

NEW \$20,000,000 FACTORY RUNNING

Goodyear Company in California Producing.
ERECTION IS RAPID
Largest Single Industrial Plant in West Is Built in Less Than Eleven Months.

After 325 days in the making, the new \$20,000,000 factory of the Goodyear Tire & Rubber company of California, which occupies part of the former Asot park tract at Los Angeles, has started manufacture of tires and is gradually approaching its allotted capacity production.
In less than 11 months the largest single industrial plant of the west has been erected, equipped with machinery and put into actual production under the direction of master minds skilled in every step connected with planning, financing, building and equipping a plant of this magnitude. From a barren patch has risen the largest tire manufacturing plant west of Ohio.

A group of about 30 Goodyear executives and officials watched vice-president and general manager, A. F. Oeteloh of the California company and factory manager P. W. Litchfield of the Akron company, start the first pile of fabric of the initial tire. After passing through the various construction stages the tire was put into a steam vulcanizer and 90 minutes later taken, steaming from the mould.

Whistle Blasts at Opening.
Ordinarily the production of but one tire would represent little but this outlay of a few dollars, but this first western Goodyear tire is but the precursor of millions to follow and marks a new industrial era in the west. It is a mile post in the onward march of one of the young pioneers of modern industry.

All of the Goodyear factories throughout the country joined Los Angeles in celebrating the advent of this first tire. The big plants at Akron, O., Goodyear, Conn., Toronto, Canada, and the cotton plantation at Phoenix, Ariz., announced the event with characteristic blazes of the whistle, one for the first California tire and seven for each thousand of daily production of tires to follow.

The Los Angeles plant opens actual production with about 2000 employees, which will be increased to 9000 as the factory gets into full swing, with 7500 in the tire plant and 1500 in the cotton mill.

As announced some time ago, the crude rubber for the western factory comes from the company's extensive rubber plantations in Sumatra and the cotton fabric from long staple cotton grown in the Salt river valley of Arizona and the Imperial valley of southern California.

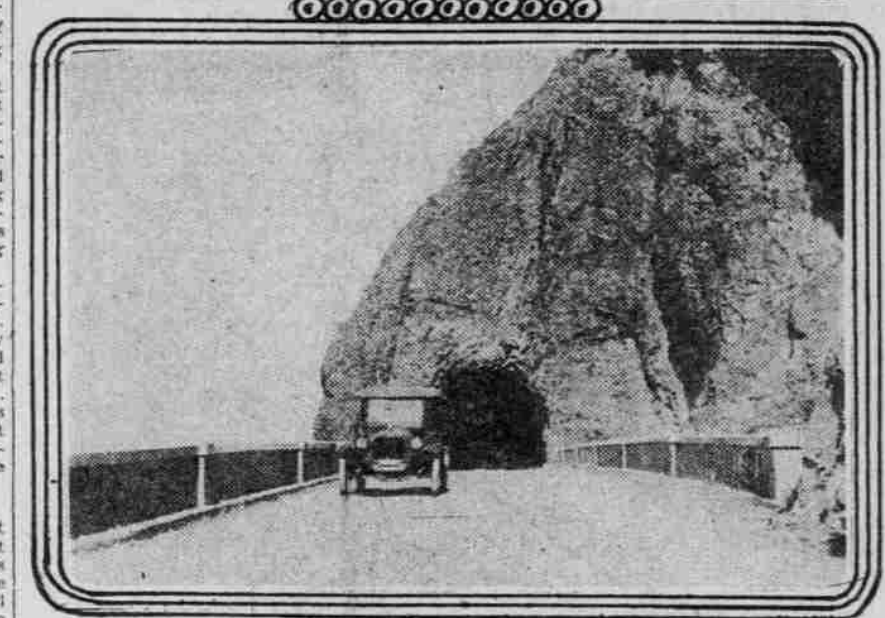
Due to railroad delays all of the equipment for making cord tires has not yet been installed, but it is expected that Goodyear will turn out the first set of cord tires early in July.

Mr. Douglas Fairbanks, famous screen star, has purchased the first set of "native son" cord tires, which will be delivered to his home by the Goodyear pony blimp upon the actor's return with his bride from their honeymoon in Europe.

Imperial Aviation Field.
A feature that distinguishes this new western project from others is its aviation field. For this purpose 300 acres have been set aside as the company proposes to give attention to the subject of aviation. Another feature is the housing community containing 800 houses to be sold to employees on easy payments. Company officials have expressed the belief that home-owning citizens are good citizens and dependable workers. They assert that even if there were no present shortage of houses the company would build homes for its workers anyway, to make their possession easy.

The new factory will supply tires for the territory west of the eastern boundary of Montana, Wyoming, Colorado and New Mexico and its export trade in the orient.

MITCHELL POINT TUNNEL ON COLUMBIA RIVER HIGHWAY NOT YET PAVED, BUT SOON WILL BE.



The pavers have already reached Sonny. Just this side of the tunnel, but have temporarily left a gap from Sonny through the tunnel, about one-third of a mile in all, and working toward Hood River, have paved from the east side of the tunnel to the lower end of Ruthion hill. From that point into Hood River, about 3 1/2 miles, much crushed rock has been laid preliminary to hard-surfacing. With the weather settled, this will be rushed to completion very quickly. At present there is about two miles of crushed rock to travel over, much of which can be avoided by taking a good detour road into Hood River. The upper photo shows the condition of the road at Mitchell Point now, with a Chevrolet in the foreground. The lower photo shows the road at the top of Ruthion hill.

TOPPENISH HAS CAMPS

WASHINGTON CITY PREPARES AUTO RECEPTION PARK.
Tourists Encouraged to Make Stop When Passing by Yakima Valley.

TOPPENISH, Wash., July 3.—(Special.)—Toppenish, through the cooperation of the commercial club and local labor unions, will shortly complete a complete accommodations for tourists which will compare very well with those offered by any town in the state of Washington. Because of the road building now in progress on the north side of the Yakima river, a great deal of tourist travel, which would ordinarily pass without entering Toppenish, will now be diverted through the city.

At a recent meeting of the commercial club, the need of the city for better tourist accommodations was voiced. C. C. Ruloford, local contractor, offered his services in drawing plans and overseeing any construction ordered. Members of local labor unions came forward with an offer to provide the labor for such construction.

The committee, headed by J. A. White, after going over the possible improvement to the present campsite at Olney park, just at the edge of the city, decided that the most practical addition to that site, a campsite, would be the construction of a fly-tight, open-air dining room, with cooling facilities and adequate lighting arrangements. It was found that available funds would erect a building 18x24 feet, built in rustic style. Plans were drawn for such a structure and this week the foundation was laid and construction started.

The unions promised to have a number of carpenters on hand Saturday evening to complete the work.

An outdoor oven and camp stove will be provided for the use of the tourists. Water connection will be made and toilet facilities provided.

STEPHENS ON LONG RUN

ECONOMY SHOWN IN TEST WITH OTHER CARS.
Machines Classified According to Cost in Sacramento-Tallac Trials.

SAN FRANCISCO, July 3.—A Stephens silent six, driven by E. F. Doud, won the first annual Sacramento-Tallac reliability and economy run, under the auspices of the Sacramento Motor Car Dealers' association. The Stephens finished with a score of 309.28 as against 307.96 for the National driven by John F. Zek, and 303.37 for the Essex, piloted by

is to jack up one of the rear wheels and turn it by hand with the clutch engaged and high gear shifted in. The spark should be retarded and only a small throttle opening allowed. Before removing the jack, the gears should be shifted to neutral again.

Careful of Talcum.
It is an excellent thing to sprinkle some French chalk or talc in the shoe before putting it in the tube, but don't be prodigal in the use of it, for motorist still has methods of getting the car going. The best way, perhaps,

so that it spins apply the emergency brake gently. This will give enough resistance to the spinning wheel to let the other wheel pull the car out. The decrease in engine speed because of the brake pressure can be made up by opening the throttle a little. Over 50,000,000 passengers were transported by motor buses in New-York last year.

HUGE OAK TREE AT CHICO
Motorists There Will See One Covering an Entire Acre.
CHICO, Cal., July 2.—What Sir Joseph Hooker, an eminent English botanist, declares to be the largest oak in the world is located in Bidwell park at Chico. It is a never-to-be-forgotten sight. Motorists who visit this spot always take back with them photographs of this remarkable tree, because not to see it makes difficult appreciation of the size of it. The tree covers an acre of ground and 1000 men could easily stand under it at once.

Imperial Potentate of All the Shriners Saw Columbia River Highway from a Stutz Bearcat.
This picture of W. Freeland Kendrick at the wheel of the Stutz was taken by Frank E. Watkins, who placed his Stutz Bearcat at Mr. Kendrick's disposal during Shrine week. The car was driven by Noble Leslie E. French of the Autorest garage, who gave his time for the entire week to driving for the imperial potentate and his secretary, Noble Herman Reborn of Lulu temple. The car had Goodrich cord tires.

New Mitchell

Save \$500 or more

The New Mitchell offers sensational under-pricing

\$1750
F.O.B. Racine

THIS is an appeal to sanity in motor-car buying, as in other buying. It is an effort to induce you to make price comparisons before you decide upon which car you want to own.

The New Mitchell has already won its place because of new-day style and dependable mechanics. No car offers its new-day lines. No car of like price—or considerably more—affords finer performance nor longer lasting newness.

So we speak here exclusively of price. We make it the main consideration. Other considerations, while tremendously important, become secondary to money value.

New-way manufacturing

THE Mitchell price policy has always been conservative. Mitchell has always sought to produce the finest possible car for the lowest possible price.

The whole Mitchell organization is imbued with this idea. Countless savings are made by building the Mitchell complete in one factory. Even bodies and tops and the like, which are ordinarily bought outside.

Mitchell not only gains a unified car from a designing standpoint, but all the profits are saved that would have to be paid to outside parts makers and later included in the price of the car.

If this New Mitchell were built the old way its price would have to be at least \$500 more. That would be inevitable.

We challenge comparisons

THE one way for you to satisfy yourself that the New Mitchell is underpriced is to make price comparisons. Familiarize yourself with Mitchell superiorities. Then examine all cars

Future styles

Mitchell style is irresistible. Its new lines bring great distinction.

Open or closed

The New Mitchell is presented in four attractive models: a 5 passenger Touring Car, a 3-passenger Roadster, a 5-passenger Sedan and a 4-passenger Coupe.

Mitchell Distributors for the Pacific Northwest
38 Years in Business

Now at Broadway and Everett
Portland

DORT ADDS TO ITS CAPITAL

Motor Car Company Now Incorporated Under Delaware Law.
FLINT, Mich., July 2.—The Dort Motor Car company has further incorporated under the laws of Delaware. The capital consists of \$3,000,000 of Class A, preferred stock; \$1,000,000 of Class B, preferred, and 400,000 shares of common of no par value. The incorporators are J. D. I. Daulton, Fred A. Aldrich and David M. Averill.

Emergency Starting.
When the electric starting system refuses to start and the crank has been left home in the garage, the motorist still has methods of getting the car going. The best way, perhaps,

GMC Trucks

Armour & Co.

City

Has Just Ordered Another

GMC Truck

Another Truck Owner Is Convinced of GMC Quality

Wentworth-Irwin, Inc.

Second St., Cor. Taylor, Portland, Oregon

to roll up into little balls and the continual friction of the tube against these will soon do material damage to the tube. In fact, there have been instances where the tube was literally chewed to pieces—so badly damaged that it was found impractical to repair it.—Motor Life.

Getting Out of a Rut.
When a rear wheel is in a mudhole

Master Trucks

Only Truck Built With 3 Final Drives

Timken Worm Internal Gear Double Reduction

Notice to Dealers: Write, your territory may be open.

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PORTLAND—SEATTLE—PENDLETON

made up by opening the throttle a little. Over 50,000,000 passengers were transported by motor buses in New-York last year.

Squeaking Brakes

can often be avoided by washing surface of brake lining (glazed by oil and dirt) with kerosene or gasoline. Generally, however, "squeaking" is due to poor lining or lining attached with rivets that are not countersunk.

Insist that Raybestos brake lining be properly applied to your car—with copper or brass rivets correctly countersunk. Then you may demand twelve months of quiet, efficient wear if yours is a passenger car or truck up to 2 tons, and proportionate service on heavier trucks.

Identify Genuine

Raybestos

BRAKE LINING

by The Silver Edge

The Raybestos Company
Bridgeport, Conn.