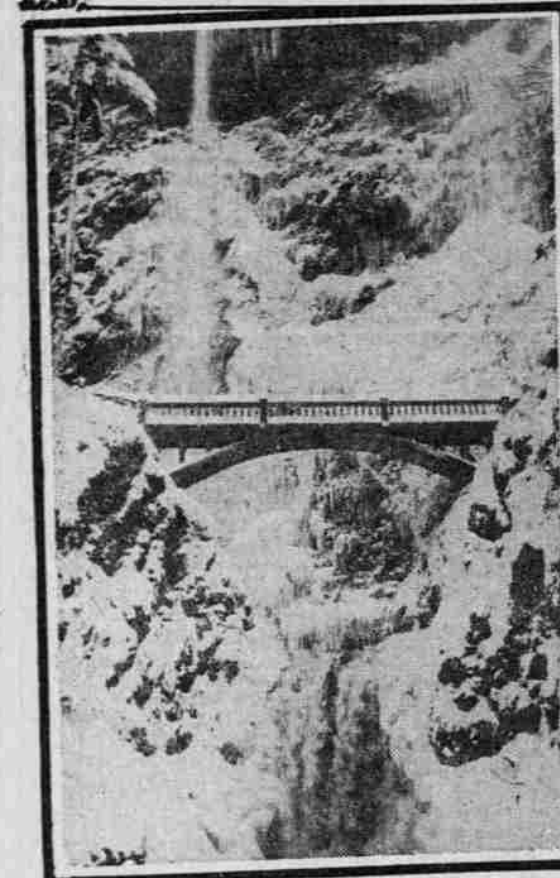


PICTURES TAKEN BY "EXPLORERS" WHO DROVE COLE AND MITCHELL CARS OVER COLUMBIA HIGHWAY DURING SNOW STORM



Sandy Bridge And Auto Club Grounds Carpeted With Snow



Cole Car on Latourell Bridge

Multnomah Falls As They Looked Last Week



Mitchell Car And Party En Route To Highway

SLUMP IS PREDICTED

Reo Official Cites Increases in Material Costs.

EXPANSION BAN FORESEEN

Machinery Market Is Declared to Be Most Difficult Situation to Be Met in Plans for Expansion of Trade.

"There will not, cannot be, as many automobiles made in the coming year as were made in the past year," says Richard H. Scott, vice-president and general manager of the Reo Motorcar Company.

"That statement will come as a surprise to most people outside the automobile industry and will be disputed by a good many inside perhaps. Nevertheless, I make it in full knowledge of its importance and with confidence that the future will bear me out.

"If we were to accept the figures that are given out by the various concerns as to their plans for the coming year, and the increased number of cars they propose making, we would conclude that fully twice as many automobiles would be made in 1916 as were made in 1915. That the reverse will prove true, I am certain.

"Do not misunderstand me. I do not wish to impugn the methods nor to question the sincerity of those who contemplate large expansion. I do not doubt they intend to, or, rather, that they hope to make as many as they say they will, but I think I am pretty closely in touch with the conditions, and I have just concluded a very thorough investigation of the material and the machinery market, and as a result of that investigation I assert that less automobiles will be made during the coming year than during the past.

"If to will it were to do it, I would be done.

"If this were a normal year it would be possible. Under normal conditions capital could accomplish almost anything. But we have an abnormal condition—in fact, an unprecedented condition—and for that reason I consider it unsurmountable.

"Take the raw-material market, for

example. The European demands are such that it is now impossible to obtain some kinds of raw material in any increased quantities. At this moment aluminum castings cost 85 cents a pound, as against 40 to 45 cents in normal years. Brass, tin, steel, iron—everything—is not only abnormally high, but the output of all the mills has been contracted for, and it is now impossible for a manufacturer to obtain more than that for which he contracted several months ago. And unless he is financially strong enough to enforce delivery, he may not hope even to get that for which he contracted.

"When the owner of a commodity has a customer ready to pay him twice the price at which he contracted to sell

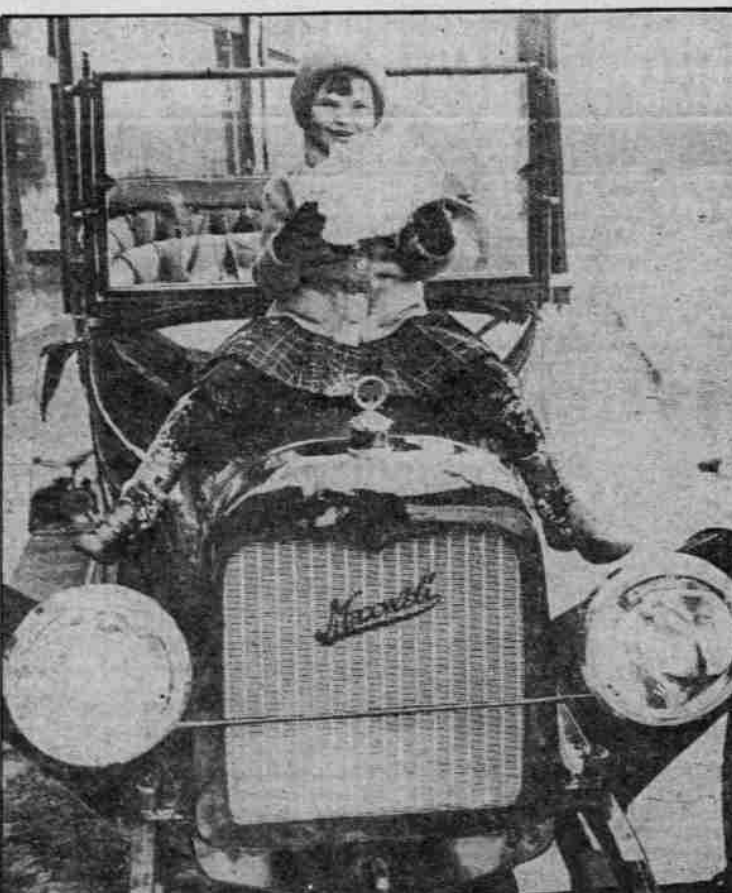
the same thing some months ago, he is liable to 'take the cash and let the credit go.' In other words, to supply the customer who is willing to pay high and pay cash and let the other customer wait.

"Then take the machinery market. There is perhaps the most difficult situation of all. It is not only difficult, it is impossible.

"How often do we hear the explanation, 'what an opportunity to start a new automobile company!' as people see the tremendous over-demand for our product?

"It would be a great opportunity—if one could get the machinery or the raw materials. But, being unable to get neither, how is one going to start?"

SEVEN-YEAR-OLD GIRL TRIES TO MAKE CAR GO BY STRADDLING RADIATOR.



LITTLE DAVEIDA STRYKER, DRESSED FOR RIDE AND EQUIPPED WITH FULL AMMUNITION.

OVERLAND INVADERS FARM

COMPANY OFFICIALS DECLARE 65 PER CENT OF SALES RURAL.

Medium-Priced Car Supersedes Horse for Transportation as Judged by Parks at County Fairs.

The automobile has superseded the horse as the farmer's best friend. This is evidenced by the ever-increasing number of cars sold in the rural districts.

Manufacturers of medium-priced motor cars are finding a ready market for their product in the vast farming sections of the country and the purchasing power of these men of the soil is one of the big factors in the automobile business.

Officials of The Willlys-Overland Company declare that fully 65 per cent of the enormous output will be sold to the farmers.

"In the fields, with harrow or plow, the horse still holds its own against the invasion of the big tractors," says John N. Willys, president of the company. "But as a means of transportation he is rapidly giving way to the

quicker and more up-to-date service of the motor car.

"The transition from horse to automobile is patent to all who have attended the county fairs this fall, or

any other centers where farmers congregate. Not so many years ago the appearance of a motor car at one of these meetings was the signal for all hands to gather round in wonder. It is

of title.

He visits villages and farms and makes new acquaintances. He learns of the beauty of Spring and of Summer and Autumn. He tours foreign countries, disdaining railroads. And he begins to know, as he never knew before, what is in the world around him—and something of the people who inhabit it.

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That, of course, is education in its truest sense. And in what more delightful school can it be learned by man, or taught to his children?

Nature and widely scattered human beings are the instructors. The lessons are all learned under the blue sky and in the healthful open air.

To the city man the country is brought close at hand—not the country that lies outside the car windows, but the real country that is hidden behind the woods and hills. To the farmer the city is brought within easy reach.

He can come to its stores and theaters—watch its crowds; sell his crops in the best market.

And better than all else, both men can exchange viewpoints and ideas—can find and talk to each other at any time—and never consult a timetable, or wait for a tiresome train.—New York American.

safe to say that few of those present would trade a little horse or buggy for two of the horseless carriages.

"But today just the opposite is true. The parking spaces that once were filled with horses, buggies and wagons now are crowded with automobiles.

"At a plowing contest held recently at Big Rock, Ia., the automobiles filled the large inclosure and overflowed onto the road. Actual count was made of 870 cars, although it is probable that fully 100 more were present in the course of the day. Fifty-nine different makes were included in the gathering, ranging in size and price from the smallest and most inexpensive to the largest and most costly. The records showed that 107 Overlands were parked in the grounds, this representation being larger than that of any other medium-priced car. These figures proved that every eighth car driven in from the surrounding country was an Overland."

Mayfield Bridge Is Completed.

CENTRALIA, Wash., Jan. 22.—(Special.)—Sunday saw the completion of the new bridge built by the state over the Cowlitz River at Mayfield at a cost of about \$30,000. The Beers Building Company, of Portland, had the contract. The new structure is of the cantilever type and is the largest of its kind in the state. It will open a new route for Centralians to Mount Rainier.

If You Had to Choose Your Own Heart

—You Wouldn't Choose One on Any Man's "Say-So."



An impossible condition, but a wonderful thought. Life is dear—and your heart means your "life." If you had to select it you'd be mighty sure that it would deliver real service. How it was built or of what it was made wouldn't make much difference. You wouldn't care if it had three left ventricles and no right—tungsten steel valves or rubber tubing. But if these would guarantee a lifetime of pumping service that would deliver bad blood to your lungs and shoot the purified blood through your system you'd buy, if the price was right by comparison.

In other words, it's heart service you'd look for. Because some chap offered you a bargain you wouldn't necessarily grab at it. You'd investigate from a SERVICE angle.

That's just the way to look at the car question when you go to the Automobile Show.

Economical service is what you want—transportation service that will whisk you around city or country—over good or bad roads—up hill or on the level—with least operating trouble for you and utmost safety and comfort for you and your family or friends.

And that's what you'll find in the matchless Mitchell—"THE SIX of '16"—A CAR THAT'S SOLD ON A REAL "SERVICE" PLATFORM.

When you buy the Mitchell you don't buy a body—a chassis—an engine—a generator, etc. You buy the service these parts give. And that means "service" when you're driving the car—when you are touring the country—miles from home.

Thousands of satisfied Mitchell car owners will testify that our interest doesn't stop when you get the car—IT BEGINS THEN. For we know that "THE SIX of '16" must DELIVER SERVICE to you—and to every other man who owns one—if the Mitchell is to endure.

See the Mitchell and you'll buy it—own a Mitchell and you'll boost it.

There's a treat awaiting you at the Automobile Show if you will pick the right aisle and head for this sign—"MITCHELL—THE SIX of '16."

Copyright Mitchell-Lewis Motor Co.

Every Car Sells Another

Mitchell
\$1250

E.O.B. RACINE



SEE US AT THE SHOW
ARMORY BUILDING

Mitchell-Lewis & Staver Co.
EAST MORRISON AND FIRST STREETS