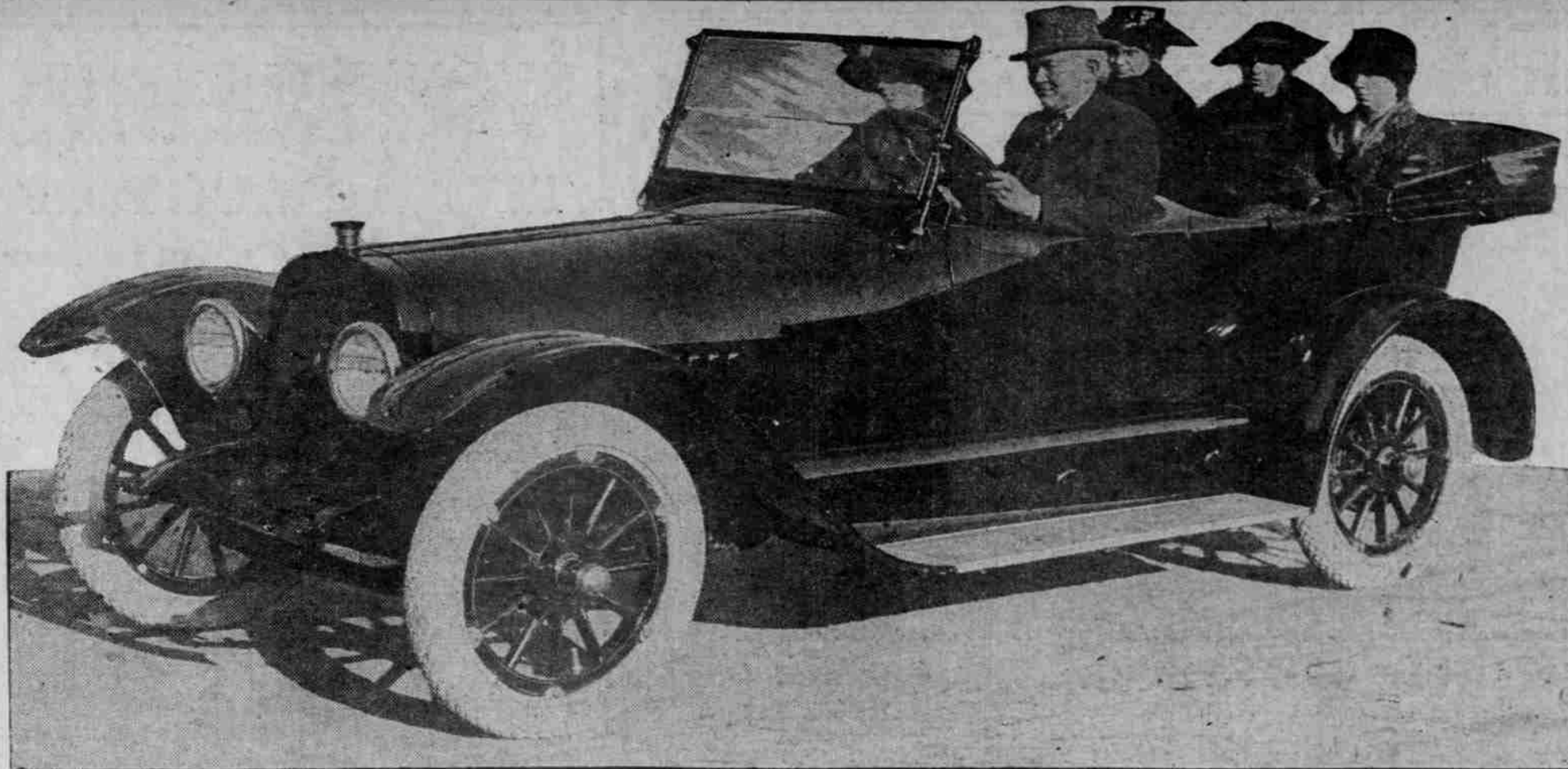


Mitchell
SIXES

NEW
SMALL
SIX
SHOWN

5 and 2 Passenger,
120-inch Wheel Base,
40-H. P. Motor,
50-inch Cantilever
Springs.
Equipment includes
Power Tire Pump.

\$1150
Factory.



Mitchell
SIXES

LARGE
SIX
DE LUXE

7-Passenger, 127-inch
Wheel Base, 54-inch
Cantilever Springs.

\$1460
Factory

Also shown in 3-pass.
and Sedan Models.

I AM THE STAR

I am the Mitchell Light Six and I have just arrived in Portland to play the leading role at the Auto Show next week. This place I have won through years of effort to give the average man a high-class production at a price within his means. My make-up will be received with the enthusiasm that always attends the exceptional. My lines will bring delight to the girls, young and old. My parts will meet the approval of the critic, they are neither melodramatic nor heavy, but make strong appeal through simplicity and strength. After the show I solicit with you a private performance, at which time I shall demonstrate that my action in all respects is superior to my promise.

AT THE ENTRANCE OF THE SHOW
Mitchell-Lewis & Staver Co., E. Morrison and E. First

Mitchell
LEWIS & STAVEN CO.
SERVICE

Mitchell
LEWIS & STAVEN CO.
SERVICE

SHOWS BIG FACTOR

Buick Bulletin Says People Go to Learn About Autos.

BUYERS UNDERSTAND CARS

Majority of Sales Are Made to Persons to Whom Purchase Is an Event, and Who Insist on Value for Money.

"The annual automobile shows that are held each Winter and Spring in practically all of the larger cities of the country are becoming an increasingly important factor in motor car merchandising," says the Buick Bulletin.

"This is true for two principal reasons: first, because the shows are

COW DELIBERATELY COMMITTED SUICIDE IN MOTORIST'S DEFENSE

On the plea that the cow his machine struck "deliberately committed suicide," a defendant in an Ontario court sought to be relieved of paying \$60 damages brought by the owner of the purveyor of lactical fluid. The defendant averred a little boy struck the cow with a stick as he was approaching and thus caused the cow to plunge, head on, into the car. Inasmuch as the said boy could not be produced, and also that it is common knowledge that cattle grazing along the public highway are liable to step in front of passing vehicles, the judge dismissed the case.

highly educational, and second, because the motoring public has acquired a knowledge of motor cars which makes possible an intelligent appreciation of the shows. It used to be that the majority of those who attended the shows were drawn there by a desire to see the various makes of cars. Nowadays the greater part of those who visit the shows do so to learn about the automobiles exhibited.

Purchase of Car Is Event.
"The vast bulk of motor cars are sold to those men and women to whom a purchase of such dimensions is more or less of an event. There are many, of course, who can pay over their thousand or their ten thousand for a motor car without giving much thought to the question whether they are getting their money's worth fully. To that class of buyers the automobile shows are meaningless. They do not know, or care, particularly, whether the cars they buy are as good mechanically as they should be. They go almost altogether on appearance and on those purely external things which make for style.

"To the vast majority, however, an automobile purchase is a very serious matter—almost as serious as the pur-

chase of a home. These buyers desire to know the why and wherefore of their purchases. They want to know wherein one car excels the others mechanically, whether it will prove durable and economical in service, and whether it is so built that the ravages of time and use will make the least possible inroads upon its value.

Young Men Know Cars.
"A little reflection will make clear to anyone that there is a big difference between the motor car buyers of today and those of a few years ago. For one thing, thousands of the men, particularly young men, who are buying motor cars today were little more than boys when the industry started, and all these years they have had youth's

curiosity concerning mechanical things. All along they have been acquiring information and knowledge concerning the principles of motor car design and construction, with the result that they enter the buying class infinitely better equipped, from the standpoint of knowledge, than were their fathers before them. They know how to ask questions intelligently and which things are important and which are not. They can distinguish between good features in motor car construction and features that are not so good or which are no good at all.

"Again a large proportion of those who buy motor cars nowadays have already had an owner's experience. They have used other cars, sometimes several others, and thus have acquired a broad general knowledge of the prin-

ciples upon which all cars are constructed."

AUTO BUYERS DISCRIMINATE

Studebaker Manager Says Knowledge of Cars Is General.

"When the possibilities of the automobile as a factor of modern transportation began to be known there were thousands of men all over the country who saw millions in it, and without capital or business resources they commenced to manufacture automobiles with as little fundamental knowledge as they possessed capital," says L. A. Keller, Northwest manager of the Studebaker Corporation. "Those were the days when auto-

mobile knowledge was not very general. There was an insistent demand for cars, and selling almost any sort of car was easy.

"Today the average man has a pretty fair working knowledge about automobiles and year by year he becomes more critical as his knowledge grows greater. You'll find the average man nowadays talking interestingly about motor efficiency, transmission, differentials and other mechanical parts. It is more a question of the biggest value for his money now, and the manufacturer who can produce a car that gives the biggest value is sure to sell the most cars.

"It was not so many years ago when the public figured automobile value on the basis of price alone. They took for granted that the higher the price

the better must be the value. Those were the days before quantity production came into vogue, and with it the introduction of increased efficiency methods in the making and distribution of cars."

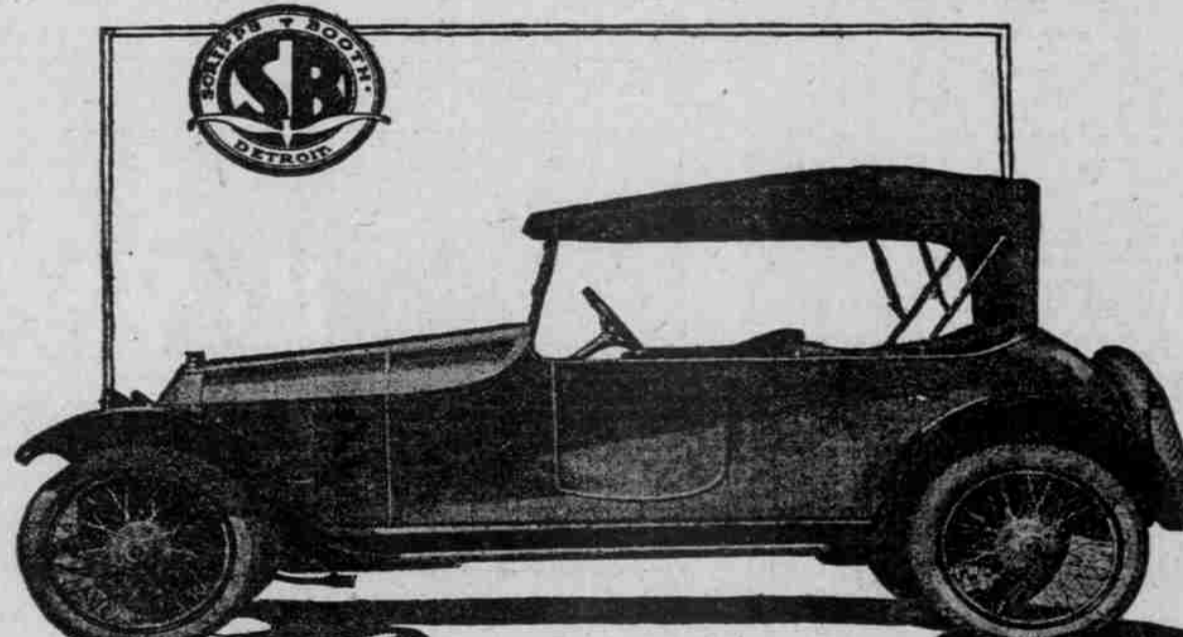
Auto Show Closes in Beauty Race

NEW YORK, Jan. 20.—Blueprints and greasy gears were no more popular at the 17th annual New York automobile show recently closed at Grand Central Palace than recipes and cooking utensils would be on the table at a "swell" banquet. The race for popularity among the various cars exhibited soon narrowed itself down to a contest of "good looks" and the attendant attributes that go to make the sum-totalled

thing called beauty in motor cars. Taking their cue from what the auto show barometer registered, manufacturers expect the coming motor season to be one of a Nation-wide favoritism for style and luxury. The manufacturer whose only claim is that of utility will find an unresponsive audience in the United States of America this year, according to these prophets.

Two Auto Men Promoted.

Henry Lansdale, of Detroit, to be manager of the carriage sales department, and Frank C. Kip, of Des Moines, Ia., to be manager of a new department of carriage sales promotion are two appointments announced by C. R. Norton, general sales manager of the Packard Motor Car Company.



Eight

In the new Scripps-Booth eight-cylinder, four passenger model, we have, for the first time, the admitted advantages of multi-cylinders merged with Scripps-Booth lightness and luxury—giving a maximum day's run with minimum fatigue, maximum mileage on minimum fuel.

In the Scripps-Booth eight, one has in one machine, not only the luxury of riding and extreme pride of ownership of the multiple-cylinder car, but the ease of driving and economy of fuel and tires, which light weight only cars give. This includes also ability on soft roads where heavy cars mire.

Scripps-Booth

This high-speed, eight-cylinder motor is the most compact of its type. Its moving parts are light. It runs with the minimum of vibration. It achieves the maximum of flexibility.

Thus we have efficiency in the highest degree; and with it an economy that enables the average user to travel 18 to 20 miles to the gallon of gasoline.

BRALY AUTO COMPANY
19TH AND WASHINGTON
Main 4880, A 5881.

8-CYLINDER 4-PASSENGER \$1175
4-CYLINDER 3-PASSENGER ROADSTER \$820
4-CYLINDER 3-PASSENGER COUPE \$1450
E. & S. Booth

ZEROLENE
The Standard Oil for Motor Cars
Flows Freely at Zero

That's why it's called ZEROLENE. It feeds and splashes properly even at zero temperature—it's a zero cold test oil. ZEROLENE eliminates the hard cranking, draining of the battery and lack of lubrication while warming up that is caused by using an oil that congeals in cold weather.

Drain your crank-case, fill with ZEROLENE, and then note the easier starting and quicker acceleration that you obtain.

It's because ZEROLENE is correctly refined from California asphalt-base crude—a real zero cold test oil.

At Dealers Everywhere and At Our Service Stations

Standard Oil Company
(California)

FORD OWNERS: Does your oil congeal between the clutch plates, making your motor extremely hard to crank, and causing your car to creep as if high gear was partially engaged? Fill up with ZEROLENE LIGHT and you can absolutely remedy this.

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