

PORTLAND-TO-SPOKANE RUN IS NEGOTIATED IN TWENTY-ONE HOURS

F. W. Vogler States That for Most Part Route Is Delightful for Motorist.

CONDITION OF THE ROADS

For Greater Part of the Way Good Going Was Encountered; Some Rough Spots.

Shattering all existing records between Portland and Spokane, F. W. Vogler, northwest representative of the Reo, and H. C. Harris, factory representative, arrived in Spokane Tuesday in a 1916 Reo four-cylinder touringcar. The actual running time between Portland and Spokane was 20 hours and 59 minutes, for a distance slightly in excess of 475 miles, an average speed of almost 23 miles an hour over all kinds of roads.

Not satisfied with making a Portland-Spokane record, Mr. Vogler and Mr. Harris also set marks between Pendleton and Tuxton and Colfax and Stanton. These marks they set from Pendleton to Tuxton in two hours and 28 minutes, and drove from Colfax to Spokane in two hours and three minutes.

The trip from Portland to Spokane, according to Mr. Vogler, is as pleasant a three-day tour as there is in the northwest, the scenery along the route comparing favorably with any in the country. He writes: "We left Portland at 10:05 o'clock Sunday morning over the Columbia river highway. By 1:30 o'clock we had arrived at Hood River, after encountering rough roads over the last 25 miles.

From Hood River to The Dalles. "The road from Hood River to The Dalles was good for a mountain highway, passing as it does two summits. From the Dalles to Winco there are 20 miles of fine roads and we made the run in less than an hour and a half. When we quit traveling for the night we were at lone having negotiated the run from Portland in exactly one and one-half hours. From Winco to lone the going was fine and it was well that our car was provided with good cushions.

"Starting from lone at 8:20 o'clock Monday morning we met our friends on the roads to Pendleton, arriving there in time for lunch. We were in no hurry in getting out of Pendleton, because we intended to spend the night at Tuxton, but once we were started, we got every ounce of speed out of the little car and rolled into Tuxton long before sunset, beating all previous records by more than a half hour. The road about Wathburg was very up, but should be in good condition in a few days, as a large crew is working on it.

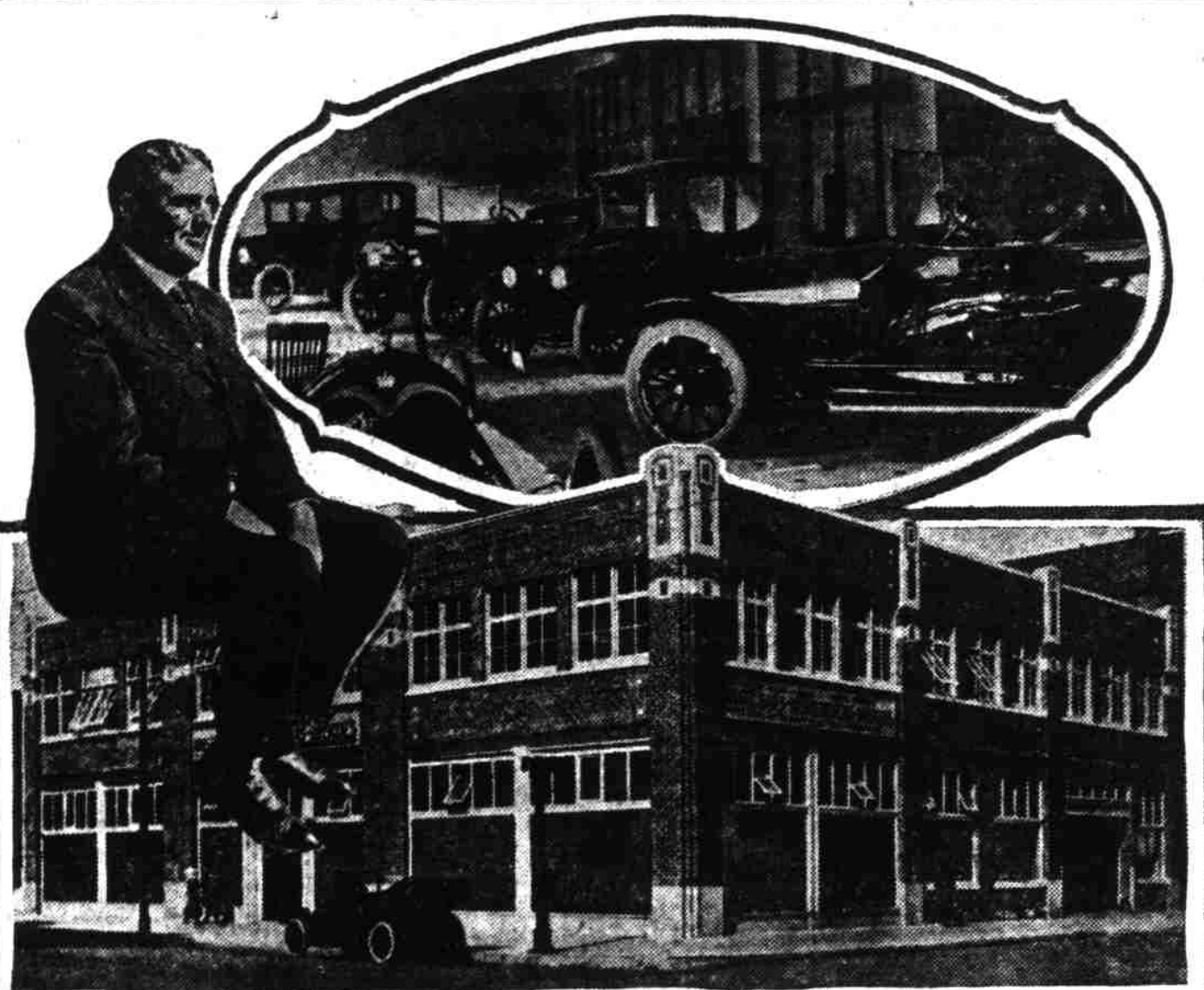
To Spokane via Colfax. "We came into Spokane from Dayton on Wednesday via Hester's ranch, Central ferry and Colfax. From the Snake river to Spokane the roads are in exceptional condition and at no place are they bad enough to bother a motorist.

"The most dangerous road which we traversed was along the Deschutes river, where for 15 miles there was barely room for the car and only an occasional place for passing. We were twice compelled to use a ferry and once we used a toll bridge, the total cost being \$2.50.

"On the first 127 miles of the run our fuel cost just 55 cents, as we used distilled, our car being fitted with a device which makes this fuel every bit as satisfactory as gasoline."

Mr. Vogler will remain in Spokane during the automobile show. Mr. Harris having left Thursday for San Francisco. While in Spokane, Mr. Vogler is making his headquarters with the Fordok Auto company, inland empire agent for the Reo line.

KISSELKAR HEADQUARTERS ON PARADE



A. H. Robinson, manager of the Pacific Kesselkar Co., and interior and exterior views of the company's home at Broadway and Davis Sts.

The new home of the Kesselkar and the Briscoe, in the building at Broadway and Davis streets, erected by the Pacific Kesselkar company and in charge of A. W. Robinson will be on dress parade all week in a continuous reception.

When the Kesselkar first sent its representative to Portland, W. L. Hughson, head of the coast distributing firm, informed his interviewers that the firm had come here to stay and that its home would be one of the landmarks on auto row. Now it is ready and its inauguration will be well observed.

Decorators were busy until late yesterday, putting in the permanent flow-

Pathfinder Car on Way to Yellowstone

Machine Started Out Yesterday from Minneapolis and Should Reach Park Week From Tomorrow Night.

The Chalmers 3400 r. p. m. Six-30 car left Minneapolis yesterday as the pathfinder for the seasonality tour from Minneapolis to Yellowstone National park. Five passengers, three of them newspaper writers are in the party.

The tour will not be run until July, the A. A. A. sanction calling for the start on July 26. The Chalmers 3400 r. p. m. will go over the route twice and mark it so that a schedule of about 20 miles per hour will be possible in July. The selection of the Chalmers is a compliment to the power of the remarkable engine and the easy riding qualities of the car, for the tour will traverse part of the wonderful mountain region of the northwest in addition to crossing the prairie wheat lands of Dakota.

The tentative plan of the tour called for the first stop last night at Staples. The second night's stop will be at Fargo, third at Bismark, fourth at

Proper Devices Aid In Handling Loads

Not every truck owner realizes how much more efficient trucks can be made by the adaptation of the proper devices for handling the load.

Such devices have been described from time to time in various magazines, newspapers and trade publications. All of the most important of these have now been collected, and are set forth in one article appropriately illustrated, under the title, "Devices That Make for Motor Truck Efficiency," and appearing as an introduction to Volume IV, of "Motor Trucks of America," published by the B. F. Goodrich company, Akron, O. This 144 page volume—an edition of which is published annually—is now ready for distribution, and a copy can be secured on application to the Portland Goodrich branch, at Broadway and Burnside streets.

Even Dogs Hit by War.

Vienna, May 13. — (I. N. S.) — All brass dog collar labels must be replaced with iron, according to a new order. Seventy thousand labels have already been landed in.

minor adjustments, while upstairs is a well equipped machine shop and an extensive parts department.

Handsome chandeliers in which the best effects of direct and indirect lighting are combined were hung during the week and make the place blaze in a white light. The branch has joined the spirit of the Broadway Improvement association and cluster lights illuminate the building's exterior at night.

The entertainment features of the week will include special music every afternoon and evening. On the second floor Manager Robinson has arranged a tea room where Japanese maidens will serve. About 2000 invitations have been issued.

Bad Roads Cause Insanity in Women

Speaker Before Mothers and Parent-Teacher Association Declares Country Children Should Learn Roadwork.

Instructions in road making for country children and the actual building of good roads by their labor to relieve the distress and frequent insanity of their mothers caused by bad roads was advocated at a recent session of Four State Country Life conference held at Philadelphia. The conference was made up of delegates from the states of Pennsylvania, Maryland, New Jersey and Delaware.

The teaching of good road making in the rural schools was the theme of Mrs. Augustus Henry Reeve, vice chairman of the country life department of the National Mothers' and Parent-Teacher association, who said that Wisconsin is the only state in which rural school children are taught road making in a concrete manner.

"In Pennsylvania good road instruction is looked upon as an 'extra' she said, "whereas it ought to be an element of education. Roads are the most important factor in country life. They connect the homes with the schools, churches and markets. The subject of roads, for that reason should be taught to country boys and girls, and especially to the girls, for it is the woman of the rural districts who suffers most from bad roads."

Mrs. Reeve advocated putting the country school children, after the age of 13 years, to work on roads, so that they may learn from practical experience what a good road means and how it is secured.

HIGH CLASS CARS BOUGHT

That America today is purchasing more high class cars than at any time in the history of automobiles is the assertion of H. H. Rice, manager of the Nordyke & Marmon factories, in which the Marmon car is produced.

Mr. Rice was a Portland visitor of the week, the guest of C. J. Menzies, sales manager of the Northwestern Auto Co., the local representative of the Marmon.

Mr. Rice also asserts that the high class buyer has come to look upon his car as he does on his home, and he now demands distinction as well as service. Man used to be satisfied



H. H. Rice, manager of the Nordyke & Marmon factories, who is studying the local field.

with a car if it was mechanically correct and had an appearance which was conservative enough and beautiful enough to avoid being conspicuous. But no more, says the factory manager.

Reflect Best Judgment. "Automobiles today, in a way, reflect a man's best judgment. The buyer selects a motor car which will be representative of him with just as

much care, as he would a new house. Almost any house that has a roof over it and four walls makes a dwelling. The same is true of cars. Almost any car made today will run and will insure the owner the satisfaction of getting from one place to another.

Formerly, especially in this country, was the following truth: There is another reason why a man did not feel much like spending any money for a

car, that is, any more than he absolutely had to. It was the absence of good roads.

"A motor car is meant for road travel, for getting out next to nature, but the joy of it soon vanishes where there are rough roads, plentifully sprinkled with deep mud holes. Under such circumstances you could not blame a man for buying a car which did not represent his judgment nor give him all that he could reasonably expect to find in a high class car.

Auto Now Considered Investment. "He probably figured, for taking out a car and snuggling up on the roads, a cheap car would serve the purpose just as well. He could hardly consider a car as an investment.

"The last time I came through Portland that was a big factor to be considered. Today, I was taken out on the Columbia river highway. Every other man in this city ought to have a motor propelled vehicle of some kind to enjoy that wonderful country. Also many a man that has a car could now get one which he might consider as an investment, rather than a toy.

"I am told that other splendid roads radiate in every direction, and that more of them are under construction. That change in the situation is the reason why the Marmon and other high class cars are now selling in this country, and why we have oversold our output of the new aluminum cylindered car.

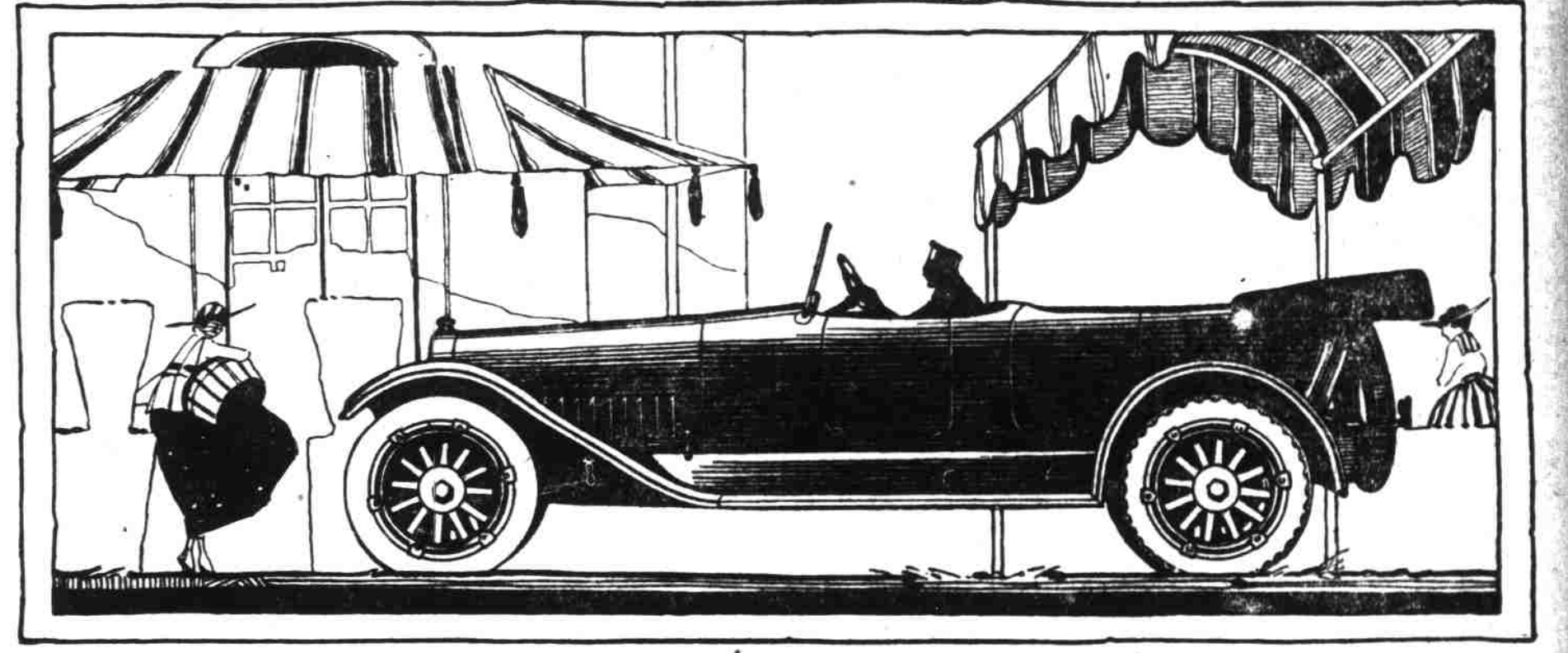
"The Marmon factories will turn out but 2000 cars this year, just about half of what we should have. Additional factory space will double the output for next year."

Mr. Rice spent several weeks in the south, and is now on his way to Seattle and Spokane, and thence back to the factory.

Kidnaps Invalid Wife. "Cannelton, Ind., May 13.—Seeking happiness, George F. Fisher, wealthy Denver, Colo., man, is speeding westward with his invalid wife, whom he kidnapped from her mother.

New Mid-Year Model 26 Extra Features

\$1325 f. o. b. Racine 127-inch Wheelbase



Fine Cars Are Costing \$25,000,000 Too Much

John W. Bate—the efficiency engineer—says, "If all fine cars were built as the New Mitchell is built, the makers would save—on this year's output—at least \$25,000,000."

That means high-priced cars only. It means the loss through buying parts which the Mitchell factory makes. And the fearful loss through wasteful factory methods.

It tells how efficiency can give a car like this, equipped like this, at the Mitchell price. And no other feature talked today is so significant.

Pays for 26 Extras The Mitchell factory savings pay for 26 extras found in this Mid-Year Mitchell.

That is, things you want and need. But things you can't get in other cars without an extra price. The costliest car doesn't have more than four of them.

Things like a power tire pump, Bate cantilever springs, reversible headlights, ball-bearing steering gear, dashboard engine primer. The Mitchell has everything invented to add attractions to a car. And no extra price for them. We pay for them all through efficiency.

The Model Motor Plant John W. Bate has built for us a 45-acre plant. He has equipped it with 2092 up-to-date machines. He has trained our men—worked out thousands of minute-saving methods. In the past five years he has reduced Mitchell factory costs 50 per cent. He has simplified the car. He has fought down weight. Castings have

Mid-Year Model—73 New Ideas The new model on show now embodies 73 new ideas. It contains in one car all the best new features found in 257 New York Show models. The body is the handsomest design found on any touring car. The details include every popular touch found in 1916 models. It has, in addition, our 26 extras. So this New Mitchell is the most complete car you have ever seen.

Father Time the Only Official Tester

Remember steam cars? How smooth and flexible they were, and what hill-climbers! How fleetly they ate up the miles! Once it seemed sure that steamers would put gasoline cars out of business. And yet—where is steam today?

Remember the two-cycle? Marvelous thing—had twice as many power strokes as any other kind of gasoline motor—eight power-strokes in every four cylinders, and 12 power-strokes in every six. But where is the two-cycle today? So it goes with many automobile "wonders." Father Time puts them to the test, and, if they buckle under his strain, into the discard they go.

The only car, or motor, transmission, axle, magneto or other element used in an automobile which can be safely trusted through every stress and strain you encounter is the one that has already won the O. K. of Father Time, the only official tester, and the tester who cannot be fooled.

Every feature of the Winton Six has won that O. K.—is time-tested and proved. You can buy a Winton Six with the full certainty that you have not engaged yourself to become a repair man, for the Winton Six holds the world's lowest repair expense record. And not only are you free from anxieties when your car carries the Winton name-plate; but, more than that, you have the delight of owning a car that is precisely, in every detail, just as your personal taste desires. Two sizes—33 at \$2485, and 48 at \$3500. A telephone call will bring you all the particulars.

The Winton Company Winton Building, Twenty-third and Washington Streets

Advantages of Tire Said to Be Numerous

Anticipating Demand Eastern Factory Has Increased Facilities to 1500 Per Day; Wonderful Showing of Models.

"Motorists are rapidly learning the distinct advantages of cord tires and are demanding them on their cars," states L. C. Rockhill, manager automobile tire department, the Goodyear Tire & Rubber company, Akron, Ohio. As car owners learn more and more about them, cord tires will be a tremendous factor in tire equipment.

"Anticipating this condition, we have made additions to our factory equipment that give us a capacity of 1500 cord tires a day. Cord tires have been thoroughly tried out under all conditions, and these definite and distinct advantages proven: greater comfort, extra mileage, greater freedom from troubles, lower gasoline consumption, greater coasting ability, higher speed, quicker acceleration of motor and ease of repair. These advantages we led Packard, Locomobile, Franklin, Peerless and White to adopt Goodyear cords as standard equipment on their cars. Two of every three new cars being sold in 1916 will start their careers on Goodyear cords.

"It is not often that we use publicly the stack of testimonial letters we receive, telling of the performance of our tires. Occasionally, however, we letter stands out as typical of the rest and we can't help telling about it. For instance this one from Thomas Hay of Chicago, Ill.:

"I purchased a set of Goodyear cord tires May 1, 1915. These tires have been on my personal car and in continuous use, and show by actual odometer measurements about 15,000 miles."