

HERE IS A PHOTOGRAPH of the first tire turned out by the Columbia Tire corporation, Portland's own tire manufacturing concern which is now in production. There is a superstition in the tire industry which precludes numbering tires starting with number "one," so the serial was started with this tire at "101." Alfred A. Aya, vice president and general sales manager of the company, is holding the tire with its unusually heavy tread up for inspection.



RECORD MADE AT MAXWELL PLANT

With a shipment of five hundred and forty-eight Maxwell cars Saturday, April 24th, all records of the Maxwell Motor Corporation for a single day's shipment were smashed, indicating that Maxwell has apparently reached maximum production several months in advance of what is generally considered peak season.

Maxwell's history throughout the winter and spring has been one of continuous activity and it is reported that orders have constantly remained well ahead of production. As production gradually mounted toward peak season requirements, demand likewise increased at an ever growing rate, and even with the fulfillment of the present high schedule Maxwell's facilities to produce are not able to cope with public demand.

It is believed that shipment of the new model on April 21 will be a common occurrence for Maxwell from now on.

Maxwell's increasing business of past months is well reflected in the quarterly statement of the company, that shows a net profit of over one million dollars for the period. Cash balance since the first of the year has been increased more than two million dollars, and despite the heavy buying necessitated by the tremendous production attained, no bank loans are needed.

It must also be remembered that Maxwell manufactures its product almost in its entirety in its large plants in Detroit, Dayton, Ohio, and Newmarket, Ind.

GLARING HEADLIGHTS DECLARED A MENACE

In an interview given the Morning Oregonian, of Portland, C. L. Ross, of the C. L. Ross Automobile company, says that glaring headlights are one of the causes that make the average motorist a lawbreaker.

The manufacturer tries to equip his motor car with lenses that will be legal in the state in which the automobile is to be sold, said Mr. Ross, but he finds it hard to do that with a different law in nearly every state. However, there is no excuse for glaring lights, when it is now so easy to have them properly adjusted. The police authorities are glad to aid in adjusting lights and it is better to have them adjusted than to have them arrested thereafter.

The bad feature of improperly directed headlights, in addition to that of being glaring to the oncoming vehicle, is that the light is not thrown on the road where it is needed. If the headlights are properly adjusted the light will be on the road ahead of the vehicle, lighting the way for the driver and not shooting off into the air or into the eyes of oncoming drivers.

Properly adjusted headlights are a particular menace on rainy nights on the paved highways. Pools of water reflect the light and create a confusing situation even if the lights are correctly adjusted. If they are out of adjustment it is much more confusing and dangerous.

MOTOR ASSOCIATION ADVERTISING STATE

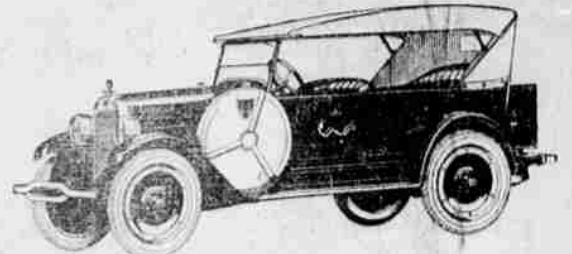
Inquiries now coming to the Oregon State Motor Association regarding the roads and the scenic attractions of Oregon are being answered by that organization on stationery which tells its own story. The association recently had printed a large quantity of folder letter paper of unusually attractive quality and has now begun putting it into use.

The new letter heads are in folder shape, the front page being left blank below the usual letter head for the letter. The double page cover of the folder contains ten representative views of Oregon scenery and roads telling the story of Oregon attractions. The double page is unusually effective and the association has been receiving commendations on the selection of prints. The following views are given: Mount Hood and Bull Run lake, Thumby Rock and the Columbia river highway, the Rowena loom on the Columbia river highway, Crater lake, Multnomah falls, Waukena falls, the ocean walk at Seaside, Vista house and the Columbia river gorge, Lion rock and Mount Thielsen from Crater lake, Mitchell Point tunnel.

On the back page of the folder is an attractive group of the city of Portland views related in natural colors. The photos show Portland in rose blossom time, with views of rose-lined streets, typical rose arbors and one of the Rose Festival floats.

Pretty adjusted headlights are a particular menace on rainy nights on the paved highways. Pools of water reflect the light and create a confusing situation even if the lights are correctly adjusted. If they are out of adjustment it is much more confusing and dangerous.

ONE OF THE YEAR'S CLASSIEST CREATIONS



The Maxwell Sport Touring Car is one of the most attractive cars of the year, extreme beauty being one of the features.

STUDEBAKER FILM TO BE SHOWN IN LA GRANDE JUNE 19

Last year the United States Department of Commerce directed the production of a film, "The Story of an Automobile," and selected as its "location" the Studebaker plant at South Bend, Ind. as its "cost" the Studebaker employees there.

This film is now to be exhibited at the Arcade theatre, La Grande, June 19. The film of the great industry is a complete and interesting record of the making of the automobile, which has become the chief industry of the nation.

Recalls for progress: First seek your taxpayer.

DIVING WITHOUT TIRE
When a tire goes bad, and there is no other to replace it, it is better to run on the rim than on the felloe band. The band is quite thin and easily bent. Any damage to it will be transmitted to the wooden felloe, which will make a much more expensive repair.

Record Still Stands.
Just a year ago Mrs. Z. Kathler, Ayers started the motor world by smashing the San Francisco-Portland record, driving a Buick four-cylinder coupe in the astonishingly fast time of 22 hours 43 minutes. The fair lady still holds the honor as nobody has been able to lower the mark.

THE RAYS OF HEAD LAMPS
When a car is used for night driving, head lamps should be properly focused. Place the car in front of a white wall, so that the lamps face the object at a distance of twenty feet, and try the effect of changing the adjusting screw back and forth until the best effect is obtained.

GETTING RID OF WORN OUT CARS

Fittings Often Bring Profitable Returns; Farmers Use Best of Mechanism; Early Models Go to Their Graves.

What becomes of the old, worn-out automobiles? Even the most rugged machine, built to deliver service year after year, eventually wears out. Unlike the domestic farm car, "one-horse shoe," they do not run on and on until they disintegrate.

Some are Orphan Cars. Others will be sold for scrap.

Others have been long since replaced to exist to that the service problem becomes more difficult and expensive for the owner every year.

It is possible to read the final chapters in the careers of many thousands of cars each year from the records of insurance companies and police reports. Many are destroyed by fire; some are demolished by reckless drivers. Many are lost to the scrap heap.

More thousands of cars are dismantled slowly by rust eaters who find use for the parts about their farms. Great ingenuity is shown by some of them in utilizing the still-good mechanisms of otherwise useless cars.

In addition to all these, there remain tens of thousands still to be accounted for.

Twelve Million in Use.
There are about twelve million cars in use in this country today. The annual output at present is approximately two million. Of course it does not follow that an equal number of cars are scrapped, because many cars that are replaced by new ones pass on to other owners and continue to operate for six, eight or ten years.

Motor Undertakers.
A majority of motor machines go into the hands of motor undertakers, and in these are acquired an expertise that almost everything but the sound of the horn becomes a source of salvage. The trade knows these cars as "motor doctors," applying in second-hand trade, Inc., to their cars and the models as old but manufacturers' stocks have been depleted.

A visit to one of these motor junk yards discloses some peculiar sights. In one corner there may be a pile of radiators as high as a house; in another, perhaps a heap of gears, bearings, wheels and shafts, and in another some that they are not easily water-housed in any place.

Special Fittings Profitable.
In big lots will be found also of brass, copper and aluminum fittings. During the war this sort of material was a source of unusual profit—one of the hottest in the business. Scrap copper was being sold for as high as 45 cents a pound; brass brought 25 cents and aluminum was readily salable at 30 cents a pound.

Even the old fenders prove a profit. In fact there is little left of a car that is not sold, through dismantling, for use in one of the many ways. Some of the largest dealers handle several hundred cars every year. In their yards may be found remnants of cars of every make and vintage, dating from 1900 to 1920.

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Cities are Best Sources.
The larger businesses are found in or near the larger cities, are most of the cars thus handled are brought from city centers by used-car dealers. This is explained by the fact that so many large cars are dismantled by their owners who find uses for the parts in their business of farming.

FORD PURCHASE PLAN COVERS TRUCKS AND FORDSON TRACTORS

"I have received many inquiries looking for the Ford Weekly Purchase Plan included only passenger cars, W. C. Perkins, local Ford dealer, said today.

In reply to these I wish to say that the Ford Motor Company has announced that the plan includes also the purchase of Ford trucks and Fordson tractors.

"Many a business man operating a small establishment has seen the need for a delivery service and has had to make arrangements, but has refrained from making the purchase because of the outlay necessary to be taken from his business at the start.

"He may now purchase a truck on the Ford Weekly Purchase Plan by selling auto each week a small amount toward the truck.

"Within a short time he will have his truck and with the money it will pay he will be better able to build up and expand his business, with profits increasing accordingly.

"And the same thing applies to the farmer who is desirous of motor transportation for his products. In the city and who wishes to put his farm on a better paying basis by the use of the Public Service.

"Under the Ford Weekly Purchase Plan he can obtain both these advantages within a surprisingly short period of time and in so doing place his farm on an efficient operating system which will not only enable him to produce his crops more profitably, but which will enable him to deliver them to the market more quickly and at less cost.

"The Ford Weekly Purchase Plan takes in all Ford products, cars, trucks and tractors and makes the way for the ownership of any of these products easier than ever before.

Detroit is the Center Of the Motor World
Detroit produces about 40 per cent of the automobiles manufactured in the United States. The value of these, however, is about 45 per cent of the total statistics show. The statistics are based on the fact that Detroit is the center of the motor world.

When the automobile business first appeared in statistical figures the value of its industry in Detroit was about 28 per cent of the total for the country. That was in 1904. In 1919 the percentage had risen to 45. Five years later it was 48 per cent and in 1923 the value was 45 per cent.

The statistics in the number of cars is more striking. In 1904 about 15 per cent of all cars made in America were manufactured in Detroit and in 1923 this percentage had increased to 45. The fact that a large number of improved cars are made in Detroit accounts for this.

LINCOLN

MOTOR CARS



In town driving the characteristic features of Lincoln performance bring a new conception of convenience, security and comfort.

The ease with which it is controlled afford complete mastery of every traffic emergency. The instant and willing response of the motor puts the accepted position of the car itself at the head of the traffic line.

And the smoothness with which all requirements of sudden stops or starts are met eliminates all sensation of fatigue from the driver.

For town service the Lincoln is offered in a wide selection of body types, individual in design, and luxurious in appointments.

Perkins Motor Co.
LA GRANDE, ORE.

Central Motor Co.
BAKER, ORE.

TWO GARAGES ON THE OLD OREGON TRAIL

