

TRULY AMAZING IS STORY OF GOODYEAR

Great Plant Rises From Borrowed \$3500 Investment.

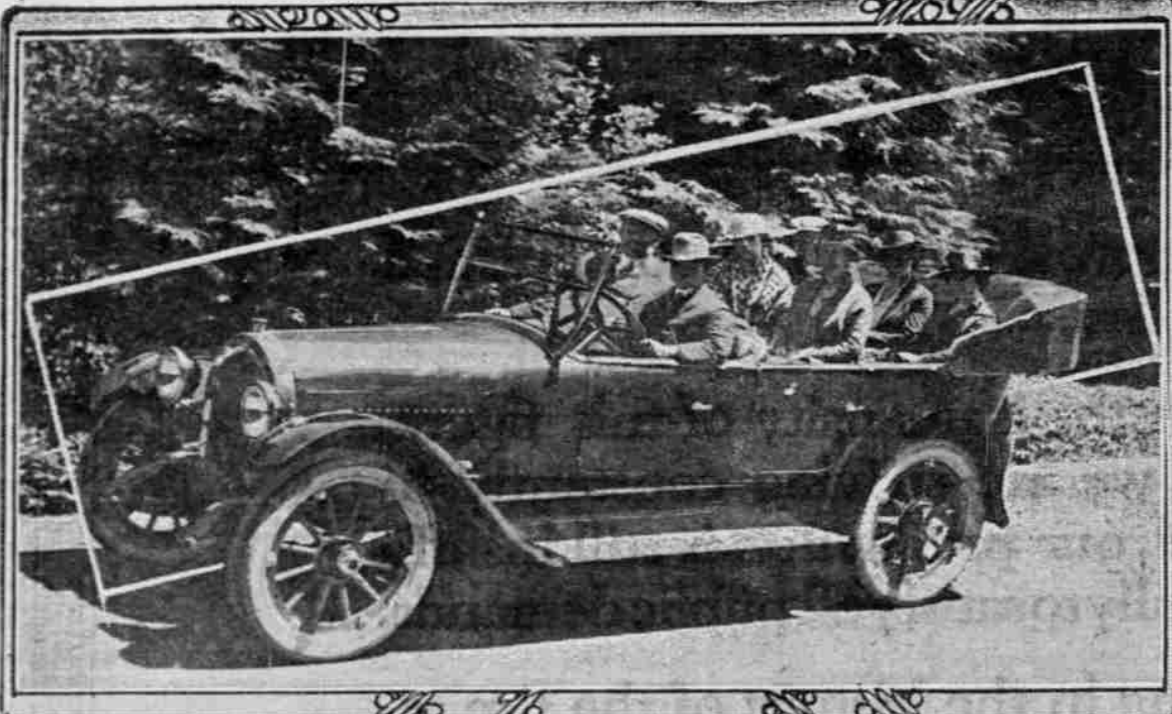
30,000 TIRES MADE DAILY

In Only 20 Years Factory Has Developed From Little Place to Ninety Acres.

The story of the automobile tire, now a part of the daily life of millions of people all over the world, furnished one of the greatest of all industrial romances.

transferred them into the class of high-speed transportation agents. In the manufacture of tires of high quality, only the finest of cotton fabrics can be used, for if a tire is built up of fabric containing the slightest defect, its deterioration in actual service is bound to originate at the point of defect, however small.

SEEING PORTLAND IN A NEW OLDSMOBILE EIGHT.



Arnold Cohen, at the helm, is giving Edmund C. Shields, general attorney of the Olds Motor Works, and party a drive through Washington Park preliminary to Columbia River Highway trip.

Englishman, the modern tire is truly and typically American in its development and chief features. It has brought rubber from a lowly place among the modern industries to the front rank, so that today it stands only a little way behind steel in the industrial affairs of the world.

Only a few years ago the motorist could not start out on a Sunday afternoon's ride with his family without fear and trembling for his tires. The comic papers were filled with tire troubles. Now all this has been changed and the old difficulties are practically eliminated.

A large part of this tire development has been due to the Goodyear Tire and Rubber company of Akron, Ohio, the largest single rubber concern in the world.

Its rarely paralleled expansion is truly spectacular. From less than 25,000 square feet of floor space to its present area of 95 acres, exclusive of its branches, from 100 employees to approximately 20,000, this is the story of 20 years.

The mammoth plant which bears the inventor's name, although he had no part in its inauguration, was established in 1888 during the period that bicycle tires and carriage tires were the most prominent rubber product.

The growth of the company has been of a sturdy and enduring kind. Starting with an initial investment of only \$12,500, of which only \$1500 was in cash, and that borrowed, the plant is now valued at nearly \$20,000,000, with an output in 1918 of \$21,000,000.

Then came financial troubles and the whole situation appeared hopeless. But again fortune was on the side of the struggling young company and the storm was weathered. The output of the Goodyear company in value had increased to \$2,000,000 from a humble start of less than \$500,000 its first year.

TRUCK DEMAND GROWING

WHITE COMPANY MANAGER DISCUSSES CONDITIONS.

New Heavy-Duty White Truck, With Double Reduction Gear Drive, Giving Great Service.

Conditions throughout the northwest in the automotive industry are better than ever, and the demand for trucks is enormous and growing fast. So declares R. A. Parker, wholesale manager of the White company of San Francisco, following a tour of Oregon, Washington, Idaho, Montana and British Columbia.

NEW BODY FOR TRUCKS

MANY ADVANTAGES CLAIMED FOR LATEST DESIGN.

Commerce Truck First to Equip With Everyway Body, Made for All Kinds of Jobs.

An all-purpose truck body designated as the Everyway body is announced by the Highland Body Manufacturing company of Cincinnati and one of the first truck manufacturers to add it to its body equipment line is the Commerce Motor Car company of Detroit.

The body has been designed to meet the rapidly increasing demand for a motor truck body that will enable the farmer to use his truck economically.

STUCK IN MUD TRY THIS WAY TO GET OUT!

Just remembering that the slower a wheel turns the more traction it has will enable many motorists to avoid the terrors of a self-dug grave when stuck in mud or sand.

Nine owners out of ten, when stuck in the mud, will put their cars in low gear and then race their engines for dear life, shortening the life of both tire and motor. With the heels going at such a pace it is impossible to get any traction, even if straw or twigs are placed beneath the treads, and tire chains will be slipped around idly.

NATIONAL PARK FOR MAINE.

At last the east is to have a national park. Congress has created in Maine the Lafayette national park, comprising a tract of more than 10,000 acres on Mount Desert island, on the coast of which lies the city of Bar Harbor, long a Mecca for motorists and "resorters" generally.

The body is made in three sizes as follows: Truck capacity, Load space, Cubic ft. Weight.

The body is self-contained; all parts that go to make up the various designs into which it can be converted are on the truck at all times, thus making it possible to change the body to suit any load at any place.

For city use it can be used to transport the raw material on one trip and bring back the finished product. It can be used as a passenger bus, service pick-up wagon, carrying bottles, baggage, express, grain, wood, ice, furniture, hardware, fruit, dairy produce, etc., etc.

WAR ENDED JUST IN TIME

NO CARS NOW IF IT HAD CONTINUED LONGER.

Head of Paige Organization Says Even Another Month Would Have Had Dire Effects.

The present shortage in passenger automobiles offers a clear indication of what the situation would soon have been had the war continued another year or so, in the opinion of Harry M. Jewett, president of the Paige-Detroit Motor Car company.

BRITISH CONTINUE AUTO BAN

Import of American Cars Still Is Strictly Limited.

LONDON, July 12.—The automobile section of the American chamber of commerce in London has made representations to the British board of trade to have the import restrictions on American motor cars further relaxed, if not entirely removed.

A WALNUT ROAD.

Recently in an Indiana city engineers were installing a concrete foundation along a main thoroughfare. In excavating they came upon a corduroy road, buried several inches under the street surface.

DIRT CAUSES MISSING.

In tractor operation, a frequent cause of engine missing is the formation of fine particles of metal that have flaked off the motor on the segments of the high-tension distributor, forming a fine dust, which short circuits the distributor.

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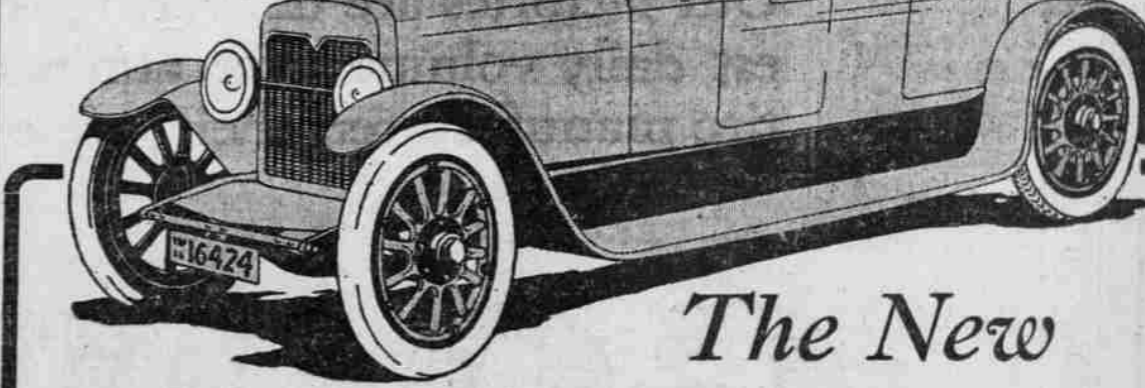
The Ford car can well be called the People's Car, because there are more than 3,000,000 of them in daily operation. That is about seven to one to the nearest follower in the motor car industry. This would not be so if the Ford car had not for sixteen years proven its superiority in service, in durability, and in the low cost for operation and maintenance; this would not be so if the Ford car was not so easy to understand, so simple in construction that anybody and everybody can safely drive it.

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