

### REBUILT VALUE HIGH

Factory Tests Most Severe on Remodeled Cars.

POWER FIRST ESSENTIAL

Buyers Get More for Money in Machine Overhauled Than in New Cheap Cars at Any Price, Says Sales Manager.

BY H. E. ROBERTS. The keen buyers of used cars today are not the men who demand something for nothing, but the men who demand more for their money in buying a high-grade, rebuilt car, than they can get in a new, small-powered cheap car.

The sale of over 700 used cars by our company in the past three years has proven not only that the used car buyer demands his money's worth, but that he demands a quality car, rebuilt and refinished in the latest style, a serviceable car backed up by a written guarantee, and not a worn-out car at a cheap price.

Every traded-in car we receive is sent to the rebuilding department, where it passes through the process of disassembling, inspection, reassembling with new parts where necessary, and retrimming.

It requires from four to six weeks to produce a car in such shape as will come up to the Winton Company's standard. No part of the machine is overlooked in the inspection, overhauling and retrimming.

The process of rebuilding traded-in cars is interesting, and includes more careful detailed work than the general public suspects. This article is meant to be a conscientious statement of the facts for the benefit of prospective buyers of a rebuilt automobile.

A traded-in car is first tested by the superintendent, who makes a detailed report of the condition of the motor, chassis and all mechanical parts. This report is kept as a matter of record, and is referred to four times before the car is ready to be sold; a check is made on this report each one of these four times, so that at the completion of the work it is almost impossible that any defects will go unnoticed.

Superintendent Inspects Car. With the superintendent's report attached the car goes to the machine shop. It is placed in the hands of expert mechanics. There is no feature of the machine which is not thoroughly understood. These mechanics disassemble the car. Every nut, bolt and screw is taken out of the engine, and each gear, casing and connection is cleaned by compressed air and washed in gasoline.

The parts are then inspected with the utmost care. Parts that require special inspection are gauged with scientific instruments, and wherever a worn or cracked one is discovered it is thrown out and replaced by new material from the stockroom.

The engine having been repaired, the work of reassembling begins. The entire power plant is put together again and replaced in the chassis. The second motor test is now made. The carburetor is adjusted to the proper mixture of gas, and the revolutions of the engine are noted. If it passes as to quietness and quick response to the accelerator, it is taken out for the road and hill test. Grades that are in a great many cases, more steep than most hills on which the car will ever be used after its purchase are selected for power tests.

Careful Tests Are Made. The trimmers fit it with seat covers and repair the top, if necessary. Side curtains are made and the entire automobile is then reassembled from disassembly. The car is then taken out for the final test before going to the paint shop. This test is mainly to eliminate any squeaks from the body or fenders.

From nine to 15 coats of paint and varnish are applied, and then the refinishing car bears every semblance to the new machine as it comes from the factory. After the usual sales inspection of the finished car it is placed on the sales floor. The car is then taken out for the final test before going to the sales floor. If it is not it is reported and the car again has to be tested and the trouble remedied.

Blame It on the Tire. From Pittsburg Gazette-Times. Blame it on the tire. He didn't pump it full enough—though all the air is free.

He left it soft and spongy like, and scooted on it. He skidded and he grinded and whooped through dust and mire. And when it burst— He cursed and cursed— And blamed it on the tire.

He drove it on the stretcher trucks with confidence. He scraped it on the lamp-posts and he scraped it on the curb; He slammed it and he jammed it any way he might desire; And when it popped Right out he blamed— And blamed it on the tire.

He cut it on some broken glass, but said that didn't hurt; He kept right on through sand and mud and filled the cut with dirt; He spotted there and roared there, and soon he howled in; When up it blew He cursed and cursed— And blamed it on the tire.

Who is this man? Go ask the boys who meet him every day. Go ask the boys who have to hear the things he has to say. He bawls in and he roars in with words of angry fire. Through he's to blame, It's all the same. He blames it on the tire. —Pittsburg Gazette-Times.

Autos in Philippines Increasing. American motor cars are winning their way in the Philippines, the statistics showing that the number of cars shipped there increased from 38, valued at \$45,277, in December, 1912, to 54, valued at \$53,785, in December last. During the calendar year the number increased from 475, valued at \$616,761, in 1912, to 679, valued at \$843,568 in 1913. Shipments of parts likewise increased in value from \$4877 in December, 1912, to \$9229 in December last, and from \$52,079 in 1912 to \$74,669 in 1913.

## 400,000 Users Found Goodyear The Greatest Tire Yet 16 Makes Now Sell at Higher Prices

We Dropped 28% In 1913, No-Rim-Cut tires prices dropped 28 per cent. No other tire dropped that much. Our mammoth output and new equipment gave us great advantage. And we pared our average profit last year down to 8 1/2 per cent. Now 16 makes sell at higher prices. Some up to one-half higher. You can get four Goodyears for the price of three of several rival makes.

Yet All Lack These Then Why Over-Pay? Men are right in seeking the utmost in a tire, whatever the utmost costs. Tires skimped to sell at an underprice are the costliest tires in the long run. But the evidence is that No-Rim-Cut tires are the best tires built today. And no reasonable reason can be given for a higher price. Any dealer will supply you Goodyears if you say that you prefer them.



GOOD YEAR AKRON, OHIO No-Rim-Cut Tires With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO This Company has no connection whatever with any other rubber concern which uses the Goodyear name. Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.

### RACE PRIZES \$75,000

Indianapolis Speed Carnival to Be Classiest in History.

24 CARS NOW ENTERED

Elimination Time Trials Will Make 30 Total in Contest—Noted Racers Already Signed—2 "Dark Horse" Machines to Enter.

INDIANAPOLIS, April 25.—(Special.)—Entry to two more cars has been received for the 500-mile automobile race. They are a Metropoli, to be piloted by Joe Moran, of Amplex and Leizer fame, and a Stafford, to be handled by Jesse Callahan, formerly mechanician to Louis Diebrow. The Metropoli is nominated by a New York City corporation of that name, while the Stafford has the backing of a couple of private owners in Kansas City.

Both these machines fall into the dark-horse division of contestants. They may make a remarkable showing as did the Gray Fox of Wilcox which last year finished sixth, after barely two months of preparation, or they may go down in the elimination trials, which will probably be held this year.

The total field to date embraces 24 cars and drivers as follows: Burman (2), Burman and one other; Stutz (2), Oldfield, Cooper and Anderson; Gray Fox, Wilcox; Beaver Bullet, Keene; Peugeot (3), Goux, Bolter and Duray; Sunbeam (3), Grant and Chassagny; Delage (2), Guyot and Thomas; Excelsior, Christians; King, Klein; Mercedes (2) De Palma and Mullford; Mercer (3), Wiestart, Pullen and Berger; Marmor, Dawson; Stafford, Callahan, and Metropoli, Moran.

Speed Weeding-Out Process Factor. In addition there are expected three Mayxwells, three Marmors, a couple of Isottas, a Keeton, another Marmor, handled by Wilbur De Alene, of Los Angeles; two Case cars, a privately entered Pope-Bullet and a couple of

others not classified for lack of a name.

The reduction of the field to the required quota of thirty will take place, after three-car teams have been cut to two, through the medium of time trials, the fastest cars surviving. In order to be in at the trial finish a couple of three-car outfits have already split themselves, the third machine being entered by a private owner. In this manner it is thought speed will be the sole determining factor of the weeding-out process. It will certainly assure the classiest field in motor history.

Thousands Offered Winners. Accessory prizes galore are being hung up, the chief contributors to date being Wheeler-Schebler, \$1500; Rayfield, \$1500; Bosch, \$1000; Remy, \$1000; Rudge-Whitworth, \$750; Grossman, \$550; Truffault-Hartford, \$500, and Janney-Steinmetz, \$150.

Altogether, in cash and trophies, it is thought, about \$25,000 will be offered to winners, besides the \$50,000 in gold subscribed by the management.

### Race Notes for Race Nuts

BETTER than an 80-mile-an-hour average is freely predicted among the coterie of critics and race "nuts" that is waiting impatiently for the first fine day to beam on the Indianapolis Motor Speedway when Hoosier Automobilemen will begin its favorite P.M. routine of doping out the next 500-mile motor marathon from the rails guarding the two-and-one-half-mile vitrified brick oval. The National record of 78.7 miles an hour will be assaulted by the classiest speed talent of two continents, which makes it altogether probable that the winning car will travel faster than any machine has ever traveled before for 500 miles.

Speedway racing has witnessed a remarkable development within the last two years. The first 500-mile race at Indianapolis was regarded as a dangerous undertaking until it was accomplished. And because of its dangerous flavor, many motor concerns took advantage of the alluring possibilities offered for obtaining wide publicity. It required plenty of nerve for the most chance-taking driver to risk his life in the unparalleled scramble for glory. There were accidents galore, spills on the turns, cars turning turtle when interrupted suddenly in the midst of spectacular dashes down the straight-aways. It was just the kind of healthy tonic needed to revive the fagged out "speed germ."

Automobile manufacturers were somewhat appalled at the stupendous aspect of the first Indianapolis Speedway race and the result was a much smaller field in the second contest. It was then that the affair settled down to normal and the several concerns which were in the game as a means of demonstrating the superiority of their product, made great strides in perfecting their machines to stand the strain of the long grind. Harry C. Stutz, of the Stutz racing outfit, says this policy has made the 500-mile race the leading sporting event of motor-dom. The race at once appealed to the best driver in the world who is unaccustomed to driving into them. There is a knack about it that comes only after weeks and weeks of careful training.

Machinery Proves Efficient. Great strides have been made during the last year or two in machine tool efficiency in American automobile factories. At the Studebaker plants are a considerable number of machines

Table with columns: Driver, Mileage, and Average Running Time. Includes names like 9.0 Portland, 9.8 Rigard, 10.4 Rex, etc.

FORD CAR'S WHEEL BASE EXTENSIVELY LENGTHENED BY LOCAL FIRM. This car lengthened and rebuilt by the FACTORY MOTOR CAR REPAIR CO. 630-2-4-6 KEARNEY ST. NEAR 21ST ST. BUILT FOR HIRSCH-WEIS MFG. CO. THIRTY INCHES LONGER THAN REGULAR FORD.



### Get the Personal Touch

When we ask a man to step into the Mitchell Car and feel its mechanical pulse through the steering wheel, we are ten times closer to a sale than we can possibly be through talk and advertising. Confidence is a plant of slow growth. In the sale of automobiles, there's only one way to win it, and that's the "personal touch" way.

Because we have followed such a plan this Spring, the Mitchell Car is better known today than it ever has been. All over America prospective purchasers have sat in the driver's seat and tested the car to their entire and ultimate satisfaction. So that when they became buyers, they knew almost as much about the car as we know. They bought with the distinct, personal knowledge that the car was even better than its advertising said it was.

And the invitation is open to you.

If you don't know the Mitchell car, this is the way to get acquainted with it. If you have ever felt the slightest doubt that it is the best car at the price made in this country, why don't you go to your nearest Mitchell dealer and ask him to let you drive the car yourself? If the car doesn't prove its worthiness on this personal test, then all that we might say on the subject would be words and time thrown away.

After you have driven the car yourself and have gotten the personal touch—after you have found out how smoothly and silently it runs—after you have witnessed and felt its splendid action on all speeds and tested the resiliency of springs, we will give you the details of its manufacture if you want them. But we want you entirely satisfied with the appearance and action of the car and its mechanism before we tell you a solitary fact.

If the Mitchell doesn't behave well under your guidance, you don't want any details. But if its action pleases you and imparts the physical charm that we know it possesses, than you want to know more about it. We know ourselves just how it looks, just how it acts and just how it feels. But we have driven it. And that's what we want you to do, so you will know whether it is safe to invest your money in that particular car.

When the sale of a Mitchell is completed, there is nothing else to talk about. No element of chance or speculation enters into the transaction. You go away knowing just precisely what you have to expect, and amply guarded against uncertainties. You go away knowing that our friendship doesn't end with the payment of the price. You go away convinced of the splendid merits of the car and the service and honor behind it. It is an ideal business agreement, and there's never any disagreeable "come-back."

The "personal touch" brings about such ideal business conditions. Confidence begins at the beginning, and we want to say to you that your confidence in this concern and the car it makes can never be misplaced. We have served the American public faithfully and honorably for eighty years, and the Mitchell-Lewis Motor Company will go on for eighty years more, in just the same way.

Eighty years of faithful service to the American Public

Here is the Equipment for all the Mitchell Models Which is Included in the List Prices: Electric self-starter and generator—electric lights—electric horn—electric magnetic exploring lamp—mohair top and dust cover—Tungsten valves—jiffy quick-action side curtains—quick-action two-piece rain vision wind-shield—demountable rims with one extra—speedometer—double extra tire carrier—Bair bow holders—license plate bracket—pump, jack and complete set of first class tools.

Mitchell-Lewis Motor Co. Racine, Wis., U.S.A. Manufacturers of Modern Four and Six-Cylinder Cars. OUT-OF-TOWN PEOPLE. Mail in this coupon for free copy of Mitchell Catalogue on Evidence of Mitchell Efficiency. Portland, Or. (E. Morrison). Send me Catalogue as per offer. Name Address

which have scored long records of 100 per cent—perfect efficiency—for every working day of nine hours each, the year round.

MAY DAY STORY HOUR SET. Miss H. E. Marshall to Entertain Children at Library.

The May day story hour for the children will be held in library hall, Central Library, Friday afternoon at 4

o'clock. Miss H. E. Marshall, author of "Our Island Story," "Child's English Literature" and a number of other books for children, will tell the story and a May pole dance will be given under the direction of Miss Ryan, of the Fernwood School.

The Portland Story-Tellers' League will meet on Tuesday, April 28, at 8 o'clock in room A. Mrs. L. Altman will give a talk on legends and stories will be told by the members.

tion in the circulation room at the Central Library. Interest in Mexico has brought to the new book shelves all books relating to that country. A list of books on rose growing has been posted in the circulation room and a list of popular books on science on the bulletin board in the lower lobby.

In order to study in a Baltimore hospital Dr. Albert Miller, of a German college, is planning to take 16 trips across the Atlantic Ocean, and to cover a distance of 55,000 miles. He will be employed on a trans-Atlantic liner as physician in order to pay his way, and will carry on his studies when the liner is waiting in port.