

Highway
and
Auto
Dope

AUTOMOBILE NEWS



Checking Up on "Good Luck"

ONE REASON for CTC's bulging strength and stand-up character is the care with which the tires are built.

Every CTC must give you greater mileage than any tire you ever used. To assure this, we inspect every one of the 70 operations as we build CTC's.

But that's not enough. Before any CTC leaves the factory, every tire passes under the eagle eye of the watch dog, who tests it in 20 ways. And it must check perfectly before it leaves the factory.

That's why CTC users rarely have tire trouble on the road.

And CTC extra mileage is an old story. You get it in every CTC. That's why CTC's are rapidly becoming known as the best tire money can buy.

CTC

CORDS AND BALLOONS
"THE EXTRA MILEAGE TIRES"

A C-T-C Tube adds Miles to Almost Any Tire

La Grande Tire Shop

"HOUSE OF BARGAINS"

1517 Adams Phone 438-W

LOOK OVER OUR WANT ADS FOR BARGAINS

UNAFRAID OF BRITISH ACT

"The value of rubber manufacturers' goods in the United States ran well over a million dollars," was part of the message of William O'Neil, president of The General Tire & Rubber company, who addressed the national convention of the Association of Reserve City Bankers, at Atlanta. Rubber has a steady demand than steel," he said, "because rubber is an accessory part of a bigger investment—the automobile, truck or bus, which must be kept running. The bulk of steel goes into buildings, railroads—permanent investments; when the price gets very high steel business slows up; because men don't like to make permanent investments based on high costs. But a tire, under any circumstances, is necessary and a temporary investment, because it keeps a bigger investment in shape to run. The tire cannot be classed as a luxury."

"But the rubber is more hazardous than steel. It takes not only a good manufacturer, but also a good merchant and a fortunate buyer to succeed in the rubber business. I say 'fortunate buyer' advisedly, because we ourselves have been wrong just as much as right, so I don't say it takes a smart buyer, but just a fortunate one."

One Difficulty

"One difficulty about the tire business is that from fifty to seventy-five per cent of our raw material. Sometimes it goes higher than that, and the two biggest commodities we use are substances that vary very rapidly in price. I don't know of anything in the world that varies quite as rapidly as rubber. The price makers think nothing of sending it up or down ten cents a pound in a single day, and ten cents a pound in our factory means \$2,000,000 a year."

"The next big commodity is cotton, and we all know that cotton keeps varying in price quite considerably, though it will never equal rubber in that respect."

"We have heard a great deal about rubber in the last year. We have read that Great Britain is going to pay her war debt with rubber profits. We have seen articles which said that the American public has paid on the basis of a dollar a pound for rubber in rubber goods. The public has never paid over five cents for rubber during the recent 'flurry,' despite the fact that rubber went to \$1.15 a pound at one time, back to sixty cents and then up to \$1.20, all in the space of six months. Tires have not been based on a rubber price higher than fifty cents a pound. That is the point at which we marked the price costs until October, 1925, when we did put them up to an eighty-cent level. But tires would not sell at that price and in February we brought the price down. Right today sixty per cent of the tires are selling at today's level, yet the uninformed talk about the price of the commodity as though we are basing our costs on an inflated market. A few manufacturers have had as high as \$1.15 for rubber. We ourselves had to pay a dollar a pound for some of ours."

"I am not afraid of the British restriction act. Temporarily it hurts us, but the law of supply and demand will work that out. There is going to be money made out of rubber planting in the next ten years, a good deal of money. It takes seven years to grow a rubber tree. It is true, but with the new bud grafting system that has come into effect in Malay land, where most of the rubber comes from, the new plantation can be made to produce more largely and more cheaply than the old."

Never install a bolt without a lock washer under the nut or a cotter pin through the bolt. This practice is a time saver and sometimes a life saver.

Groceries and dry goods merchants pay for a lot of automobiles they never get.

Narrowest Escape on Record



The 11 men who were riding in this auto at Strinestown, Pa., had just about the narrowest escape on record. Their car failed to make a turn and crashed through the side of the bridge. But one rear wheel caught in the wreckage and the car hung suspended over the side. The men stayed in the car and were rescued by firemen with ladders.

STAGE DRIVER IS PRAISED IN "THE STAGE" MAGAZINE

A long ribbon of highway stretching ahead—a modern motor stage rolling along—a complete unit of transportation in itself, carrying express, mail, C. O. D. parcels, and passengers. At the wheel, the driver, who is as much in command of his vehicle and as much responsible for it as the captain is responsible for a ship at sea.

Back of him the fifteen or twenty passengers, all depending on him for safe transportation and all looking to him to see that they reach their destination. Their tickets call for. He knows and carries in his mind where everyone in the car is going. He knows that the elderly lady in the second seat back of him wants to get out at the red barn just this side of Jones' ranch, between Junction City and Eugene. He knows because he had to figure her fare from Barnes' cross road to that same red barn.

He also has to remember his baggage and express parcels and see that they are put off at the proper place. C. O. D. packages he must collect and receipt for.

If he is carrying mail, he must see that the mail is delivered at the proper place and see that a receipt is given for its delivery.

He must watch the comfort of his passengers too—turning on the heat when they are cold, lowering windows when ventilation is necessary, moving passengers from one seat to another so that they can enjoy more congenial company. He

acts as host to everyone in his car.

He must come to a full stop at every railroad crossing.

He must watch the condition of his car, see that it is kept supplied with gas and oil and that everything needing mechanical attention is reported to the garage when he completes his run.

He must keep on schedule—withstanding the many things demanding attention and action, he automatically checks himself in and out of every stop. He is not allowed to leave a station ahead of time, and schedules are so fixed as to allow him a reasonable length

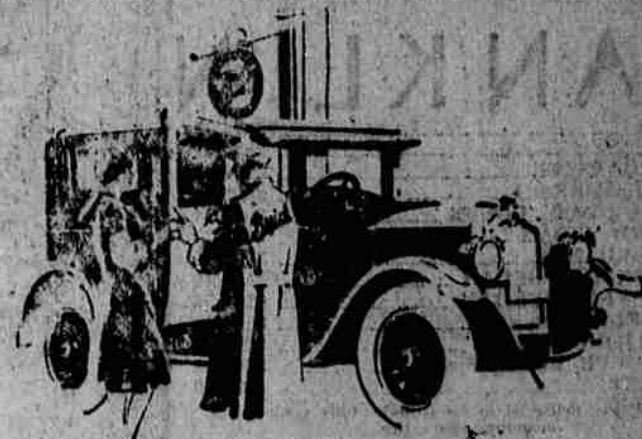
of time between stops.

He is a salesman too. His is the responsibility of selling stage travel to the public. Passengers judge stage travel by him because he is the one they have the opportunity of observing.

The driver is as well engineer, fireman, conductor, brakeman, baggage man, express messenger, and train dispatcher. He is running on a tight schedule which is never "cleared" for him. He makes more decisions affecting life and property than most executives in the city. He works more hours than the average. His responsibilities are many times greater than are

those of a banker or business man. His reward is in the satisfaction of a hard job well done. When he winks his lights or waves a cheery greeting to you on the road, answer him and smile. He is a worthy friend.—The Stage.

PIANO MUST BE SOLD
Will sacrifice high-grade piano in storage near here for immediate sale. Will give easy terms to an established home. For full particulars and where it can be seen, address Portland Music Co., 217 5th St., Portland, Ore.



BUICK Authorized Service leads the world

Do not overlook a motor car's service needs when you buy your next car.

Experienced owners would rather have an ordinary car with good service facilities than a better car with poor service.

But the ideal combination is Buick and Buick Authorized Service—a car of highest merit—built right—and then backed by world-wide, organized maintenance of the highest efficiency.

You are near Buick Authorized Service, wherever you happen to be.

BUICK MOTOR COMPANY, FLINT, MICH.
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Jennings & Shumate

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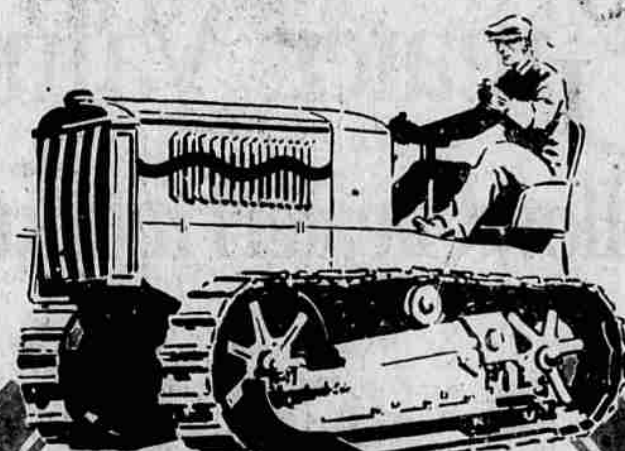
There Is A Difference

The New Texaco Gasoline is pleasing many motorists by giving them a new conception of easy starting and a quick get-a-way—and they see a difference in hill climbing, too.

The New Texaco Gas is different—it is made by a new process. Try it and see the difference.

Playle Oil Co.

Fisk Guaranteed Premier Cords at less than mail order prices.



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"Caterpillar" Tractors--

Reduce Production Costs

—and profit depends on these costs.

In this day of keen competition, low production cost is not only an advantage, it is a necessity.

May we show you how you can reduce the costs of your products through reduced operating expense with "Caterpillars."

Bunting Tractor Company

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Jefferson & Elm Sts.
La Grande, Ore.

Diving for S-51



Divers making heroic attempts near New London, Conn., to raise the U. S. navy submarine S-51 which sank in a collision last fall, only three of the crew escaping. Photo shows Diving Supervisor C. L. Tibbals, left, and William Loughman, right, inspecting the suit of Diver McNeil just before he descends.