

## PATHFINDER CAR BLAZES WAY FOR TOURING PARTIES

Route is Laid Out and Signs  
Are Placed for Run From  
Tacoma to San Francisco,  
Convention Point.

In order to facilitate touring parties from Tacoma to Portland on their way down to the good roads convention in San Francisco next August, and also acting as the advance car for the automobile races to be held in Tacoma in June, the Tacoma Automobile club and the racing committee of the Montezuma Falls jointly sent a pathfinder Flinders 30 last week to lay out the route and put up signs every three or four miles giving the exact mileage.

T. E. Dunbar of the Studebaker branch in Tacoma, was the driver, with him were Chester Hansen and J. C. Rowland of the Tacoma Automobile club and the Montezuma Falls. The party left Tacoma Friday evening and went as far as Tenino, where they spent the night, getting out at 4 o'clock in the morning. The roads to Castle Rock were in pretty good condition, but between there and after they left Woodland, some four or five miles behind, the going was pretty bad, being mostly mud. The pathfinder was met at the ferry by a party of local automobilists who escorted them into town.

Hansen, who is a trustee of the Tacoma Automobile club is a tireless worker for the proposed automobile races. "Everybody in Tacoma is wild about them," said Hansen. "We didn't have any trouble in raising the necessary capital to start work on the track and grandstand. We have every reason to expect Bob Burnham and Barney Oldfield and a good many of the other famous drivers of the regular race circuit."

The pathfinder left Portland last Sunday evening and was escorted as far as the Vancouver ferry by J. L. Austin and party where the pathfinder was given a merry send off.

## HAS MUCH PRAISE FOR CERTAIN TIRE

Over Enthusiastic User Writes  
That One Tire Lasted More  
Than 13,142 Miles.

Occasionally a tire user becomes over enthusiastic and writes of his praise of a certain make. A Seattle man who made the trip to Los Angeles last summer wrote the following letter to one of the large tire concerns, which while no doubt truthful seems somewhat exaggerated as to mileage over the Washington and Oregon highways as we know them.

"This is to advise you that I have used your tires for the past two years, and I thought perhaps you would be interested in knowing the fine service they have given me. One set in particular which I used on my car gave more mileage than any tires that I have ever used or seen. One of the front tires gave 13,142 miles, and the other front tire gave me 14,000, while both of the rear tires gave between 7000 and 8000 miles. This includes a trip to Los Angeles from here in which I had but one tire used on my rent car. I think it is exceptionally good service.

"I am still using your tires, will continue to use them and will recommend them to everyone who wants tires that will give them service and satisfaction."

If all users had this man's disposition, tire adjusters would have an easy job in Oregon and Washington.

Journal Want Ads bring results.



Car used in finding way for autoists in trip from Tacoma to San Francisco. T. E. Dunbar is shown at the wheel. J. C. Rowland is standing in front of machine.

## AVERS CARS QUITE LIKE HUMAN BEINGS

Care Should Be Taken of Auto  
Same as Individual Would  
Take Care of Self.

Owners of motor cars should more fully comprehend the advantages coming from sane methods in handling their machines.

"After all is said and done, machinery is quite like the human being. If a car operator could only be made to bear this fact in mind the longevity of cars would be immediately increased, maintenance costs reduced and smooth operation continue into old age of the mechanism," according to William S. Duimage, of Duimage & Smith, Oregon representatives for the Mitchell line.

"A strong man will refuse a task beyond his strength. If he attempts it and sprains his back he does not blame his 'maker.' He alone was at fault and he recognizes the fact. But the same man will get into his car and drive it day in and day out, without consideration of the route or roads. High speed up or down hill, over car tracks and bumps, rough roads or smooth. It is all the same until a 'bone' is broken or a 'back' strained and then, because the mechanism would not or could not rebel against this unreasonable (inhuman) treatment and breaks down the 'maker' is blamed. In this respect the 'strong man' and the 'strong car' are not on even terms. If they could be, one would live and serve as long as the other.

"Our European brothers have commenced to recognize these facts, and, notwithstanding the vastly superior roads in those countries, they use the gears in their transmission intelligently. They also to preserve a normal rate of engine speed as well as normal strains on engine and gearing. This care also affects the efficiency of the car as regards fuel consumption, a greater mileage per gallon of gasoline resulting."

"Reports recently received showing these results for a number of cars give an average of 20 miles per gallon for two passenger cars and 18 miles for the five passenger machines, showing that great care is exercised in the handling of the machine.

**Radiators Sometimes Too Efficient.**  
At this season of the year it is as well to bear in mind that the radiator of a motor car is designed primarily as a means of getting rid of heat in the quickest possible way. In other words, it will become cold in a remarkably short time if permitted to do so, and will continue its efficient heat radiating action until the temperature of the water is the same as that of the air. If the air happens to be below the freezing point something is likely to happen.

Among the new veils is the one of spun silk, which is the usual width and has deep knotted silk fringe on the ends. It comes in all popular colors and does duty as scarf and veil combined.

A movement to secure a national dealers' show for Detroit early in October, 1913, is receiving enthusiastic support.

## JOURNAL CHOSEN AS BEST MEDIUM

Largest Tire Advertisement  
Ever Published in Oregon  
Appears in 2 Issues.

The Journal's supremacy in the automobile field of Oregon and the northwest is becoming more firmly settled each week, as evidenced by its selection by the A. J. Winters company, Oregon representatives of the Pennsylvania Rubber company, last Wednesday and today as the one Portland medium in which to publish the largest tire advertisement ever published in the state of Oregon.

Mr. Winters' decision to use The Journal exclusively for this campaign on Pennsylvania tires, was made strictly on the merits of the Portland automobile sections as published by the various papers. The Journal won by a large margin, having carried more local automobile advertising than any paper published in Portland since January 1, 1912. In fact, on two occasions only has any Portland paper carried more local automobile advertising for any single week during the year 1912 than The Journal. Up to this issue The Journal leads its competitor for the month of April nearly five thousand lines in automobile advertising. The Journal's accuracy in reporting all automobile information gives it the standing it has among autoists.

One troublesome problem of design forced upon motor car makers by the adoption of fore door bodies with the drive inside was to supply plenty of room for the operation of the various levers and to relieve the driver of the discomfort of a cramped position. This difficulty it is believed will be completely overcome in the 1913 cars by making the superstructures exceptionally wide from the dash through to the rear of the car, and extending then over the chassis frame six inches on either side.

## MINOR CHANGES ONLY IN AUTOS FOR 1913

This will give ample room for the manipulation of the control levers and at the same time endows the entire body of the car with a spaciousness that is a great aid to comfort. The fore doors give the exterior of the body free sweeping, unbroken surface and permit of a level parapet which greatly increases the beauty of the construction. These changes and a few minor refinements are about all that can be expected for the 1913 car.

Don't try the spark plugs in the open and conclude that they are in working order simply because they deliver a spark; the voltage required when the spark plugs are screwed into the cylinder is greater on account of the higher compression.

PENNSYLVANIA  
VACUUM CUP  
NON-SKID TIRES  
ARE  
GUARANTEED  
FOR 4000  
ACTUAL  
SERVICE  
MILES

PENNSYLVANIA  
PURE GUM TUBES,  
IF THEY SHOULD  
PROVE DEFECTIVE  
WITHIN ONE YEAR  
FROM DATE OF  
PURCHASE, WILL  
BE REPLACED  
FREE OF  
CHARGE

# The Truth Will Out

The best evidence of the truth about Pennsylvania Tires is the hundreds and hundreds of satisfied users. To those who are not already using Pennsylvania Tires, we will say in all candor that there has never been a tire made that will equal them for service. While the Vacuum Cup Tires are guaranteed for 4000 miles actual service, our past two years' experience justifies us in saying the average mileage is more than 8000 miles.

Under no condition will these tires skid in any direction, and it is a safe bet that the tires will run their allotted mileage or over without a puncture. Of all the thousands of tires that we have sold, we have yet to see one that has blown out on the side. The factory's guarantee against skidding is to the effect that if your car skids on wet or greasy pavements with a set of Vacuum Cup tires, we will bear the full expense of your tire equipment, and if, after a reasonable time, the tires do not fulfill every claim regarding their anti-skid qualities, the tires may be returned and you receive back the full price you paid. These guarantees are made on faith and are unqualified. The cup-shaped rubber knobs insure safer going and longer service, and even when the rubber cups wear down, the tread, which is of double thickness, comes into use with its full service still in reserve.

The Pennsylvania Rubber Company is not a trust, nor is it affiliated with any trade association or combination. It is operating entirely independent and it is its business policy to do business on the square. When you do business with us, you encounter no red tape, nor do we do business in triplicate, as is the case with all of the tire branches now being operated. We pay our taxes here instead of evading them in New York or some other favorable Eastern center where combinations and allied associations thrive. Pennsylvania Vacuum-Cup Tires are equally as effective in dry as in wet weather, as the large vacuum-cup knobs will hold the tires up away from the ordinary small pieces of glass and crushed stone that are so destructive to the ordinary tire.

An increase exceeding 500 per cent in sales for 1912 and the consequent extension of manufacturing facilities enables the factory to announce a reduction in prices for Pennsylvania Vacuum-Cup Tires. Vacuum-Cup Tires, assuring 4000 miles of service, will now be supplied at practically the same prices as asked for less effective non-skid tires of other makes offered under a less liberal guarantee. Pennsylvania Tires carry the most liberal guarantee of any tire ever sold.

## A. J. WINTERS CO.

AGENTS  
67 SIXTH ST., PORTLAND, OREGON



WE  
REPAIR  
INNER  
TUBES AND  
TIRES, ALL  
MAKES, IN OUR  
VULCANIZING  
PLANT—SEND US  
YOUR TIRE AND  
TUBE REPAIR WORK

SEND  
FOR  
NEW  
PRICE  
LIST




**FOR \$1750 you can do more in automobile buying than you could have done a few years ago with five times the amount.**

Think of it! The new Mitchell six cylinder, 48 H.-P., five passenger touring car for \$1750.

But what you can do with the car is even more wonderful; no roads, no hills, no mud nor sand that can be negotiated by other cars will stop this powerful and simple engine. It will take you where you want to go and bring you back again. All parts are easily accessible and simple to adjust and care for.

Mitchell service is an ideal service; it takes such care of the owners of Mitchell cars that it makes friends of them for all time. That's the Mitchell idea of business methods; such methods have kept Mitchell vehicles in the lead for 77 years, and will do the same for the next 77 years, because the Mitchell is built for the man who can't afford to make a mistake.

The Mitchell 60 H.-P., 6 cyl., 7 passengers, \$2250 | The Mitchell 35 H.-P., 4 cyl., 5 passengers, \$1350  
The Mitchell 48 H.-P., 6 cyl., 5 passengers, \$1750 | The Mitchell 30 H.-P., 4 cyl., 4 passengers, \$1150  
The Mitchell 30 H.-P., 4 cylinder, 2 passenger Runabout, without top, \$950

**Mitchell-Lewis Motor Company**  
Racine, Wisconsin

Portland Agent, MITCHELL, LEWIS & STAVER, 340 East Morrison Street