

Columbia Tire Corporation Enjoys a Successful Start

FACTORY LOCATED AT PORTLAND IS MODERN IN EQUIPMENT AND PRODUCES HIGH GRADE TIRE

C-T-C tires, the new Oregon-made product, have made the history in the few short weeks they have been on the market and already distribution is well perfected throughout Oregon and is entering other parts of the Northwest.

To those who have had an idea that tire-making is copy-righted for the city of Akron, Ohio, the production of C-T-C tires in Oregon will come not only as a surprise but as an agreeable one, for it is said by those of tire experience who see C-T-C's that Oregon-made tires can go the Eastern product even one better.

Experience Behind Plant

The plant of the Columbia Tire Corporation is located at Kenton in Portland and is reported to represent a great many improvements over the tire plants of the East. It was designed by R. A. Wurzberg, president of the corporation, a man known internationally for his work in systematizing the production of tire-building plants. When the new Cumberland, Maryland, plant was planned for the Kelly-Springfield Tire Company, it was Mr. Wurzberg who designed the arrangement and efficiency throughout. Associated with Mr. Wurzberg are five tire-makers who have had much to do with the tire-making development of the past fifteen years.

The establishment of the industry in Oregon was planned five years before its consummation, this group of men getting together and deciding that if they could build fine tires for other manufacturers, they could do equally as well or better for themselves in their own factory. This gave rise to a survey of the United States for the location of a plant, and Portland was chosen because it afforded proximity to raw materials over 30 per cent of which originate on the Pacific. It also opened up territory heretofore little served excepting from a long distance and it brought them to a point where climatic and labor conditions were pronounced ideal for fine tire-making. At the time these plans were started, the war was on and prices were beginning to sky-rocket to the point where the building of a factory and the buying of materials were impractical. Therefore these men spent their time for the years in designing their tire, perfecting improved compounds and getting ready generally. Two years ago they came to Portland where they found ample backing by conservative bankers and business men.

Production Started

Early this spring the factory was completed, the machinery installed and tuned up, and production started. The plant of the corporation is 250 feet long by 80 feet wide, with four projecting wings. It is built of concrete, steel and glass and is pronounced the best-arranged tire factory in America. In equipment also it is said to out-rank even the new plants in the East. The extra-heavy-duty tire-making machinery used is of an improved type and was shipped to Portland through the Panama Canal.

We have a large per cent of

costs on incoming materials and on outgoing tires," said Mr. Wurzberg when interviewed recently. "That saving could be put into finer materials and better workmanship and the hand-building processes we require to build a better tire. The whole of C-T-C tires is of special construction, the head extra powerful, the side-walls more heavily constructed, the tread semi-flat and carrying a non-skid compound, which, together with the improved compound of the rubber, produce an absolute skid-proof effect."

La Grande Has Branch

The plan of marketing in vogue with the corporation is the establishment of direct factory branches located at conveniently centralized points throughout the Northwest around which radiate direct dealer connections. The advantage said to be in this system is the maintaining in each territory of a fresh and adequate supply of tires for the dealer. A factory branch is located in La Grande and is in charge of Harry P. French.

Production Speeded Up

Among the interesting accomplishments arising in connection with the new industry in Oregon is that of its unparalleled speed in getting into production. Heretofore a new tire plant has required from 12 to 14 months to reach a daily production of 60 tires. Within six weeks of the opening of the factory, C-T-C's were coming out at the rate of 100 a day, and by the middle of June 300 to 250 will be the daily production. This record is reported as being due not only to the increased efficiency of the plant itself, but to the superior quality of skilled labor available. Mr. R. H. Brown, superintendent of the construction, reports that in his 15 years' experience in the East he had found that it requires approximately 10 men for each two men able to qualify to the exacting tire-making requirements. Here in the West practically every man taken on has made good from the start. Another feature of the new Oregon factory is that in six weeks of operation not one imperfect tire was produced. This is cited as against the 5 to 10 per cent imperfects or seconds produced at the Eastern plants. This is also credited to Western workmanship and the efficiency of the plant itself.

Tire Has New Features

C-T-C tires represent many new features in tire construction. Only the best materials enter into the making. This includes carefully selected rubbers, long-staple combed cotton and other quality ingredients. Where the usual system is to make one type of rubber do for all parts of the tire, C-T-C's contain four distinct varieties of rubber, each part with a definite and specific purpose. No reclaimed rubber is used nor are any other possible substitutions for quality permitted. One of the great features in the more powerful construction of C-T-C tires is the building of the cords to stand up and give maximum service under 30 per cent less than the usually recommended tire inflation. This feature is said to have started the tire-making

world, and it is reported on good authority that the older tire manufacturers are now beginning to claim that their tires do not have to be so heavily inflated either. This has aroused the amusement of the old tire-builders at the Columbia Tire Corporation plant, who simply shake their heads and say, "Wait and see."

Speeding is another important feature of C-T-C tire-building, this compounding being done under a secret process which is said to greatly add to the life of the rubber by specially toughening it and also to produce perfect non-skid traction.

The present output of the plant is in cords in all standard sizes up to 35x5 and fabrics 28x3 and 30x3 1-2 only. The corporation also is producing an inner tube reported to be the heaviest and toughest tube on the market. The prices at the retail tire dealer's shops are the same as other standard cords, though it is reported that the higher cost of manufacture going into these better-built C-T-C's is made up by the fact that the tire is not offered in the quality-marring price competition induced in by Eastern manufacturers to equip stock cars.

Already some striking tests of long-distance mileage have been piled up for C-T-C cords, while the skid-resistance principle is said to greatly reduce the cost of upkeep on the car, particularly in rough-road travel. C-T-C's stand out as distinguishable from other tires by salmon-colored side-walls and a battlement grey, heavily buttressed tread.

A writer says the "drive" habit was not a product of the great war, but it is easily seen how a great war might be a result of the drive habit.

MACHINE AGE EXALTS TOWN

In this connection, it is well to remember Herbert Hoover's pungent and pertinent sentence in an article in Collier's concerning the effect of the motor car, which reads: "The farmer is able to purchase in larger markets and participate in the joys and sorrows of town life."

This may give the self-satisfied city-man something to think about. Contact with the town is not always a step toward improvement. If, indeed, he will go back 15 years in our history, he will find that the trader in the towns was considered in many communities a being rather inferior to the landed proprietor who came into town occasionally to do his trading.

But he is becoming a squire in a way less costly to society than obtained in the older days. He is not dependent upon cheap labor and a mass of tenants to support him. He is adding scientific management and knowledge to machine farming. He is sending his children away to college and they in turn are coming back and running the farm in accord with modern ideas. This new generation is a wide-awake, up-to-date group and those leaders in the publishing, mercantile or political world who first realize the change that has come will have their reward.

While country has passed through a variety of ages: seaborne, pioneer, revolution, early mechanical,

agricultural versus slave, railroad, and industrial age developments. Factories will go on, big centers of business will be established; but in terms of home conditions the best decade will witness the rise of the country-life age.

"TOURMORE" CAR IS HOUSE ON WHEELS

To C. D. Rouze of the General Motors Truck company of Pontiac, Mich., has gone the unique honor of having designed and built the most complete "house on wheels" ever brought forth by any company or individual. The "Tourmore," as it is called, was designed by Mr. Rouze for his own personal use and during last summer he toured to the Yellowstone park and back, more than 10,000 miles, living in this car night and day, entertaining his friends in its cooking meals there and in his spare time showing thousands of visitors the unique craft.

The body was built to specifications drawn up by Mr. Rouze and contains every known feature for touring and comfortable living. The inside of the body has a "halfway" running the entire length, but so constructed that a bedroom can be shut off from the living room, insuring the utmost privacy.

The equipment of the car includes a toilet, a bath tub, a cooking stove, a refrigerator, writing desk, full size beds, clothes closet, running water, dining quarters, ample seats for a considerable number of persons and sufficient room to store traveling luggage without having it in the way.

Which is the better construction? Britain will pay a loan or Britain alone will pay?

GASOLINE TAX NETS HUGE SUM

Elsewhere in this section, the Observer presents an article with reference to the aid given in financing Oregon's road program through the license tax, exempted from automobile owners of the state, and in which was mentioned briefly the tax imposed on consumers of gasoline. The latter source has been adding a million dollars a year to the road funds of the state, all of which is contributed by owners and operators of motor vehicles.

Four years ago an act was passed by the legislature levying a tax of one cent per gallon on all gasoline and distillate retained in the state. At the 1926 session the tax was increased to two cents per gallon, and during the legislative session of 1927 an increase of another cent was made, making the total tax at present three cents per gallon.

The revenue obtained by the state from the tax on gasoline in 1921 totaled \$245,509.66, and for the year 1922 amounted to \$1,127,147.77, making a total sum for the two year period of \$1,372,657.43.

The estimated income from the gasoline tax for the years 1923 and 1924, as announced by the State Highway Commission is placed at \$1,200,000.00 and \$1,200,000.00, respectively.

The total sum contributed by the Oregon motorists to the road fund for the two year period through the automobile license and gasoline tax

reaches the magnificent sum of \$7,287,017.43.

Overland Well Fortified With New Enclosed Cars

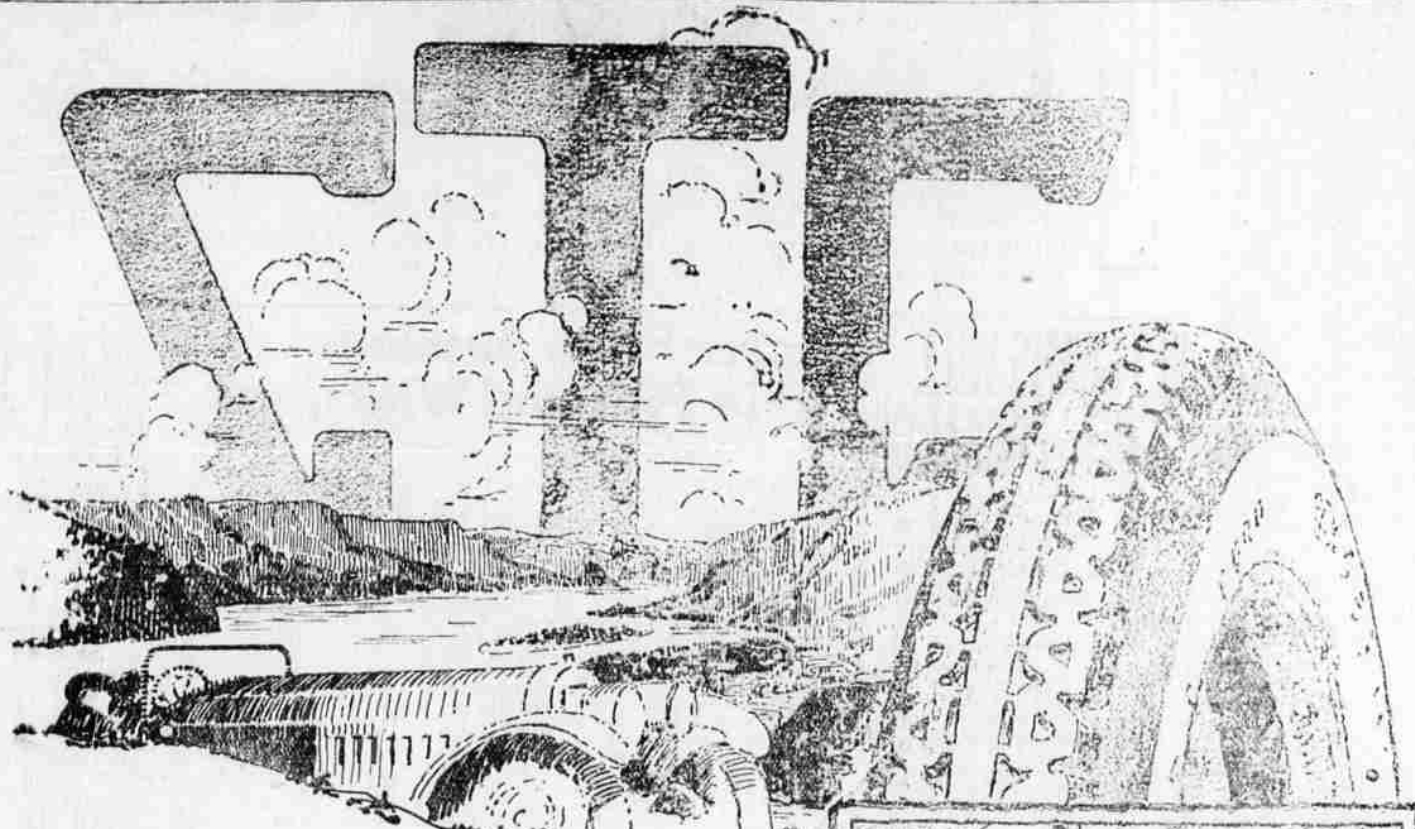
This spring's fifty per cent demand for cars of the enclosed type at a cost closely approximating the price the public formerly paid for open cars has been well met by the Overland engineers with closed models that are examples of the high development of the light weight closed car and embody all the refinements and luxuries that the discriminating motorist demands. The enclosures are of rich velour, deep and comfortable and give the interior a well appointed appearance. There are four doors with large window area, affording plenty of vision.

These windows slide up and down noiselessly and stay "put" in any desired position without rattling. There is a dome light for the interior and all the little appointments that go to make the complete car.

These qualifications combined with the attractive "Overland blue" and deep velour trim for the body color or white in creating an exceedingly desirable car to look upon. There is also ample leg room. In both the coupe and sedan, which makes a long trip a joyous occasion and the seats have a comfortable tilt that invite absolute relaxation and rest.

That cars of such completeness can be offered at such low prices is striking evidence of the outstanding production facilities prevailing in the Overland-Overland plants at Toledo, Ohio.

We shall gratefully and humbly follow the first heretofore who lasts as long as the Bible has.



The Tire That Best Speaks for Itself

C-T-C Cords and Fabrics
Are Now Ready for Your Approval

WE ARE proud of C-T-C Tires, and you will be, too, we are confident.

Ours is a pride of achievement; yours will be the pride of possession. Into C-T-C Tires has gone a quarter-century of experience in building fine tires. Back of C-T-C Tires is a plant superior in arrangement, equipment and efficiency to any tire factory known.

And hand-built into C-T-C Tires is the long-distance mileage, riding comfort and economy which every motorist has sought.

It is a tire about which it is unnecessary to talk generalities. Each feature of its superiority is specific and outstanding.

From head to tread, C-T-C's represent improved design, materials and craftsmanship.

In using only highest-grade rubbers, long-staple combed cotton and other quality materials; in the extra-powerful head, specially constructed sidewalls, semi-flat, wear-resisting tread; in the improved and secret compounding processes; and in the painstaking, skilled workmanship of master tire builders—you will find the reasons for C-T-C supremacy.

To prove this supremacy to your own satisfaction you may drive C-T-C Tires with a greater ease, more comfort and less wear than in tires carrying "stock" inflation. This extraordinary feature, which originated with the construction of C-T-C's, insures more comfortable riding, and less rack and ruin and upkeep expense for you.

Note the elegant, heavily built, and tread. Traction and skid-resistance and the road-gripping quality of the specially compounded rubber combine to make C-T-C's the best non-skid tire. Mark the broad center riding band which gives you a wide, steady, and sure grip on the road. See how each tread block is bound to the whole, forming reinforcement and protection from blows and a sudden grinding of brakes. The device included suction pockets are perfectly enclosed.

C-T-C Cords, Fabrics and Inner Tubes
on sale at

Columbia Tire Corporation
LA GRANDE FACTORY BRANCH DISTRIBUTORS
1113 Washington Avenue
HARRIS F. FRENCH, MANAGER
Other Dealers Throughout the County

Columbia Tire Corporation

Portland, Oregon
Factory: Columbia Boulevard and Mississippi Avenue
General Sales Offices: Broadway and Burnside Streets



Automobiles Painted

By

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