

GOODYEAR BUILDING WEST COAST PLANT

690-Acre Factory Site Bought
at Los Angeles.

PRODUCTION BY MARCH 1

Eleven Far Western States, Includ-
ing Oregon, to Be Served From
New Pacific Factory.

The closing of options on more than
\$1,000,000 of land in Los Angeles, marks
rapid progress in the establishment of
the Goodyear Tire & Rubber company
of California, a subsidiary of the Akron
Goodyear, which will serve the Pacific

INDIANA TRUCK PROFITABLE INVESTMENT IN ROAD WORK.



This 3 1/2-ton Indiana, with hydraulic dump body, is earning its keep many times over for William Forester, its owner, hauling rock and such on lower Columbia river highway construction work near Goble. Mr. Forester purchased it from the Northwest Auto company.

slope and oriental export trade from
a western factory to be built at once.
Engineers and construction men will
be on the property within two weeks,
grading, digging and preparing for the
building of what promises to be the
last word in efficient, modern factory
buildings, the result of more than 20
years of experience of the big Akron
company. Actual production from the
new factory is promised not later than
March 1, with an initial rate of 2000
tires a day, in addition to various other
articles.

Pending completion of factory and
offices, headquarters have been estab-
lished at 910 Washington building, Los
Angeles.

About 2000 persons will be employed
at first. Predictions based on the past
growth of Goodyear are that within a
few years the industry in the west will
be as marked and distinctive as in the
great eastern plant. To begin with,
the company has, in the 11 states in
which the California factory and sales
organization will do business, a record
of \$12,000,000 sales for 1918, with sales
at the rate of \$20,000,000 for the present
fiscal year.

Ascent Park Track Included.

Options were taken early in May on
the 690 acres of land that Goodyear of
California will occupy. The site in-
cludes the famous ascent park track
and is rectangular, running a dis-
tance of two miles by one-half mile
from the ascent end.

In addition to the tire and rubber
goods factory, Goodyear will also es-
tablish a large cotton fabric mill in
Los Angeles, to use cotton already
grown by the company in California
and Arizona to serve the western tire
plant and to supply also a general trade
in cotton fabrics.

Several reasons are given for the
establishment of a factory on the Pa-
cific slope. First, there is already a
business of \$12,000,000 a year, involving
confusion and delays in delivery by
freight from Ohio. Again, almost all
Goodyear's crude rubber comes from
Sumatra, Java, etc., and enters the
United States through Pacific ports, is
shipped thousands of miles east to
Akron, made up into finished product
and then shipped back over the same
long freight trail to the western trade.

The territory to be covered by the
Goodyear Tire & Rubber company of
California embraces California, Oregon,
Washington, Idaho, Montana, Utah, Ne-
vada, Wyoming, Colorado, Arizona and
New Mexico in this country, as well as
a very large export field.

Housing Already Studied.

Goodyear also has mapped cotton
plantations in Arizona in the Salt
River valley, irrigated by the Roose-
velt dam. At present the company has
a cotton mill in Connecticut for weav-
ing fine tire fabric. Goodyear also
uses much cotton from the Imperial,
San Joaquin valley and Leythe and
Yuma plantations. This cotton has
been shipped east to the Atlantic coast
spun, returned to the Akron factory,
used in tires and other finished prod-
ucts and then shipped to the far west
again for use. The new arrangement
means short cuts of vast importance to
the manufacturer, dealer and user of
tires and other rubber products, as well
as building up another great factory
for the Pacific slope. Pacific ports for
export trade are also at the new fac-
tory gates.

Another reason for the present enter-
prise is that Akron, the home city
of the world's largest tire fac-
tories, has grown so fast that housing
conditions there are more than serious.
Estimates are that it would require
from five to ten years to erect resi-
dences adequate to take proper care of
Akron's workers, especially those with
families.

It is interesting to note in this con-
nection that Goodyear of California
proposes to prevent any parallel to
Akron housing conditions, by erecting
comfortable, modern residences on its
property, close to the factory, for rent
and sale along lines already developed
in Akron, where Goodyear Heights, a
community of Goodyear workmen and
their families, already established, is
one of the show places of the city and
has attracted national attention.

TRUCK MEN RESENT HOLDUP
Massachusetts Legislators Propose
Prohibitive Licenses.

BOSTON, July 19.—Massachusetts
truck owners and dealers are thor-
oughly aroused at the action of the com-
mittee on roads and bridges of the leg-
islature for reporting the high registra-
tion bill. The bill seems to be an at-
tempt to tax the heavier truck off the
streets and highways, for, with the ex-
ception of Maryland, the fees if passed
would be the largest in the United
States. It was expected that a report
would be brought in for doubling the
present fees, a measure put forward
by the truck dealers. Instead of that
the fees begin with \$10 for half a ton
and then start climbing up to \$75 for
four tons and \$100 for five tons, with
\$50 for each additional half ton.

As an example of what it means one

firm in Boston operating 15 trucks now
paying \$227 a year for registrations
would pay \$2487, more than ten times
the present fees. In the report to the
legislature in January the fees recom-
mended were as high as \$200 for five-
ton trucks. At the hearings on the
truck fees the dealers suggested that
they would favor a doubling of the
present \$5 for one ton and \$3 for each
additional ton. There is to be another
hearing before the committee on ways
and means.

BOY OF 11 SELLS TRACTORS

Illinois Youngster Sells a Total of 26
Machines in First Year.

Wearing knee breeches and yet be-
ing able to sell \$50,000 worth of farm
tractors in a single season, that is the
remarkable record of Willie Unsicker,
the 11-year-old tractor salesman of
Forrest, Ill. He and his father, T. W.
Unsicker, who is a veteran implement
dealer of that place, disposed of
26 machines last year at an average of
\$2000 each.

When the parent decided to add
tractors to his line of farm imple-
ments, the boy, who is a natural
mechanic and for whom machinery has
a fascination, made a thorough study
of the machine and soon became an
expert. Prospects are turned over to
him, he makes a clear explanation of
the mechanism, runs the machine up
and down the street and then gives an

exhibition of plowing at a neighboring
field. Skeptical farmers who doubted
their ability to handle the big ma-
chines are won over by the skill of the
boy and feel that if the mere child
can handle it an adult should have no
trouble.

When the prospect has been told all
that there is to tell, he is turned over
to the parent by the youthful sales-
man, and the latter seeks another,
while the father usually completes the
deal and lands the signed contract.

RUSHING NORTH BANK ROAD

GRAVEL BEING LAID AROUND
WIND MOUNTAIN.

Highway on Washington Side Said
to Be Good and Guaranteed

Not Hard on Tires.

WHITE SALMON, Wash., July 19.—
(Special.)—W. L. Bowen, federal en-
gineer, announces that the new work
between Cooks and Collins around
Wind mountain, which has been under
construction for several months to
open the North Bank highway, will be
completed by August 1. Four govern-
ment trucks, with dump bodies, have
been received and these, with the
county trucks, will be employed in
graveling this stretch. A steam roller
is preparing the surface, and following
up the gravelers, giving it a splendid
finishing surface. Where there is any
danger of running off the grades, large
rocks have been placed along the edge.
For quite a distance the highway
parallels the railroad, and here an at-
tractive fence of xix posts with three
boards, six feet high, painted white,
has been erected, as a safety first pre-
caution.

Mr. Bowen also says he has covered
this stretch dozens of times in the
construction, absolutely without tire
damage. There is no cause for tire
grief on this run from Vancouver to
White Salmon. On a few short stretches
the driver should go slow, and his tires
will not be injured.

The state will complete the work on
Wind river hill, and probably work
next on the government slide, 10 miles
east of Stevenson. The width of this
highway will be from 26 to 30 feet.
At Wind Mountain falls, the east end
of the mountain and bridge, a pipe
line has been run so that pure spring
water will be available.

On the diverging Willard road, in
the Little White Salmon valley, one
mile of road is to be constructed by
the federal government at once; this
will complete an 11-mile run through
heavy forest, with good fishing and
outing spots. This section is in the
Forest reserve. The forestry depart-
ment has started construction of six
miles of road from old camp 4, through
camp 8, to government mineral springs
sectors on the road running north from
Carson on the North Bank highway.

There is a daily stage making the 20-
mile run between Carson and this re-
sort. The Shepherd and St. Martin Hot
Springs hotels are 1 1/2 miles from
Carson. It is not anticipated that there
will be any interruption to travel over
the North Bank highway during im-
provements.

SOBBY TREADS WIN IN CLIMB

Tires Big Aid to Cadillac in Contest
in Australia.

An American car on United States
tires showed its heels to scores of com-
petitors on the coast hill climb test
tortuous National Park hill, New South

Wales, Australia, early in May. Cars of
every description, including some of
the most expensive machines manufac-
tured in Europe, competed for the hon-
ors, but a Cadillac mounted on United
States nobly tread tires swept into the
lead and captured the prize.

W. A. Sorrell, who owned and drove
the car, attributed much of his success

to the fact that he had Nobby "tyres"
on his car. Where the flag of Britain
floats what Americans call a "tire" is
generally spoken of as a "tyre."

Mr. Sorrell in his getaway imme-
diately threw his engine into full
speed. Generally many tires will spin
a second or two before the car leaves
the starting point, but the Nobbys dug

into the sand and the car left its start-
ing mark within a fraction of a second,
giving the driver a lead over all his
competitors of from one to two sec-
onds.

Tow Line Hook.

A convenient hook for the end of a
tow line is made in the form of a cork-

screw, which is coiled around the line.
It is a matter of seconds to attach or
detach this device and the hook will
never drop off or cut the rope, as
sometimes otherwise happens.

Don't adjust non-skid chains so loose
that they fall off, nor so tight that
they won't take hold.

Just received some cord tires in popular sizes at very special prices

We carry all the odd sizes. If you have a car that you can not
get the tires for write to us—we have them.

All tires guaranteed 3500 to 6000 miles

Portland Tire Co.

331 BURNSIDE STREET PORTLAND, OREGON

Announcement

Four Passenger

STEPHENS Salient Six

New-Smart-Fashionable

Now on Display

We have secured the distribution for this territory of the Stephens
Salient Six—now undeniably the leading American medium priced motor car.

It carries our whole-hearted endorsement without reservations. Careful
and minute investigation has convinced us that it stands unmatched.
Among its owners everywhere it bears a reputation of highest character.

It is worthy of choice and confidence as it is built and backed by a
company now one of the strongest in America.

In the new "80 Series" Stephens makers have expressed the highest
ideal of smart fashion, individuality and quality.

Here is the new Stephens Salient Six. Refreshingly
new all around, with tasteful custom fashioned bodies
beautifully rounded and tapering—a match for Europe's
latest fashioning.

It is longer, lower, larger and roomier, displaying
majestic road poise.

Body sides are lower, seats lower, deeper and softer,
nearly reaching the floor.

Voguish, widest, square finished doors with neat
nickel-plated exterior door handles—the latest of fashion's
decees.

A magnificent, fine looking hood, high, narrow and
tapering—beautified by 28 fine hair line vertical louvers,
and terminating at the perky tilted windshield.

Deeper lounge-like soft genuine leather Turkish
upholstery—French pleated, double padded with real
curled hair mounted upon Marshall cushion springs.

Walnut interior paneling and instrument board.
Tearing toilet kit concealed in right front door, tool
kit in the left, both under lock and key.

And there's all that you want in the chassis that
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Speed that "bonds" the speedometer—power that
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HAMILTON-LEATHERMAN MOTOR CO.

Distributors

TEMPORARY LOCATION 330 BURNSIDE ST.

Two Passenger

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