

MITCHELL STANDS UP UNDER HARDEST TEST

Victory Model Sent on Tour of Wisconsin Roads.

AWFUL ROADS TRAVELED

In Total of 5328 Miles, Only Two Minor Accidents Occur, Due to Hitting of Hidden Logs.

RACINE, Wis., Aug. 2.—In a contest between man and matter man usually wins; one exception is the case in which a man attempts to punish a motor car to the breaking point. If the car is sturdy enough it will wear the

found when search was made. The car had traveled four miles on the supply in the vacuum tank. A new tank was shipped to a point 30 miles ahead and the distance made by twisting the gasoline line through a vent in the running board and inserting it into one of the emergency tanks on the side.

Oil in the crankcase was changed approximately every 500 miles; high-test gasoline was used throughout. Because of the excessive load imposed upon the motor—often 10 or 15 miles in second gear through sand that could be negotiated no other way—it was expected that considerable carbon would be formed in the motor. This expectancy was augmented by the fact that excessive lubrication was the rule. Yet when the motor was torn down and all collected carbon scraped, it was found that just 24 ounces had collected. This in the face of more driving than the average motorist would do in an entire season and under conditions that usually would never be attempted by the ordinary car owner.

Because of the extremely heavy condition of about one-third of the entire mileage when the car was ground through roads that it seemed no mechanical device could withstand, rear axle trouble was to be expected. Not once was it necessary to give attention to this feature. It withstood all that human endurance could throw upon it.

And when, at the end of the tour, the car was driven over the concrete road from Milwaukee to the factory in Ra-

USED CAR PROBLEM REQUIRES HONESTY

Purchaser Should Be Told Exactly What He's Getting.

SQUARE DEAL FOR BUYER

What Used Car Business Needs to Put It on Firm Foundation Is Absolute Frankness.

In concentrating their entire efforts upon the sale of new cars, dealers have unwittingly let develop what has become known as the used-car problem. The second-hand car has too often been made an outcast, something to be got

STAR HAND MADE EXTRA PLY TIRES

Tires That Know No 'Lean' Years



EVERY year is a Star Year for STAR TIRES—they are not good one year and of dubious quality the next—they are consistently good year after year, because the manufacturers are determined that they shall be. The quality is there—always. That's the answer.

STAR CORD TIRES

A Cord Tire embodying all of the most successful practices and employing only materials that are proved good. An extra-heavy tire with balanced weight where it means mileage. A thick, tough, lively tread accurately compounded to resist wear; every cord isolated in pure rubber—more rubber than usually considered necessary to keep friction down and the tire cool. The noiseless vacuum tread is a positive anti-skid on wet pavements.

STAR HAND MADE EXTRA PLY TIRES

The extra-weight, extra-quality fabric tires that have made thousands of friends. Extra ply of fabric; extra-wide breaker strips, extra-heavy pure rubber cushion; extra-heavy tread and toughened side-strips. A dependable get-you-there and get-you-back, trouble-free tire.

RED STAR TUBES

Antimony Cured
Extra-heavy, built up of thin sheets of rubber, with the valve patch fused into the tube while curing. Will not stick to the casing and frequently last as long as a car. Genuine Antimony cured tubes resist heat and retain their life longer than any other kind. All made by

THE STAR RUBBER COMPANY
ARBON'S MASTER TIRE BUILDERS
and heartily endorsed by ourselves to car-owners and to the trade.

Waterhouse & Lester Co.,

53 Fifth St., at Davis St. Portland, Oregon



Back in the old days when he was a motion-picture editor, James Henricus Caswell used to scorn the motor urge, saying legs were given a man to walk with, and such talk. Now, with the Couch Advertising service, he has his own Chevrolet and can't be made to walk a block. He has covered a lot of territory in his car already, and expects to cover a lot more.

driver down and make him admit defeat, though he spare neither car nor motor. Such was the accomplishment placed to the credit of the new Victory Mitchell when, in 5328 miles driven in 22 days, it withstood a test that scarcely could have been made more severe.

When Automobile Editor Brownie of the Milwaukee Journal, probably the best-known and most severe road driver in Wisconsin, took the Victory Mitchell on his 5000-mile state trunk highway inspection tour over all the main line highways in the state of Wisconsin, it was understood that the car was expected to withstand an average of 200 miles per day over highways of every possible condition. The car was to be in no way spared or coddled; it was to be driven through to the finish without stop attention or, failing, just so far as it would go and the truth was to be told of the result.

Wisconsin's trunk line highways are probably as good as any similar system to be found. For the purpose of the ordinary tourist they are excellent. But the tour of the Victory Mitchell was in no way ordinary. To begin with, it was undertaken at the most difficult time of year. Every day the car was out it was rained on.

All Kinds of Bad Roads.

No state affords a greater variety of roads than Wisconsin. One day of the tour the car traveled from the sand belt in the center of the state down to the southern border and into yellow and red and gray clay and back to the gravel of the eastern central section. During this day's run it was called to travel through both sand and mud into which the axle dragged; twice it was thrown into the soft mud of ditches and made to drag itself with the aid of chains, mud hooks and tractor wheel-like attachments placed on 16-inch sections of the rear tires, back to the roadway. And this was a fair example of any one of the days of the tour.

That the tour might be of value to the makers of the car, as well as serve its purpose of state highway inspection, a specified grade of gasoline and a certain lubricating oil were used throughout the entire tour, shipped to convenient points along the state. In addition to the 18-gallon tank on the rear, two five-gallon tanks of fuel were carried on the running boards. These and the shovel that traveled with the spare tires were the two most useful institutions aboard. Many times, lacking but two of an average of once for each day out, it was actually necessary to shovel away parts of soft roadway on ditches into which the car had dug itself before it could be forced on its way. It was a grand little institution, that shovel.

Twice in the course of the tour the Victory Mitchell traveled the length of Wisconsin, from Beloit to Superior and again from Janesville to Eagle River. Four times it traveled the width of the state. From sweltering heat at Beloit it ran into fog and snow flakes at Superior, all within 48 hours. From the semi-mountainous roads of the region around the famous Wisconsin Dells it rolled onto the flat, track-like stretches farther north and east and on the hills and the cut-over lands of the north, where the roads are better than in any other section of the state and where one travels for a hundred miles or more without once seeing a human habitation.

Twice it was necessary to make minor repairs that the tour might be continued, neither of which could be charged to the car and, therefore, legitimate. Once, on a deeply rutted sand road through the cut-over lumber country a front wheel struck a sunken log at 35 miles per hour and broke one leaf of a front spring. This was replaced. Again, in going around a washed-out culvert it was necessary to drive through black mud. The wheels sunk, the front wheels against a log in the mire. In using chains and mud-hooks to drive the car from the hole one of the mud-hooks came loose and the brake bands were torn off by the spinning wheel. This brake band was replaced. With these exceptions it was never necessary to make repair or adjustment except carburetor allowance for widely varying road conditions.

Gasoline Tank Knocked Off.

Not once throughout the 5328 miles was a sparkplug touched. It was necessary to replace the large gasoline tank, which was lost. This loss was undiscovered by driver and passenger until the tank was too far behind to be

NEW AUTO REPAIR SHOP

F. M. SIMONTON OPENS ONE IN SPEEDWELL GARAGE.

Simonton Motor Car Company Also to Buy and Sell Used Cars of All Makes.

Fred M. Simonton, well known in both the automobile and motion-picture fields, has opened an automobile repair shop at the Speedwell garage, Fourteenth and Couch streets, under the name of the Simonton Motor Car company. Jimmy Sparks, mechanical expert, is in charge of the shop and only expert and experienced mechanics are employed. Simonton and Sparks give the assurance that motorists leaving their cars to be repaired will have them attended by competent hands.

In addition to the repair shop, the Simonton Motor Car company will do a business in buying and selling used cars of all makes.

"No car will be sold until in perfect condition mechanically, and will be guaranteed as such," says Mr. Simonton.

Mr. Simonton was owner of one of the first garages in the city, at Fifteenth and Alder streets, and former owner of the Oregon Welding company. Then, for some years, he was in the film business. Following his return from officers' training camp, he sold Paige cars for Cook & Gill.

Solid Tires in Small Town.

Tire dealers in small towns are showing an increasing tendency to put in a line of solid truck tires, says the United States Tire company. This is largely due to the impetus given to the motor truck industry during the war period and the demand even in small towns for solid tire service facilities. The most expensive part of the installation of the line is the purchase of a press, but the opportunity for good business is overcoming this difficulty.

rid of just as soon as possible, and "coolest smelter" has frequently been the motto under which the sales were made.

The second-hand, or "lightly used" car will always be with us. The dealer can only dispose of it as a genuine problem by intelligent and painstaking attention and that is now being done in many cities.

The chief requirement is to win the confidence of the buyer. The purchaser must be told exactly what he is getting. Misrepresentation or ignorance of what he was selling on the part of the dealer is probably less prevalent than it used to be, but it takes time to remove any taint of questionable practices which become attached to a business and only the gradual winning over of public confidence through strict honesty and the utmost frankness can place the used-car business on a sound foundation.

Sustained Effort Best.

The plan of having an annual sale of used cars has been tried with a certain amount of success. It has the merit of bringing together prospective buyers and of arousing interest. Just as in the case of new cars, however, the show is only one feature of a selling campaign and cannot take the place of sustained, all-year-round effort.

Another method is the practice of having a single clearing house where all the dealers in a district send their cars. Prices are standardized. Economical and efficient handling are easily attainable and the dealers are freed from the annoyance of having to find an outlet for their used cars, while endeavoring to sell new ones.

Furthermore, this plan reduces competition and attracts the buyer by presenting under one roof a wide selection of types, ages and prices. It becomes a thoroughly efficient, large-scale business.

Let the buyers find that they can go to this central clearing house and obtain cars which are "exactly as represented" at a fair price and the used-car problem will vanish.

There are thousands of people who do not own automobiles but who would buy used cars if they only felt confident that their ignorance of motor-car condition and value was not going to place them in danger of being cheated. Elevate the plane upon which the used-car business is transacted. In spite of confidence. That is three-quarters of the task.

In a case where a car of the make which he represents is traded in with a dealer, there is some advantage to both

dealer and purchaser in having the resale made by the agency.

The dealer has a vital interest in the reputation of his own car. He will see that it does not leave his hands until it is in sound condition. He has much more reason than has the clearing house for wanting it to make good. He is presumably better equipped than any one else to give the owner service, and by properly taking care of the buyer he has the opportunity of securing a possible future purchaser of a new car.

It works both ways; the dealer having every incentive to see that the car performs properly, while the owner feels more confidence in the ability and willingness of the agency to take care of him.

It is advisable that the car be sold with a definite guarantee and unless the car is quite old and is sold at a very low price, there is no reason why the buyer should not obtain the same guarantee which is given with a new car. A guarantee has great weight with him. He likes to feel that he has the same standing at the agency as the purchaser of a new car—that he has the same binding guarantee and that he will receive the same service. In short, it is largely a matter of inspiring confidence in the first place and then rendering efficient willing service afterward.

GARAGEMEN ENJOY PICNIC

All Kinds of Fun and Doings at Annual Outing Last Week.

Members of the Portland Garage and Repairmen's association held their annual picnic and outing at Crystal Lake park, in Milwaukee, Thursday of last week. They came out there with

members of their families and friends and then cut loose from all work-a-day ties and had an all-around rare time.

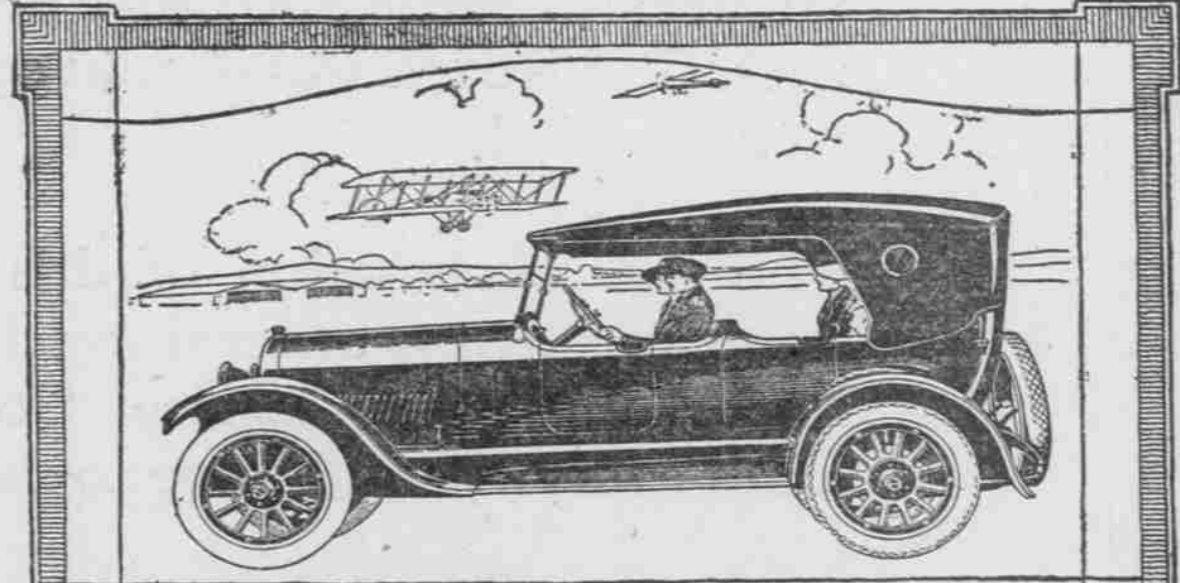
There was baseball, volley ball and games of all varieties. The East Siders under Bob O'Brien as captain played the West Siders, under E. J. Blazier as captain in a slam-bang game of baseball. Nobody seemed to remember, however, just what the score was when

they quit playing along about the fifth or sixth inning. Ed Fos of the Gibson Electric company, president of the association, was too foxy to umpire, but viewed the doings from the side lines without saying which side he wanted to win.

After the ball games and a picnic dinner all hands, men, women and children, found something to try for in

aces and contests of various sorts. Some mighty attractive prizes had been offered for the winners by various automobile and accessory houses and there was the stiffest kind of competition for them.

Turn corners to the left by going around the center of the street intersection.



STEPHENS Salient Six



THOROUGHbred lines and snappy performance make the Stephens favorite of men and women of the great outdoors. The zest and fire of Stephens response convey the same thrill of satisfaction as when they "sink a long put."

The racy lines that carry such appeal to the ardent motorist are secured in the Stephens Salient Six by combining a high, narrow radiator and gracefully tapering cowl with a long, low graceful body. The body sides are fashionably low, allowing the occupants to recline gracefully in exceeding comfort.

The finish of the car is in harmony with its ultra-smart exterior. Appointments include many things that the fastidious will appreciate. In the right hand front door is concealed a touring kit while in the left front door is placed a complete tool kit.

The new "80 Series" is now ready for inspection and demonstration.

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Making a fleet of eight Republics

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Those who know trucks best buy the Yellow Chassis.