will begin again tomorrow (Monday) night for the city league and Friday night for the Big Four League. and will continue on this schedule until the end of the season. The Duck-pin enthusiasts have their games on Wednesday nights.

Pearl Casey again came into the public eye by pulling of another great play. He won the gold medal that was offered by the management of the new alleys for the first perfect score rolled in the house. Casey was rolling a special match, and in the close of his former game he secured a strike. Continuing in the next game he made 12 perfect strikes, giving him the 300 score. He made another strike in the first frame of the next game, thus securing 14 straight strikes. This is a record that will probably stand for a long time. It has been more than four years since this was done in this city.

On the average there are nearly 10,000 people more than 50 years old dying in New York every year.

PIN SETTERS BUSY

Bowlers Renew Activities on Portland Alleys.

ARENS MAKES BIG SCORE

Local Followers of Sport Plan to Meet Visiting Spokane Team and to Send Men to Western Bowling Congress Meeting.

Bowling at ten pins is increasing in popularity in Portland. At present there are a great number of high-class bowlers who are showing improvement with every game rolled, and plans are being made for the sending of several good teams to the next season of the Western Bowling Congress.

In the 15 game endurance contest, held on the new alleys last week one of the principal features was the rolling of Al Arens. He rolled a total of 2186 for the 15 games, an average of 212.6-15 a game. This alone is a record that will be hard to beat, and in the last eight games he had an average of 236. This record will probably stand here for some time.

J. P. Head, who has not been doing much rolling for the past month, made a very poor start but was able to pick up in the latter part of the game and finished second, beating Gus Ahrens out of second place by the small margin of four pins. Head had a total of 2381, Ahrens, 2377, and Henry was a close fourth with 2372. Kruse and Bishop had a close finish for fifth place Kruse beating the latter out 232 to Bishop's 2308.

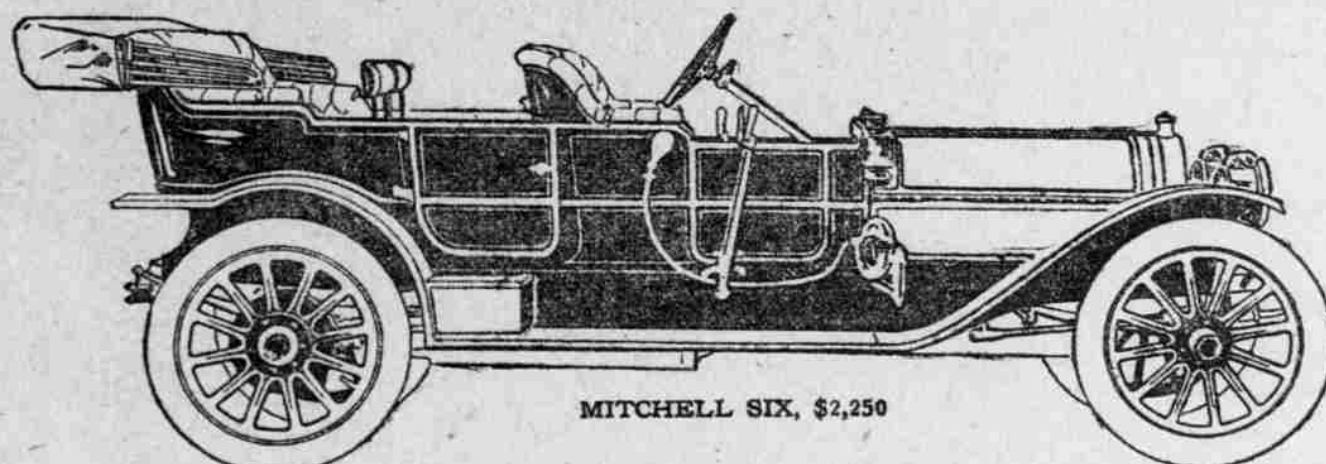
There were 24 entries and several of this number were not able to finish, or rather did not care to stay for the finish after two or three bad games had spoiled their chances of winning any of the prizes.

The special match between Gus Ahrens, George Henry, Al Arens and Fred Bishop was the principal feature last week. The big crowd gathered to watch it was not disappointed in the least. Bishop, who at one time was one of Portland's best bowlers, has not been going right this year, and luck seemed to be entirely

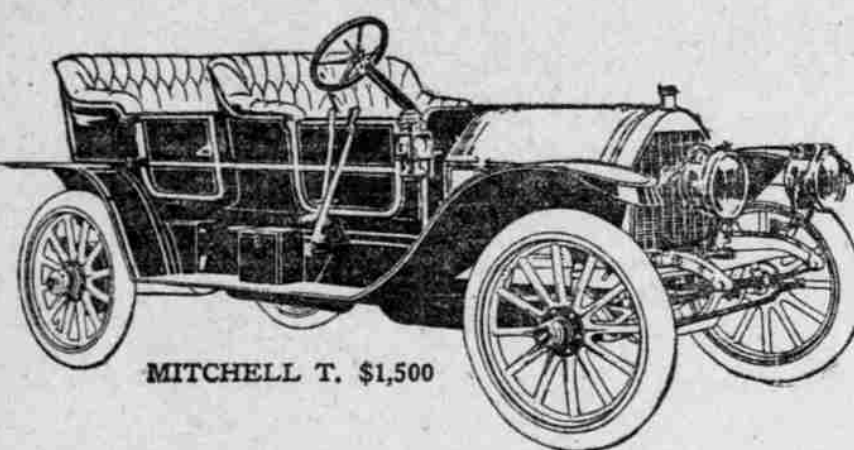
KEATS AUTOS
Burnside & 7th
inquire

PEERLESS, POPE-HARTFORD, CHALMERS, HUDSON,
GRAMM COMMERCIAL VEHICLE

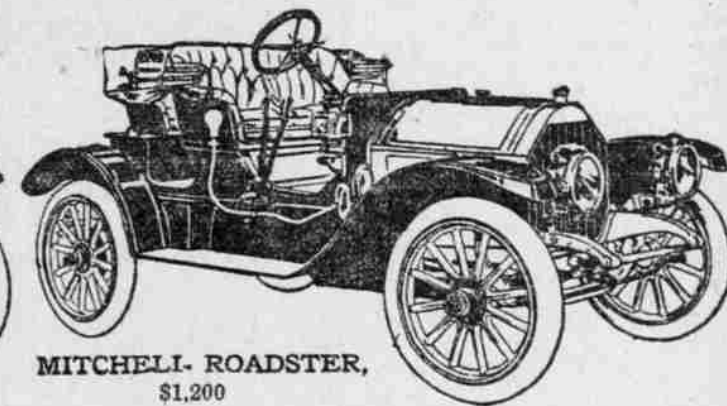
Mitchell



MITCHELL SIX, \$2,250



MITCHELL T, \$1,500



MITCHELL ROADSTER, \$1,200

SIMPLE truth in an automobile advertisement is as rare as a day in June. Common sense is just as unusual.

In automobile advertising the whole list of English superlatives runs riot as a rule. *They mean nothing to the average man.* Glittering generalities are equally as tiresome. Absurd claims beget nausea.

Truth and common sense will always palliate these evils. We beg to submit them here, as follows:

The success of the Mitchell car has been made possible by the Company's attitude towards its patrons.

Nothing else in the world—no amount of clever advertising nor shrewd salesmanship could have accomplished so much for us in such a short time as seven years, as the Mitchell-Make-Good Policy for the owners of Mitchell cars.

Stripped of imagination and theory, egotism and prejudice, that is the simple fact.

Today the Mitchell-Lewis Motor Company is the soundest and most reliable automobile concern in the world. It has become so, not alone because it makes a good car, but because it has religiously stood behind every car it has made and allowed no man to suffer for something it has failed to do or has done incorrectly.

That Make-Good Policy is the grandest asset this Company could have possibly had. *It's the biggest thing in the world.*

In time, of course, the merits of the Mitchell car would have made it successful in the sure way that quality has. We have no moral right to discuss that now. Our real asset, the one that induced the people to buy the car in the first place, was and is the fact that the public knew and know we make right anything that goes wrong.

Establishment of the Mitchell Service Dept.

We are going even farther. We have recently established what will hereafter be known as the "Mitchell Service Department." It is a development of the Make-Good Policy. At its head we have placed one of the executive officers of our organization. Included within the scope of his work is the repairs department. It is his duty to keep an eye on all Mitchell cars no matter in what remote section of the universe they may be. It is his duty to

It hasn't been a half-hearted policy, a "sales promise" or an "advertising stunt." Ask any owner of a Mitchell car in any part of the civilized world and he will tell you that we have done our part to his entire satisfaction.

Every agent of the Mitchell-Lewis Company has been taught that a patron's acquaintance and claims *do not cease with the payment of the purchase price.* He has been inculcated with the Mitchell-Lewis belief in *moral responsibility.* He is not permitted to dodge the issue when it is raised and if he seeks to do so, *he can't sell Mitchell cars.*

Our agents are the same today as they were seven years ago. *This policy has kept them.* When Mitchell owners buy new cars they invariably buy Mitchells. *This policy has kept them.* They feel mighty secure with that bulwark to lean upon and we therefore have the *happiest family of owners that the automobile industry has ever known.*

With the factory and agents working hand in hand on such a basis as this, can't you see what a great cumulative force we have had, and can you wonder why the Mitchell has progressed steadily from one year to the other?

We are free to admit that the Mitchell policy *has not put much of a burden upon us.* We have had some little trouble here and there, for we all know that automobiles will go wrong at times no matter how splendidly they may be built. *But in every solitary case we have made good* whenever requested and no man that lives, who owns a Mitchell car, can truthfully say that we haven't stood behind him like the Rock of Gibraltar.

The Car For 1911

The cars for 1911 will be practically the same as they were in 1910. There will be some improvements and refinements. Besides they will be fully equipped with top, lamps, tools, horn, jack, magneto and larger tires than heretofore. We are putting more money into the cost of

making the car and will therefore have to charge you more. We raise the prices but not the profit. As a matter of fact the profit is less at the raised prices than it was at the lesser prices. We are giving more for your money.

The Car You Ought to Have at the Price You Ought to Pay. Silent as the Foot of Time.

Mitchell-Lewis Motor Co.

SUCCESSOR TO
Mitchell Motor Car Co. and Mitchell & Lewis Co. LTD

Racine, Wis. U. S. A.

PRICES F. O. B. RACINE

Osen & Hunter Auto Company

88 North Sixth Street

Distributors

Portland, Oregon