

### AUTO AIDS NATION

Passenger Car Makes Possible Greater Efficiency.

WORKING HOURS ARE SAVED

Automobile Has Rescued the Farmer From Isolation, and Increased Vastly the Work Business and Professional Men Can Do.

The three commodities most essential to the public welfare are food, fuel and transportation. One of the most important units in the transportation system of America is the passenger automobile. It not only feeds and supplements the steam and electric railways, but reaches destinations that it alone can reach.

It has freed the farmer from isolation. It has brought him miles nearer his buying and selling markets. The working hours that are saved through the ground-covering ability of his car are many.

The passenger automobile enables men employed in cities to live in the suburbs—near those of large means, but small store-keepers, clerks, and mechanics.

In the city thousands of salesmen, contractors and solicitors, hundreds of physicians, scores of real estate dealers, and many other groups, rely upon the automobile to accomplish economies identical with those of the typewriter and the telephone—economies that conserve time.

The war has brought many duties to most of us. We freely and gladly offer our services to the Government—in selling bonds, doing Red Cross and Y. M. C. A. work, making speeches, consulting and planning. We must manage to crowd into our daily lives these additional duties, and the automobile is helping us immeasurably to do it.

**H. W. Mitchell—By Himself.**

Distributor for Mitchell Car Unable to Tell Its Good Points in Mere 200 Words, but Invites All to See It at the Show.

I AM nearing the close of life when it takes quite a job to surprise me, but I must confess that the other morning I experienced all the thrill of a small youngster's first Christmas morning when the auto editor of the Oregonian dropped into my office with the urgent request that I tell the readers of his great family daily, in 200 words, who I am and what I think of the Mitchell automobile. It is the first place I suppose that every one of the Oregonian's readers—I am afraid to say just how many for fear said Oregonian will raise my rates—knew who I am, for hasn't my advertising man and the said auto editor been in the habit, during the past 10 years, of putting my likeness into the car page of the Oregonian about every two months with some remarks upon my part containing words that I never even knew were in the dictionary? In the second place, 200 words is not enough to tell what I think of the Mitchell. We have some 300 owners of the new Mitchell in the Northwest and each and every one of them use a different word in expressing their love

for the Mitchell. So how can I be expected to cram all of it into a measly little 200 words? I think the best thing to do will be to let the matter rest and leave the reader to form his own conclusions after looking over the Mitchell at the show.

### CUT-OUTS ARE TO BE CUT OUT

National Automobile Chamber of Commerce for Their Elimination.

Muffler cut-outs will not be found on the cars of the future. The members of the National Automobile Chamber of Commerce voted unanimously for their elimination. The reasons given for the action are: "With more than 4,000,000 cars in use and supplying a great service in the transportation of the individual and of materials, the use of the muffler cut-outs is unfair to the public and adds an unnecessary noise to American life. Cars have ample power so that the slight increase in speed which may come from the use of cut-outs is of no importance. There may be times in adjusting motors where a cut-out is useful, but in such cases it can be operated from under the car."

**D. C. Warren—By Himself.**

Distributor for Veile Warm in His Prates for His Car.

My ideal of a motor car is the Veile Biltwell Six. It is the best car that I have ever worked on, and I have worked on a good many in my 12 years in the automobile business, and the best car I have ever seen, anywhere. And I bar none.

Having a good car, a car that I can be proud of, and a car for which I am getting orders faster than I can fill them, it naturally is a real pleasure for me to be in the automobile business in Portland. This is my sixth year in this city. I began here as salesman for the Oregon Motor Car Company, and for two years I was their sales manager.

Then in 1915 I went into business for myself as the D. C. Warren Motor Car Company, and began selling Veiles. Some time ago I took on also the Peerless line, and have been having fine success with it.

I started in the automobile business some 12 years ago as a mechanic, and have worked in all departments of the business. I have had experience from one Coast to the other, but of all places I have been I like Portland best.

**MAXWELL HAS NEW PRESIDENT**

W. Ledyard Mitchell Elevated to Post of Executive of Big Concern.

A change of interest to motorists went into effect January 1 when Walter E. Flanders, president and general manager of the Maxwell Motor Company, Inc., was elevated to chairman of the board of directors of the company and was succeeded in the presidency by W. Ledyard Mitchell, of Cincinnati.

Mr. Mitchell, well known in financial circles, has been general manager of the Robert Mitchell Furniture Company, of Cincinnati. This change in officials does not present any difference in the policy of the Maxwell Company—those policies having been proved most successful in every way. Moreover, Mr. Flanders will continue as active head of his great organization.

The new Maxwell executive has had a remarkably successful career in business. Since 1907, he has become one of the leaders in Ohio business circles, acquiring, finally, the executive management of one of the largest industries in the country. Mr. Mitchell is a Yale graduate and at college distinguished himself both as a scholar and athlete. His football record in the bright spots of Yale athletic history.

**Mitchell SIXES**

**Mitchell Junior Five-Passenger Touring Car**  
120-inch wheelbase. 40 horsepower. 3 1/2 x 5 motor. Bate Cantilever Rear Springs. Tires 32x4. Price \$1250, f. o. b. Racine, Wis.

**Mitchell Junior Two-Passenger Roadster**  
120-inch wheelbase. 40 horsepower. 3 1/2 x 5 motor. Bate Cantilever Rear Springs. Tires 32x4. Price \$1250, f. o. b. Racine, Wis.

**MITCHELL-LEWIS & STAVAR CO.**

Visit Our Uptown Show Room  
Broadway at Oak

We have told you many times that in no car at anywhere near the Mitchell price will you find so much real value—so many wanted features as in the new Mitchell Sixes. This week you will have opportunity to learn the truth of this statement by direct comparison of the Mitchell with other cars on the floor of the Auto Show.

### CARE OF TIRES IS TOLD

INFLATION DISCUSSED BY KEATON MANAGER.

Head of New Tire Concern Here Says Keaton Tires Should Be Kept at Maximum Pressure.

In all the arguments pro and con that have been offered for the benefit of the automobile tire user none has ever really covered the inflation proposition correctly. A good many opinions have been advanced by manufacturers and rubber men in general to the effect that a tire in hot weather will increase in pressure enough to damage it. This has led to a great many motorists letting out the air and damaging their tires beyond repair.

"Take as an illustration a four-inch tire, which should carry a pressure of 80 pounds to get the maximum service from it. On a real hot day the pressure of this tire will probably increase six or seven pounds. The motorist who has been in the habit of reducing the pressure will probably let out enough air to bring it down to 80 pounds and in a few miles will find that this tire has again increased in pressure and will wonder why," said the manager of the Keaton Tire Company, Sixteenth and Main streets.

"As an explanation, I might state that if we were to analyze the cause of heat we would find out that friction was this cause. A partly-deflated tire means friction and friction means heat, so why should we let out the tire and generate a lot of heat, which will cause disintegration quicker in this partly-deflated tire, especially when the average good tire is made to stand a great many more pounds in excess of the pressure as recommended by the manufacturer?"

### OVERLAND IS PUT FIRST

BIG HONOR WON FOR SIXTH CONSECUTIVE YEAR.

Prize Position Awarded at New York Show as Being the Largest Car Producer.

For the sixth consecutive year Willys-Overland, Inc., of Toledo, O., again ranked as the largest producer of all the exhibitors at the New York Auto Show, and for that reason it was accorded the position of honor at the show.

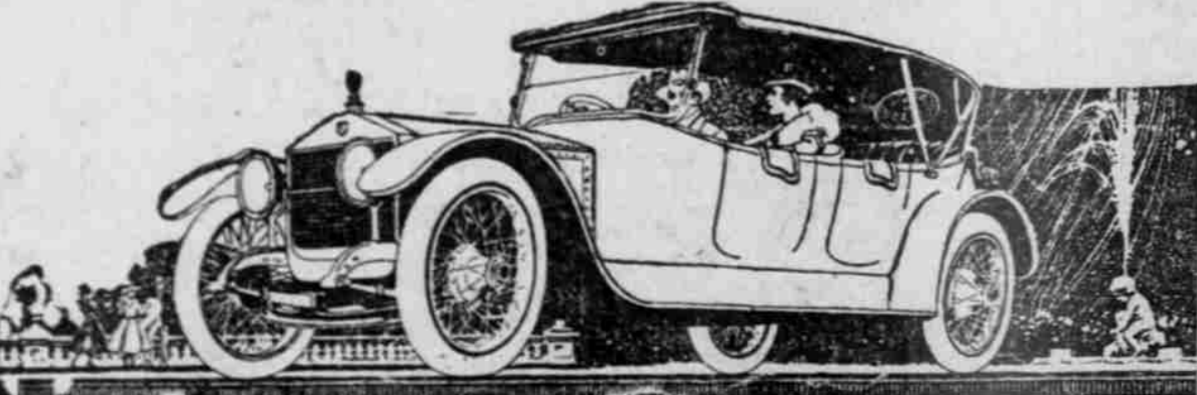
The National Automobile Chamber of Commerce again accorded the honor to Willys-Overland, Inc., this year strictly on facts and figures. No other evidence was considered. Each member of the organization must make sworn statement showing the actual amount of business done during the year, and on the strength of these statements depend their position at the show. No one questions the decision of the governing body. Its official report is accepted as final by all parties concerned.

# The cream of the show

## The Roamer

Truly Called "America's Greatest Car" And why "Truly"?

Because this is a tailor-made car, designed and finished to meet individual needs and desires. It is no simple task to build a motor car for the discriminating. The production of a superior chassis such as the Roamer possesses is only the first step. To fulfill its destiny the Roamer must measure up to the exacting body standards imposed by foreign car traditions. The roll of its purchasers is sufficiently indicative that the Roamer does this beyond question. It has been found to possess the innate mechanical virtues which appeal to the seasoned motorist and an external beauty which is unique. Each car of any body design is finished, without additional charge, in colors according to the wishes of the purchaser.



# DOROT

The Quality Goes Clear Through

- Touring Cars
- Fleur-de-Lys Roadsters
- Fourseason Sedans
- Fourseason Sedanets



**The Logical Car for the Motor-Wise**

**STURDINESS**—Rigid inspection of materials and construction assures of this.

**DEPENDABILITY**—Oversize of all moving parts provides the margin of safety you should demand.

**RIDING COMFORT**—Long cantilever springs in the rear and semi-elliptic springs in the front give ease uncommon in any similarly priced cars.

These—and many more—are the fundamental features of the various exclusive models made to fit your own needs and desires.

# Northwest Auto Co.

Factory Distributors - F.W. Vogler, Pres. The Line Complete  
Broadway at Couch Sts. Portland, Oregon  
C. M. Menzies, Manager