

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

RIMS

and Rim Parts for all Cars
Free Expert Advice
IRA JORGENSEN
160 South High Street

Tires and Tubes

Standard Guarantee

Equal to Any Tires That Are Sold as Fabrics 6000 Mile Guarantee or Cords 10,000 Mile Guarantee

Size	Cords	Fabrics	Tubes
28x3	8.95	\$1.60	
30x3	9.95	1.50	
32x3 1/2	14.35	12.10	1.90
31x4	17.95	12.50	2.15
32x4	17.95	13.50	2.30
33x4	18.75	14.25	2.40
34x4	19.25	14.95	2.50
32x4 1/2	23.00	18.45	3.75
33x4 1/2	24.50	21.50	3.90
34x4 1/2	25.50		3.95
35x4 1/2	26.50	23.50	4.00
36x4 1/2	31.80	26.75	4.25
32x5	32.90		4.60
34x5	37.50		6.00
35x5	38.00		6.75
37x5	38.70		5.00
36x6	55.65		8.70

GET THE BENEFIT OF OUR
LARGE BUYING CAPACITY

GARDEN HOSE

"Howitt"

25 FEET \$2.50
50 FEET \$4.70

Malcom Tire Co.

BROADWAY AND EVERETT
PORTLAND, OREGON
Established 1917

TIRE PRODUCTION INCREASING FAST

100 Tires Are Being Turned
Out Each Day—Expect
to Make Record 300

Announcement is made from the big plant of the Columbia Tire corporation of Portland that production has reached 100 tires per day, and promise is made by the executives that production will reach 300 to 350 tires per day by the middle of June. The rapidity and smoothness with which production has gotten under way at Oregon's tire-building plant has established an enviable record in tire-building, according to R. H. Brown, superintendent of production, who for many years was in complete charge of the production of cord and fabric tires at the Kelly-Springfield plant in Akron and afterwards in Cumberland, Maryland.

Mr. Brown states that it is his experience that few plants if any have ever gotten into production so quickly on such a volume of output. He states that the majority of new tire-making plants anticipate from six months to a year to reach a smooth-running output of that many tires. On the other hand, he states, many companies have been unable to reach an output of 50 to 60 tires a day within 12 months of the start.

Credit is given for this performance at the Portland plant largely to the better and more intelligent class of workers found in Oregon than back at the eastern tire centers. It is said that out of every 10 men apprenticed in tire making only two are considered sufficiently skilled to stand the pace.

"Contrary to this," reports Mr. Brown, "we have found in this part of the country the degree of skill and intelligence which has given us practically 100 per cent

efficiency in the men we have taken on. Of course as our production increases until we are employing from 2000 to 3000 men, we may meet with a little more difficulty in breaking them in. However, our experience this far has been far more satisfactory than anticipated."

"This extraordinary condition in labor efficiency has also resulted," says a report from the factory, "in a total absence of imperfect tires or seconds since the time of starting to manufacture, February 28." This is in contrast to the 5 to 10 per cent of seconds said to be turned out at the average tire-building plant.

C-T-C tires, after their spectacular get-away in Portland, are making striking progress over the state, and inquiries for these Oregon-made tires are rising from many points throughout the west, says a report from the sales department. Already Washington is taking hold of Oregon-made tires, and distributing branches and dealers are being established at this time to the north. By the first of July it is thought production will have caught up with demand, and it will be possible to open the big California distributing branch, for which plans have been under way for some time.

C-T-C cords have knocked into a cocked hat the old theory of heavy inflation, it being claimed that the better quality of materials used, the larger degree of handworkmanship obtaining, and more powerful construction in head and sidewalls, and the scientifically correct semi-flat, non-skid tread permit without injury the carrying of 30 per cent lower inflation than that so long insisted upon for other cords. This is said to be introducing new economies in tire-usage, as lower inflation is understood to result in taking the road shocks from the car, lessening depreciation and car upkeep expense and making riding more comfortable.

C-T-C tires are handled in Salem by Carl E. Hultenberg, branch manager for the Columbia Tire corporation, who reports local demand already ahead of his ability at present obtaining

RED BIRD FEATURE OF OVERLAND CARS

Willys - Overland Company
Brings Out New Model
With Powerful Engine

The new Overland Red Bird will be shown at local dealer's sales room the last of this week.

The 1923 series of the Overland has lately been added to, by the bringing out of a remarkably triumphant combination of beauty and utility, finished in Mandalay Maroon, called the Red Bird. In addition to embodying in an unusual degree the essentials of skillful design and solidity of construction, this model is specially notable for the complete equipment it carries on leaving the factory.

In general appearance the Red Bird is a creation striking to the eye without overstepping the bounds of refined taste. Mandalay Maroon is a subtle shading of red for the body, that pleases with rare artistic conformity, neither making the car glaringly conspicuous and vulgarly apparent.

Longer Wheel Base

The Willys-Overland company has always maintained and steadfastly worked towards the end that beauty, utility and economical performance can be assembled in one unit. Comfortable riding qualities have always been demanded in Overland design and in order to place further emphasis on this requirement the wheel base of the Red Bird has been lengthened to 106 inches and the spring base to 136 inches. This additional length positively guarantees bodily relaxation, when driving over the roughest roads.

The Red Bird has the famous patented triplex springs used on all Overland cars and these springs on a longer wheel base give riding comfort in the highest degree possible. It is admitted the entire load of the car rests on the springs. In Overland construction the load is carried between the two extreme points of the car, the ends of the Overland springs on the Red Bird being 136 inches apart; the body rests on them as if in a hammock.

Engine is Larger

The engine in the Red Bird is larger and more powerful, yet preserving all the facilities of the Overland motor for giving unusual mileage per gallon of gasoline. The cylinder finish is remarkably thorough. After reaming, Overland cylinders are lapped revolving polishing stone which produces a smooth surface and a bore that is round and straight, removing any slight roughness resulting from the reaming operation.

Overland Red Bird valves are made of specially selected material and there are only two wearing points between the valve and cam shaft. The valve tappets are of the mushroom type, a flat wearing surface which rests on the entire width of the cam surface thus distributing wear over an entire cam face and tappet face.

The clutch which is of the single plate disc type, smooth in operation and adjusted in less than ten minutes when necessary, is enclosed in a case giving complete protection from dirt and grit, and runs in oil insuring proper lubrication at all times. The crank shaft has a large and accurately machined flange for carrying the flywheel and is one of the main reasons for that noticeable lack of vibration in the Overland.

Red Bird Equipment

These important mechanical specifications along with other well known features give the Red Bird all of the leading qualifications necessary in a car of ostensible value. This new model is a thing of animation, speed and comfort; something that inspires confidence and pride on the road, and a trusty friend for summer supply from the factory. This, however, he states will be remedied as production increases. "The beautiful, custom-made appearance of C-T-C tires, with their salmon-pink sidewalls and massive, battleship-grey tread, is sufficient to sell every motorist who will stop and take a look at them," said Mr. Hultenberg, "and every user immediately becomes an enthusiastic booster."

haunting over the hills and through the valleys.

The extra equipment is prominently brought to notice. This includes 30x3 1/2 straight wall Fisk cord tires, nicked bumper in the front and in the rear, nicked scuff plates, nicked outside door handles, and nicked frame in the rear curtain window. The wind shield stanchions are also nicked.

A wind shield wiper and door grips are standard on this model, and the usual spare rim and tire carrier, speedometer, dash light and other little fixtures that make the car wonderfully complete are noticeable.

The khaki top is made of strong weather resisting material, with red bindings and welts, and the interior is admirably finished in red Spanish upholstery, mingling harmoniously with the whole effect.

The seats are wider and deeper and nothing has been neglected as to detail that will give the Red Bird a well deserved place in honor in motoring circles.

Radio Will Replace
Signal Guns on Coast

LONDON, May 12.—Trinity House authorities, who have charge of lightships and light-houses around the coast, have decided to fit all important lightships with wireless apparatus, thus displacing the signal gun which has been used for so many years to call the different lifeboats or warn ships of their danger.

BERRIES ABOUT READY FOR CANS

Little Sour Fellows Growing
More Popular, Says
Manager Gibson

Gooseberries are likely to be ready for the canneries, during May, according to Frank Gibson, manager of the Producers' Canning & Packing company. They have been fairly humping themselves along this spring, and they look unusually good.

Because of the great demand for this product — some people deny that the sour-visaged gooseberry is a "fruit"—there was a considerable new acreage planted last year and the year before. The total yield this season should be well in advance of any preceding year. The price has been high enough to make it look like one of the best crops in western Oregon to some enthusiastic growers.

The Producers' cannery will be ready to handle gooseberries or any other fruit, no matter how early it comes in. The factory has been thoroughly gone over, a number of new refinements made in the handling machinery and in the arrangement of preparation tables, so that the work will be more efficiently done than ever before. The larger and better preparation room,

where the fruit is made ready for the canning machines, will make possible the speedier and easier handling of the fruit, and will decidedly increase the plant capacity. A new warehouse will provide better storage, the new Pugh sorter and grader is expected to revolutionize the sorting of

many kinds of fruit, ready for processing, and in every way the factory is ready for the coming of the first fruit of the year.

With little girls laying marbles instead of dolls, posterity may find it hard to get raised.

FORDS

Why Walk?

When you can ride in a GUARANTEED used Touring Coupe, Roadster, Sedan, Truck or Chassis,

From \$50.00 up

Also a few other makes left for us to sell.

TERMS

Our easy payment plan will let you ride while you pay. Small deposit holds any car.

VALLEY MOTOR CO.

Yours for Genuine Ford Parts and Service
260 North High Phone 1995

C-T-C Tires Conserve The Car

Examine C-T-C Cords

Then Make Your Own Driving Tests

THE beautiful, custom-made appearance of C-T-C Cords immediately appeals to the experienced motorist. Superior quality is apparent from the heavily fashioned bead down the specially constructed sidewalls to the powerful, clean-cut, heavily buttressed tread.

And behind that appearance is a quality in materials and hand-workmanship never before seen in tire building.

Then drive C-T-C Cords—using 30% less than the usually prescribed air pressure for cords, if you care to make riding more comfortable and to keep down car upkeep expense, and measure mile for mile the long-distance performance they will deliver.

Rough roads, steep hills and slippery pavements hold no terrors for C-T-C Cords. Traction and action are both built in with the specially compounded road-gripping rubber in that massive tread.

C-T-C Cords 30x3 1/2 to 35x5; Fabrics 30x3 and 30x3 1/2 only. C-T-C Inner Tubes are the heaviest, strongest standard tubes on the market.

See C-T-C Tires on display at
COLUMBIA TIRE CORPORATION FACTORY BRANCH,
Carl E. Hultenberg, Branch Manager,
477 Court Street Salem, Oregon.
Dealers throughout the country

Columbia Tire Corporation
PORTLAND, OREGON.
General Sales Offices: Broadway and Burnside.
Factory: Columbia Blvd. and Mississippi Ave.

Announcing

The Big New

Overland

RED BIRD

\$925 (F. O. B. SALEM)

America's First Low Priced English Type Car

Here is a new and brilliant American achievement in economical motoring—the big new Overland Red Bird.

A new delight to the eye! A new thrill to drive! A joy to ride in! A revelation in economy! Reflecting unmistakably the vast experience and resourcefulness of the great Willys-Overland organization.

A creation in rich, gleaming Mandalay-Maroon, topped in khaki.

A larger, more powerful motor. A much longer wheelbase, a roomier body, and the fleet lines of a revenue cutter. Glistening nicked radiator, head-lamp rims, windshield stanchions, scuff plates, door handles and back curtain frame. First quality Fisk cord tires. A windshield wiper, bumpers both front and rear—everything!

The New Overland Red Bird will be in our shown room the last of the week.

See the Willys-Overland Advertisement in the May 12th Saturday Evening Post

Other Overland Models

Touring	\$666
Sedan	\$1035
Coupe	\$660
Roadster	\$660

All prices F. O. B. Salem

VICK BROTHERS HIGH ST. AT TRADE

DRIVE AN OVERLAND AND REALIZE THE DIFFERENCE