

MITCHELL CO. IS LOCATED IN ITS NEW AUTO HOME

Structure in Heart of Broadway Is Modern and One of Best of Kind in Northwest States.

The first of last week saw the firm of Mitchell, Lewis & Staver Co., distributors of Mitchell and Jordan automobiles and Jumbo motor trucks, located in the new building the firm has erected at Broadway and Everett streets in the heart of the Broadway automobile district.

This building, which has been under construction for the past six months, is one of the largest and finest of its kind on the Pacific coast and embodies the latest design and conveniences for the successful operation of a wholesale and retail automotive business.

FLOOR SPACE AMPLE
It occupies a space of 100 feet on Broadway by 150 feet on Everett and is four stories in height, giving a floor space of 52,000 square feet, devoted exclusively to the sales, service and storage of the lines which the firm distributes in the states of Oregon, Washington and Idaho.

The building is of reinforced concrete construction. The first floor is taken up by the sales rooms and the quick service departments. The salesroom is perhaps the largest on the Pacific coast, being 100 by 90 feet.

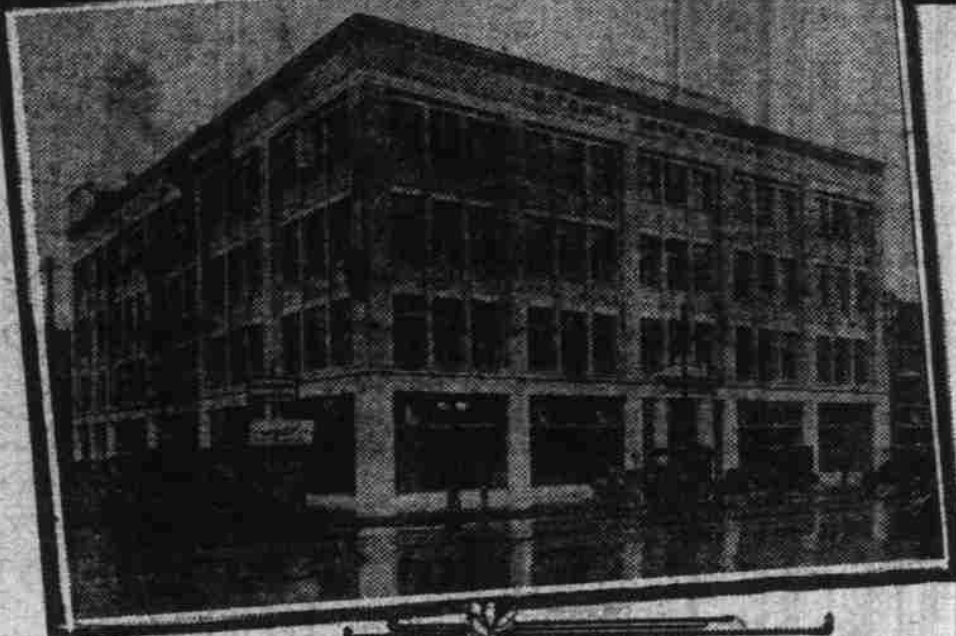
The walls and ceiling are tinted light gray, which contrasts nicely with the terrazzo floor. The sales floor is furnished in the latest style of wicker furniture, with a ladies' rest room fitted up with dressing table and other conveniences for the out of town motorist.

FOUNTAIN IN CENTER
There is a fountain in the center to add to the general attractiveness and the office of sales manager and information desk are conveniently located on this floor. The second floor is occupied by the general offices, used car sales rooms and repair parts department.

The third floor is devoted to the storage of new cars and when filled to capacity will hold more than 100 cars and trucks. The fourth floor contains the shop, said to be one of the finest and most modern in the city. Artificial light is not required, even on the darkest days. A metal covered work bench runs along the entire Broadway and Everett street frontage. Every few feet there is provided electric sockets from which may be operated press drills and other machinery. The shop is also piped for air for use by air driven valve grinders and other pneumatic tools. Over the full length of the bench there hangs conveyor track, making it an easy operation to haul a motor from the frame, convey it to the braising rooms or to the machine shop. Much new equipment has been installed and the shop force is in position to take care of most any kind of motor car ailment with ease and dispatch. A freight elevator connects all floors.

In equipping the shop, the comfort of the workers was not overlooked and there is provided in addition to sanitary washroom with hot water always on tap, shower baths, which is something new in the way of shop equipment in this city. A parts elevator operates between the parts department and the shop and quick

FINE NEW BUILDING IS NEW LOCATION



New building at Broadway and Everett street occupied last week by the Mitchell, Lewis & Staver company, local distributors of Mitchell Six and Jordan Six motor cars and Jumbo trucks. The former west side location of this company was at Broadway and Oak street. The group above shows the Mitchell, Lewis & Staver sales force at the time of the visit of factory heads here recently. They are, from left to right: Lower row—J. L. Brown, manager of Spokane house; R. C. Rueschaw, general manager Mitchell factory; H. W. Mitchell, president Mitchell, Lewis & Staver company; H. R. Arthur, Pacific coast factory manager. Upper row, left to right, Portland sales force—E. L. Smith, sales manager; O. L. Howe, W. E. Burdett, W. C. Topping, Ray Albee, W. J. Wilson, C. H. Werlenberger, A. H. Madden, H. E. Jagger and Ed Ostendorf.

delivery tubes for orders, papers and the like connect the shop with the quick service department below.

The man behind this building activity is H. W. Mitchell, who has been at the helm of the Mitchell, Lewis & Staver company for more than 20 years. Mitchell entered the employ of the Mitchell, Lewis & Staver company as a lad, while his father was manager of the concern, then a factory branch of the Mitchell Wagon company of Racine, now the Mitchell Motors company, the company being engaged in the farm machinery and vehicle business. At about

25 years of age Mitchell succeeded his father as head of the firm.

The company still maintains its farm machinery department at East Second and Morrison streets. No changes were made in this department by reason of the removal of the automobile departments to the west side. About 1907 Mitchell saw very plainly the decline of the vehicle business, and decided to take on the successor to the horse drawn vehicle, the motor car. He contracted for the Northwest territory on the sale of Mitchell automobiles. Two years later the Mitchell Motors

company decided to operate direct factory branches, on the Pacific coast, and after a two year trial of this plan, the contract was again turned over to Mitchell, who has held it ever since.

The growth of the automobile department of Mitchell, Lewis & Staver company is like that of Portland, steady and consistent. From 1912 to 1917 the department was operated in a two story frame building at East First and Morrison. In the first part of 1918 the new car sales department was moved to Broadway and Oak, occupying the ground floor of the Beck building.

Toward the end of 1919 it was seen that the growth of the business necessitated getting it all under one roof, so the half block on Everett, Broadway and Everett streets, was purchased and the contracts let soon after for the building which now occupies the site.

RAILROADS MIGHT PURCHASE TRUCKS

Chicago Now Has Motor Transport Companies; Relieves Competition at Terminals.

That the time is coming when the railway systems of the United States will own more motor trucks than any individuals or other corporations, was an opinion expressed at the tenth annual truck owners' conference, recently held at Chicago.

It was brought out in discussion at the conference that Chicago already has a motor truck transportation company which is cooperating successfully with the interurban lines entering that city in the handling of freight. The trucks pick up outgoing freight for delivery to the interurban cars at the city limits and receive Chicago freight carried by the interurbans and deliver it to the consignees in the city. By this arrangement large freight receiving and storage houses are unnecessary, terminal congestion is avoided, and delivery is speeded to the benefit of the consignee.

Advocates of motor transport also predict the railroads will some day own large fleets of motor trucks.

MOTOR TRUCK AIDS IN BOOMING LANDS

Easier Access to Markets Sends Prices of Lands Up, Claim Field Investigators.

One modern factor in the recent boom in land prices in many sections of the country is the motor truck, according to reports made to field men of the economic research division of the Ship and Truck Bureau, which maintains headquarters here and has a nation-wide organization. Land which formerly was worth only \$150 to \$200 an acre, has suddenly doubled and trebled in value, it is said. For much of the increase the motor truck is credited, especially where farmers have found it possible, by means of it, to reach the most desirable markets, formerly regarded as inaccessible.

In the Burley tobacco district of Kentucky, for instance, the bureau says, blue grass land which previously had not been planted to tobacco because the planter lived too far from a desirable market, has risen from \$300 an acre on the average to more than \$500 in value. Many small farms sell for \$1000 to \$1500 an acre, it is said.

With the advent of ship-by-truck methods, tobacco is daily brought into Lexington, the world's largest loose-leaf tobacco market, by motor truck. It comes from points 30 and 60 miles distant, in many instances. In this manner the grower is able to realize the highest prices paid for tobacco, whereas formerly he was compelled many times to accept less for his crop than it actually was worth.



What Tire, Sir, Do You Consider Best?

Some of you will say one tire and some another. But do you know?

The tire situation is constantly changing. All good tires have been constantly bettered. The cost per mile is going down. Mileage is increasing.

Do you know which tire is leading in this new-day trend?

Do you know what service is expected in a prime tire nowadays?

Make a comparison

The Miller Tire is perhaps today the most talked-about tire in America. Users everywhere are citing mileage records which surprise them. And, above all else, amazing uniformity.

Large tire users are making countless comparisons. Sometimes over 20 makes are tested against Millers. And Millers are winning enormous contracts on these records.

Have you compared a Miller with the tire you favor? If not, you owe that to yourself. And you owe it to the Miller.

The new-day tire

Miller Tires—both Cords and Fabrics—are built by new-day methods.

The strength requirements are extreme. Over \$300 daily is spent to prove that cords and fabrics meet them.

Eight machines in the factory are run night and day to watch the mileage under severe conditions. Count-

less other tests are constantly made on heavy cars, on taxis, trucks and jimeys.

Five other good tires are thus constantly compared with the Millers, to prove that the Millers excel them.

Every tire signed

Every Miller Tire is signed. A record is kept of the maker, the process and the inspector. If a tire proves defective, both the maker and inspector are penalized. If a tire disappoints, we learn the reason for it.

Year after year the Miller Tires have thus been constantly bettered. And these endless comparisons prove them to be the best tires built today.

They do not vary

The tires are uniform. Not one tire in a hundred proves in any way defective. There are numerous large cities from which, last year, not a single Miller Tire came back.

In Akron—their home town—more Miller Tires are sold at retail than all other makes together.

Not a single Miller Tire, made under the new methods, has ever come back with the tread gone.

These new-day tires, all over the country, are making remarkable records. They have won hundreds of thousands of permanent users by comparative performance.

You should try these tires. Compare the mileage with the mileage you get now. It will, we believe, change your whole conception of what a tire should do.

When you buy a new car insist on Miller Tires. Twenty car makers now supply them and there is no extra charge.

A 15-Year Verdict

The Crowell Auto Supply Co., Newton Center, Mass., say that for 15 years they have handled every popular make of tire. Never has a tire afforded their customers such universal satisfaction as the Miller. In 2 1/2 years they have not had a dozen adjustments, and they have never known a Miller user to change to another tire.



Tread Patented
Center tread smooth with suction cup, for firm hold on wet asphalt. Grooved-to-the-road side treads mesh like cogs in dirt.

Miller Tires

The Most Talked-about Tires in America

Cords or Fabrics

Geared-to-the-Road
Registered U. S. Patent Office

Northwest Auto Co.

Distributors
Alder at Eighteenth



INVITATION

We will keep "Open House" all this week in our new building at Broadway and Everett. We urge you to take advantage of the opportunity now afforded to make inspection from basement to roof of what is probably the largest and finest building on the Coast devoted exclusively to the Automotive Business. The official opening of the building will take place Thursday evening. The public is cordially invited to be present.

Mitchell, Lewis & Staver Co.

Mitchell and Jordan Automobiles
Jordan Trucks

BROADWAY and EVERETT STS.

MACK PERFORMANCE COUNTS

Features You Get Exclusively in MACK Trucks

The Heavy-duty Clutch

The Mack truck models having a capacity of over three tons are known as the AC type. Ruggedness and power feature these models, as they are designed and built especially to be genuine burden bearers.

Everyone knows that to "pick up" a heavy load requires a sturdy clutch. The clutch used in MACK AC models is designed and built especially for MACK heavy-duty trucks in the MACK factories.

There could hardly be a simpler efficient clutch. It is of the single disc type and entirely inclosed within the flywheel. It is oilless and without adjustment.

Instead of a disc the full diameter of the clutch faced on both sides, as is the usual construction, in the MACK AC clutch, the facing, made of thermoid, is attached at its inner circumference to the disc, which is of flexible metal and riveted to a splined hub carried loosely on the clutch shaft end. The friction surface of the friction ring is therefore perfectly smooth, being without rivets.

Next: Provision for Driver

MACK-INTERNATIONAL MOTOR TRUCK CORPORATION

Tenth and Davis Streets
Broadway 691

Cole Aero-EIGHT

BALANCED TO ZERO

What vests the Aero-Eight with its unusual range of performance and enables it to operate with uniform efficiency and economy throughout its entire speed scope?

Those who have experienced the thrill of traveling in the air realize instantly why the Aero-Eight is so versatile.

Its working parts are synchronized. It never labors, never strains. Its operation is smooth, silent, vibrationless. For the Aero-Eight is balanced to zero.

The sensation of speed is cut in half. Traveling at 60 miles an hour seems like 30; 40 like 20 and at less it moves so evenly and quietly that one is hardly cognizant of its motion at all.

There's a peculiar fascination about the manner in which the Aero-Eight performs which is attributable to its peculiar balance.

Northwest Auto Co.
ALDER AT EIGHTEENTH
COLE MOTOR CAR COMPANY, INDIANAPOLIS, U.S.A.

THERE'S A TOUCH OF TOMORROW IN ALL COLE DOES TODAY