

## OREGON TIRES NOW REALITY

C-T-C Cords Make Appearance in Show Windows; Large Market Assured

The launching of the new Oregon-made tires, C-T-C cords, fabrics and inner tubes, was sufficiently of a novelty to draw the interest recently of Portland as a mass. Merchants displayed them in their windows with appropriate worded cards of welcome, the civic clubs, beginning with the Chamber of Commerce and including Rotary, Ad. Progressive Business Men's and City club observed educational and demonstrative programs and offered exhibits, and as a finale the factory held an all-week "open house" where the motoring public could see the tires actually in the making from the crude materials to the finished product. The sponsors of this welcome and spontaneous recognition of the initiative and energies of the tire men from the east who have brought the industry to Oregon, and of the merits of the product, were the Associated Industries of Oregon, whose members have expressed themselves as willing to take off their coats and help make known any industry that will bring to the state the possibilities of success and credit that seem to be evident in this enterprise.

C-T-C tires will be marketed not only throughout this state, but will bear Oregon's name over the entire west, where it is said over 30 per cent of the country's tire output is consumed, and wherein less than 3 per cent of this consumption is produced. Oregon alone sends over \$17,000,000 a year back to eastern tire centers, when, as Mr. Wurzburg, president of the corporation has stated, "better tires can and are now being made in Oregon." The coming of these men to Oregon was due not alone to the big marketing field here, but to the proximity of the source of the raw material supply, "over 90 per cent of which now arises on the Pacific and must be shipped to far inland parts of the country and then back again at high freight rates." Labor and climatic conditions for fine tire building were also considered superior in Oregon than at eastern points.

The factory at Portland is two stories, 350 by 80 feet, and wholly constructed of concrete, steel and glass. The highest type of improved machinery was purchased in the east and brought through the Panama canal. Department experts familiar with every science and art of tire making were brought from eastern plants; the labor employed is not imported, but Oregon's own skilled workmen, trained on the ground, which, as reported, is more readily adaptable to the hand-built processes of this improved tire than the eastern labor which is very largely foreign and operates under the pressure of forced production.

Much is claimed for the superiority of C-T-C tires as a stronger, sturdier product, particularly planned to stand the greater variety of roads in the west, and the longer distances which most motorists out here travel. In its specially constructed side walls and semi-flat tread, it is claimed that C-T-C's may be driven with 30 per cent less inflation, thus relieving the car of much of the vibration and road shocks, and making it more comfortable for the passengers. Yet, it is said that no greater wear or deterioration will be shown than in tires which must bear rock-bound inflation.

The production at present is in all standard sizes of cords from 30x3 1/2 to 35x5, and fabrics in 30x3 and 30x3 1/2 only. Later it is planned to make solid truck tires also, there being none of these produced in the west. Dealers handling over 30 per cent of the tire distribution in Portland are reported to have signed up as C-T-C distributors, and it is said that dealers all over the northwest are hastening to line up as representatives. C-T-C tires are being handled in Salem by Carl B. Hultenberg, in charge of the C-T-C branch house located here.

### March Proves Banner Month for Willard's

March proved the biggest month in point of production that the Willard Storage Battery company of Cleveland has ever had, according to an announcement just made by R. C. Norberg, vice president and general manager of the company.

"We had hardly expected to attain the volume of production now reached until later in the year," said Mr. Norberg, "but the growing popularity of radio and the increase of closed car sales permitting motoring in any kind of weather has increased our sales to an enormous extent and production must necessarily keep pace with the increased sales."

"Peak periods in battery sales and production under ordinary conditions in the past years have been reached during the early summer months and we expect our peak period to occur at that time this year. It is therefore all the more surprising to see

March production greater than any peak month in the past."

It is an interesting commentary on this company's rapid return to a normal business status that it has been able to increase production even above the months during the country's inflation period following the war.

## EPLEY ASKS THAT BOYS GET HEARING

Director of Whitney Chorus Makes Personal Appeal to People of Salem

To The Citizens of Salem: On Saturday April 28, the Salem Whitney Boys chorus augmented by 50 boys selected from the choruses at Sheridan, McMinnville, Portland, Newberg and Vancouver, Wash., will give a grand concert in the armory. There will be about 150 boys in the chorus. I have given my time for several months in drilling the chorus for this occasion and am deeply appreciative of the response they have given. I am sure you will not only be delighted but will be taken off your feet, figuratively speaking, when you hear them on the above date. There is no sweet or singing on earth than that rendered by boys of 12 to 15 years of age. One hundred and fifty in chorus work will be music you will never forget.

As I said, I have given my best efforts to the boys, with no monetary consideration whatsoever, but have been repaid many times in inspiration and pleasure derived from working with them and seeing their bright shining faces as they enter into the spirit of music as only boys can do. I wish every person in Salem could have seen the enthusiastic response that shown in their faces when I proposed their raising the first money for the new YMCA building. The real red-blooded American boys yell they let out fairly made the walls shake, and that enthusiasm has not abated in the least.

Now folks, the boys have worked hard and faithfully all these months and are now ready to give you the fruits of their labor, and all they ask in return is that you show your appreciation by your presence next Saturday evening, April 28. Please remember, this is YOUR concert, given by YOUR boys, for YOUR YMCA. If you are as proud of your boys as Mrs. Epley, co-workers and I standing room will be at a premium. LET'S GO. Yours for success,

—H. C. EPLEY  
Director Whitney Boys Chorus.



### BAPTIST

First Baptist—William T. McKillen, minister. Morning worship at 11:00 a. m.; "Salvation." Evening worship at 7:30 p. m.; "An Old Fashioned Convention." Bible school at 9:45 a. m. Junior C. E. at 10:30 a. m. Visitors cordially welcomed at all services.

### CHRISTIAN

First Christian—Center and High streets. J. J. Evans, pastor. Morning and evening services will be conducted by the pastor. The evening sermon on evidence concerning the Bible as the Word of God. Bible school at 9:45 a. m. Young people's meeting at 8:30 p. m.

### COURT STREET CHRISTIAN

Corner N. 17 and Court streets. R. L. Putnam, minister. Bible school at 9:45 a. m. "The Christian's Naturalization" at 11 a. m. Intermediate Endeavor 5:30 p. m. Senior Endeavor 6:30 p. m. Evangelistic service 7:30 p. m. All are welcome at every service.

### CONGREGATIONAL

First Congregational—Liberty and Center streets. W. C. Koster, minister. Sunday school 10 o'clock. At the close of the Sunday school the church will be turned over to the Evangelical conference for the rest of the day.

Central Congregational—Harry W. Johnson, minister. Sunday school and morning service at 10 o'clock. Young people's society at 6:30 p. m. Evening service at 7:30 p. m. Sermon topic: "Christians in Action."

### CHRISTIAN SCIENCE

First Church—440 Chemeketa street. Sunday morning services at 11 o'clock. Evening services at 8 o'clock. Lesson sermon "Doctrine of Atonement." Sunday school at 9:30 a. m. Wednesday evening testimonial meeting at 8 o'clock. Reading room 309 Commercial street, from 11:15 to 5:30 p. m. All are cordially invited to our services and to our reading room.

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### CHURCH OF CHRIST

The Church of Christ meet on the corner of Shipping and Cottage streets for bible study each Lord's day at 10 a. m. Preaching at 11 a. m. on the first and third Sundays in each month. There will be preaching the fifth Sunday in April. Every one welcome.

### CHRISTIAN MISSIONARY ALLIANCE

Ferry and Cottage streets. Pastor, Mr. and Mrs. H. E. Caswell. Sunday school 2 o'clock, preaching 5 o'clock. Evangelistic services every afternoon except Monday and Saturday, at 2:30 p. m. Every evening except Monday at 7:30 p. m. Conducted by Evangelist Frederick J. Betts of New York. All welcome. Bring the sick Tuesday and Friday healing days.

### FRIENDS

South Salem Friends—South Commercial and Washington streets. Nathan Swabb pastor. Bible school 10 a. m. 6:30 p. m. Prayer service Thursday evening at 8 o'clock.

### HIGHLAND FRIENDS

Highland Friends—Highland ave. and N. Church street. J. G. and Ida J. Lee, ministers. Bible school at 10 o'clock. Christian Endeavor at 7 and preaching at 8 o'clock. Young people's prayer meeting and bible study on Monday at 7:30 p. m. Prayer meeting on Thursday at 8 o'clock.

### UNITARIAN

Unitarian—Cottage and Chemeketa sts. Rev. Martin Fereshtian, minister. Church

### UNITED BRETHREN

Castle Chapel United Brethren—Corner of 17th street and Nebraska avenue. George Chapman, pastor. Sunday school 10 a. m., preaching 11 a. m. and 7:30 p. m. Christian Endeavor 9:30 a. m. Junior C. E. 6:30 p. m. Prayer meeting Thursday evening 7:30 p. m. All invited to these services.

### FIRST UNITED BRETHREN

Corner C. St. Johnson, pastor. Sunday school at 10 a. m., preaching at 11 o'clock. "A New Creature." Intermediate C. E. at 5 o'clock, senior C. E. at 7 p. m. Preaching at 8 o'clock. "Three Gifts." Meetings Tuesday, Wednesday and Friday evenings 7:30 p. m. Every evening special prayer for the sick. Everyone invited.

### I. B. S. A.

International Bible Students association meets every Sunday in Derby hall, corner Court and High streets (upstairs) at 10 o'clock. "The Nations Drama." Can any association of nations bring peace to the world? N. C. Krastson, pastor.

### SEVENTH DAY ADVENTISTS

Sabbath school at 10:30 a. m., preaching at 11:30 a. m. "The Holy Spirit." (These services are held on the seventh day of the week.) The subject of the lecture 7:45 Sunday night will be "Will the Nations Disarm?" Can any association of nations bring peace to the world? N. C. Krastson, pastor.

### SALVATION ARMY

Holiness meeting 11 o'clock. Captain Louise B. Holbrook will speak. Rally meeting 2 o'clock. Y. P. A. young people's meeting. Salvation Army Rally. Louise B. Holbrook will speak on the "Time Now Is." Captains and Mrs. A. M. Holbrook officers in charge. A cordial welcome to all.

### EPISCOPAL

Church and Chemeketa streets. Rev. H. D. Chambers, rector. Holy Eucharist at 7:30 a. m. Church school at 9:45 a. m. to which all children are most welcome. Morning prayer and sermon by the rector at 11 a. m. The young people's society will hold its meeting at 6:30 in the parish house with a bible study led by the rector. All are most cordially invited to attend New St. Paul's.

### CHURCH OF GOD

Church of God—1246 N. Church street. J. J. Gillespie pastor. Sunday school 10 a. m., preaching service 11 a. m., subject: "An Uttermost Salvation." Heb. 7:25 Sunday school at Salem Heights 3 p. m. and preaching 4 p. m. Young people's meeting 6:45 and preaching service, 7:30 p. m. Prayer meeting Wednesday evening 7:30 p. m. Come and hear the Gospel that justifies men freely. Rom. 5:1. Sanctifies them wholly. 1 Thess. 5:23-24. Unites them completely. Heb. 2:11. Heals their bodies when they are sick. James 5:14-16, and takes them to heaven when He comes again, 1 Thess. 4:13-18.

### LUTHERAN

Christ Lutheran—East State and 18th streets. G. Koehler, pastor. Sunday school at 9:45 a. m. Preaching service in German at 10:30 a. m. Subject: "We would see Jesus." Luther league meets at 2:30 p. m. Evening service in English at 7:30 p. m. Bible study and prayer meeting on Thursday at 7:30 p. m. Bible school Saturday from 9 to 12 a. m. Welcome.

### METHODIST

First Methodist Episcopal—corner State and Church streets. Blaine E. Kirkpatrick, minister. Class meeting at 9:15 o'clock. Sunday school at 9:45 o'clock. Preaching at 11 o'clock. Sermon, "The Alternative of Faith." Epworth league at 6:30 o'clock. All young people invited. Evening service 7:30 o'clock. The sermon will be based on the book of James J. Davis, secretary of labor, entitled, "The Iron Puddler." The public is welcome.

### REFORM CHURCH

Bethany Reform—corner of Capitol and Marion streets. Sunday school 10 a. m. and German preaching service 11 a. m. No evening service. M. Denny, pastor.

### Leslie Methodist Episcopal

South Commercial and Myrtle streets. H. P. Remberton, pastor. Sunday school 9:45. Epworth League 6:30, morning worship at 11 o'clock. Sermon "The Humanity of Jesus and of Modern Christians." Evening 7:30, subject: "How the Kingdom of God Grows." 7:30 Thursday evening midweek bible study and prayer meeting. All are invited to attend.

### Scandinavian M. E.

15 and Mill streets. David O. Hassel, pastor. Rev. Christianson from Aberdeen, Wash., will preach at 11 o'clock. Sabbath school follows the morning services. Epworth League at 6 o'clock. Evening service 8 o'clock will be a scriptural lecture entitled, "The Great Commission." Midweek service Thursday evening 8 o'clock. You are cordially invited to these meetings.

### WINTER AND JEFFERSON STREETS

Thomas Acheson, pastor. Karl Officer in charge of the junior church. Sunday school 9:45. Public worship at 11 a. m. "Resurrection Blessings." Rev. Officer will preach to the Junior's at the same hour down stairs. 6:30 the young people's meeting. Evening service 7:30.

### PRESBYTERIAN

First Presbyterian—Ward Willis Long, minister. 9:45 Sunday school. 11:00 sermon, "Self Confessed Claims of Christ" by the minister. 6:30 Christian Endeavor societies. 7:30 evening service.

### STAR CAR USED TO SAVE LIFE

Corvallis Fire Chief Used Little Car in Record Run Into Country

That a new Star touring was used in a run of nine miles to save a little child who had fallen into the river, is a statement made by T. R. Graham, Corvallis fire chief, to Mr. Malone, Star Motor company, Corvallis Star dealer.

Chief Graham purchased his car January 5, 1923, and the car has been in constant use ever since. On the first day after the car was bought it was given a severe test, as Chief Graham was called nine miles out into the country to save the life of a little child who had fallen into the river. The run was made over very rough roads in 12 minutes time.

Chief Graham states that he

### Wobbling Wheels Means Owner Not Economical

"When you see the wheels of an oncoming car wobbling you can make up your mind the driver of that car isn't as careful of expense as he should be in these days when automobile buyers and owners are scrutinizing carefully every item of expense," says Walter Zosel, Federal tire dealer.

"Wobbling wheels mean wheels out of alignment. And wheels out of alignment mean not only a greatly reduced gasoline mileage but a useless wear and tear on tires and in fact, the whole car."

Tire companies have for years stressed these points, that is one

of the main reasons for the great increase in mileage now so common on tires."

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147 So. Commercial St.

## No Advance in Tire Prices

You can be sure our tires are dependable and "Western Auto" would not handle them. Our guarantee means just what it says—Western Giants 12,000 miles, Roadgrippers 10,000 miles. (30x3 1/2, 3000 miles.)

Price	Size	Price
\$14.85	30x3 1/2	\$10.95
\$27.45	32x4	\$20.75
\$26.20	32x4	\$21.30
\$28.90	34x4	\$21.80

Ask for prices on larger sizes. 30x3 1/2 Standard Cord \$12.40.

### Western Giant and Roadgripper CORD

Thousands of customers come back again and again for more of these tires because of the low prices and excellent service. Pharis is our "old standby" handled in our stores since 1914, is guaranteed 7000 miles. Nebraska guaranteed 6000 miles.

Size	Nebraska	Pharis
30x3	\$ 6.85	\$ 7.75
30x3 1/2	7.95	8.80
32x3 1/2	11.05	11.55
31x4	12.30	12.80
32x4	14.75	15.35
33x4	14.95	15.50
34x4	15.25	15.90

Tire Prices Will Advance April 30th

Nearly all tire factories advanced prices at December, 1922, and again in March, 1923. We have kept our old prices in effect until now, because we have been a little slow in buying new rubber, but now we have bought ahead, but now we raise on 2 1/2 inch axle and all sizes of 2 1/2 and 3 1/2 inch axle. Effective April 1st.

Western Auto Supply Co. 65 Stores in the West. Store Open Saturdays 'till 9 p. m. Phone 796 Court and High Sts.

## Equipment for—All Makes of Cars

No Matter What Make of Car You Have

"Western Auto" can furnish the equipment and accessories that will give your car an air of individuality of which you will be proud. A radiator ornament or a visor often changes the entire appearance of your car. Our 65-store buying power enables us to offer standard quality accessories at pleasing prices.

1—Bumpers. The double duty Spring Bumper is one of the most efficient car protectors on the market. We also carry the Round Bar with nickel-plated clamps and tips at the ends, make a Bumper which lends dignity to any car and gives simple protection. Prices from \$7.50 to \$12.75.

2—Motometer and Radiator Caps. A fancy radiator cap and Motometer adds a touch of class and distinction to your car. Also the Motometer shows you the temperature of your motor at all times and warns you before your motor overheats. Motometer, \$2.10 to \$2.75. Fancy Caps, 50c to \$4.95.

3—Lokwel Steering Wheel. Approved by Underwriters' Laboratories—saves you 15% on insurance premiums. Any driver who has squeezed, squirmed and wriggled under the steering wheel will need no urging to see the advantages of a Lokwel Steering Wheel. Prices \$12.50 to \$14.50.

4—Green Pyralin Visors. Useful, yet ornamental. The heavy gauge pyralin breaks the glare of the sun or approaching headlights and makes driving easier and more pleasant. \$6.85 and \$11.50. Other Visors—Metal, Fabric or Glass—\$2.95 to \$11.50.

5—Windshield Wings. For those who want the very best, we offer "Every-Any" Wings. The double joints of the heavily nickel-plated brass brackets permit easy and quick adjustment to every contour. Size position. \$4.95, \$7.95. Other models to \$12.95.

6—Tonneau Windshields. How much warmer and more comfortable it is riding in the tonneau since Tonneau Windshields have been attached! A typical exclamation which expresses the satisfaction and comfort of Tonneau Windshield owners—and they only cost \$29.50.

7—Klasey Step Plates. The heavy barred rubber mat surrounded by the solid aluminum frame and kick plate make the plate practical and ornamental—\$1.50. All-aluminum plate \$7.50.

8—Side Lamps, Spot and Head Lamps. All in the latest drum shape. Why not dress up your car with a complete set? The side lamps are only \$4.25 a pair, the spotlight is only \$6.85, and the beautiful head lamps only \$9.50 to \$15.50.

9—Interior and Side Mirrors. Mirrors for the interior and side—no more rear-end collisions, no more stiff necks from looking back—The "Cop-Spotter" Interior Mirror set for \$2.50 and \$3.50, according to size wanted. Side Mirrors are priced at 75c to \$3.50, according to size and quality wanted.

10—Cowl Ventilator. Cools the feet of those riding in the front seat. Can be regulated from the inside of the car—\$2.50 to \$3.50.

The above are a few reasons why "Western Auto" is now the most common of its kind in the world.

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