

SPORT SEASON YEAR AROUND

Weather Along Pacific Highway Fosters All Out Door Activities

Winter in the northwest is not for equable temperatures, according to the Pacific Highway Association. Puget Sound is a natural radiator that keeps the mercury from falling but a few degrees below the freezing point, and only on a few days at the most. Victoria boasts an average temperature of 42 degrees during midwinter. The Pacific highway is never blocked with snow. It is an all-year route.

Winter Activities Lure
Laterals leading up from the Pacific highway to the High Sierra and to the snow-peaks of the Cascades, are alive with rollicking seekers of winter sports, reports the Pacific Highway Association. Sojourners in southern California have but to drive a mile above the bath-populated surfline to find snowfields to play in from Mt. Wilson to the San Bernardino mountains.

Sacramento is a popular point from which devotees of winter sports diverge, either via the Victory highway towards Blue Canyon, or through Placerville on the Lincoln highway. Mt. Shasta City is becoming a magnet to motorists who find the slopes of Shasta most alluring at this season. Portland has Hood, Tacoma and Seattle have Rainier National Park and Bellingham has Mt. Baker as their snow playgrounds.

Game Draws Many
The Pacific Highway Association transmits a message from the Pasadena chamber of commerce in which an estimate is made that nearly a million visitors are expected to park into Pasadena to witness the wonderful Tournament of Roses on New Year's day. Everyone who is contemplating a trip to Southern California at this season is advised by the association to plan their tour so as not to fail to see the pageant of almost endless flower-decorated floats.

An epic football game will be played in the Rose Bowl that afternoon when the Golden Bears of California contest the 'Golden Tornado' team from Georgia Tech.

DETROIT BUYS 120 GRAHAM COACHES

After operating Graham Brothers motor coaches more than 24,500,000 miles on its streets, Detroit's department of street railways has placed orders for 120 more coaches with this division of Dodge Brothers corporation.

This is in answer to a recent decision handed down by the supreme court of Michigan, which ruled the jitneys from certain streets of the motor metropolis after a legal battle extending over seven years. The decision to substitute a de luxe bus service for the thousands of daily patrons of the jitneys came immediately on the heels of the court order.

The first purchase of 36 was announced almost immediately after the jitneys were taken from the streets. A second order followed for an additional 90 Graham coaches of the speedy, 16-passenger, parlor type used in city and in interurban transportation from coast to coast.

This coach offers many outstanding features in appearance, comfort, seating arrangement, motive power and operating safety. It is equipped with individual leather, air cushion seats over spring base, and is driven by a powerful six-cylinder motor with four speed transmission.

The utmost in economical and dependable service is claimed by the manufacturers. Lockheed hydraulic four-wheel internal expanding brake insuring safety in operation. The hand brake operates on the propeller shaft.

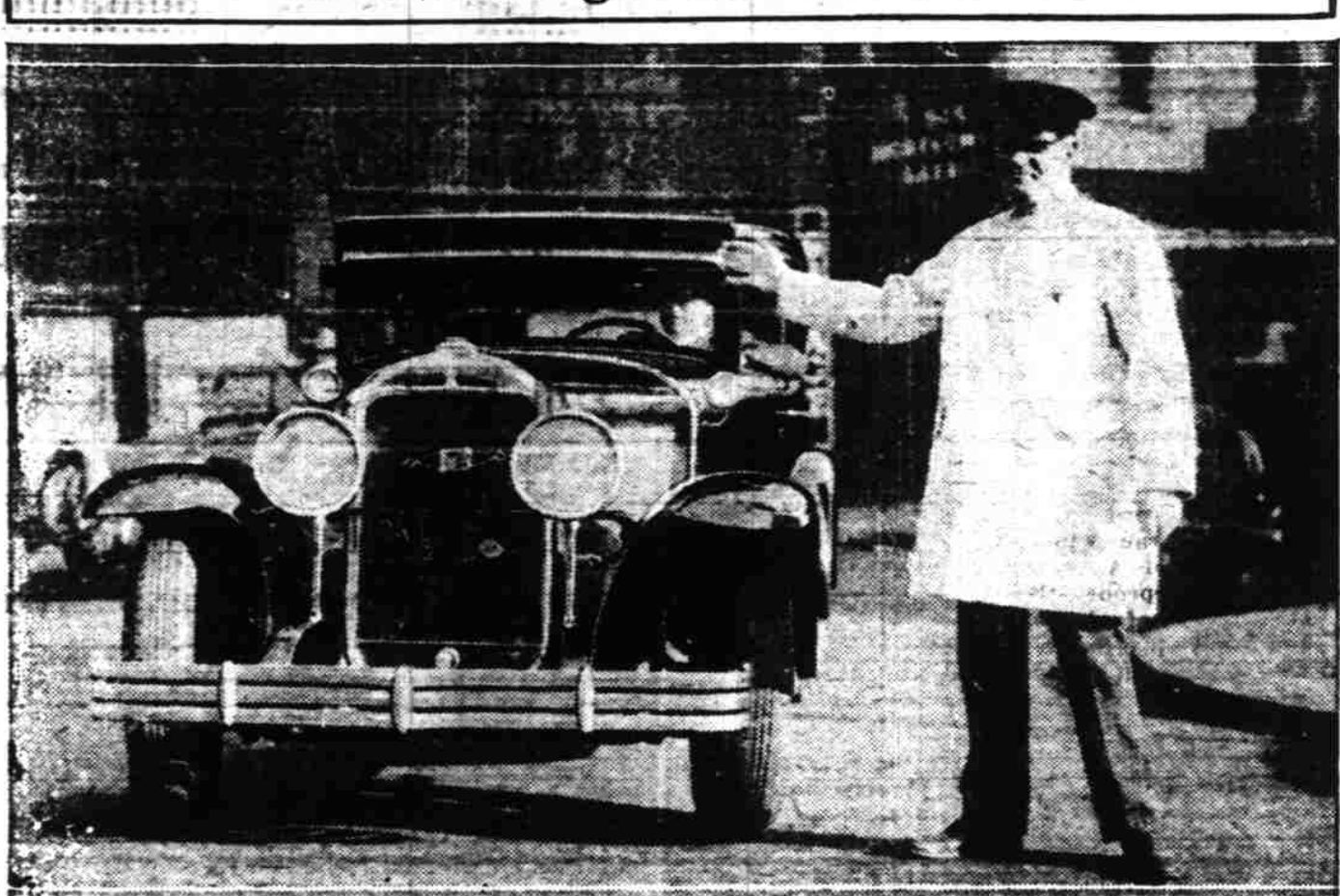
The heating system is of the fan blower type, air being brought in, heated and sent through the coach. Three ventilators are located in the roof, one in the cowl, with an overhead electric fan near the door.

Graham-Paige Output Shows Big Increase

Graham-Paige cars, in their first year, attained a total production of 78,195 or three and one-third times the total for 1927. It was announced today. Shipments in 1928 totaled 73,624, as compared with 22,489 in the previous year, an increase of 61.135.

Last year's production showed an increase of 63 per cent over 1923 which was the best previous year in the history of the company, when 43,556 cars were built. Production facilities of the Graham-Paige Motors corporation have been doubled since the three Graham brothers acquired control, most of the new buildings and enlargements having been erected during the last twelve months. The increased facilities will be available for 1929 production.

White Coats Urged for Traffic Officers



Due to loss of life and limb by traffic officers in cities all over the country during the past several months through inability of motorists to see the policemen on rainy nights, many Pacific Coast communities are now taking steps to equip traffic forces with white rubber raincoats to increase visibility during storms at night. Here Captain Charles Goff, with aid of a Silver Anniversary Buick, is demonstrating one of the new "safety" coats suggested for traffic officers in San Francisco.

TIRE MEN PREDICT PROSPEROUS YEAR

"General business conditions will continue at the same prosperous level maintained during 1928 and the tire business will be especially healthy," believes Frank Doolittle, Goodyear tire dealer at Commercial and Chems-keta streets, who bases his prediction on optimistic forecasts made by the leading statistical organizations throughout the country.

"Indications point to a continuation of the unusual prosperity which the country as a whole has been enjoying," he said. "Figures show that more automobiles were sold in 1928 than in any other year in history and it follows that more tires were sold than in any other year. This is a good criterion of the prosperous condition of the country as a whole."

"Automobile owners today are getting bigger value for their money than ever before, and especially is this true with reference to tires."

"For several years and until the early summer of 1928, conditions in the tire industry have been disturbed, due to fluctuations in the price of crude rubber. With this condition now stabilized and rubber prices established on a fair basis, we are expecting better conditions."

"The Goodyear Tire & Rubber Company is preparing for a banner year in 1929 and has taken steps to increase their production facilities through establishment of a new factory in the south. This factory will be built at Gadsden, Ala., and when put into operation early next summer will be equipped to turn out 5,000 tire a day."

Cadillac Presents New Body Model At Motor Show

Shown for the first time in the national automobile show in the Grand Central Palace, New York City, is an entirely new Cadillac body model, the five-passenger Imperial landau cabriolet. It is designed and built by the Fisher Body corporation as a particularly smart car that carries a degree of reserve and individuality.

The car is a five passenger close-coupled Berlin limousine with opera seats, and the entire rear quarter, which is decorated with landau bows is collapsible. There are just two windows on each side and the body design is one of exquisite balance emphasized by a fine proportioning of hood line, width of doors and rear quarters. The rear quarter, of Burbank material, is collapsible and contains a small window at the back.

GARBAGE CAN LID DUSTS MOTOR CAR

YOSEMITE, Dec. 29.—The lowly garbage can lid has turned into the Rolls-Royce of winter sports in the snow blanketed Yosemite valley. It rules supreme in Ash-Can alley, the now famous slide where toboggans are ash can lids and regular toboggans are taboo. Tourists from all over the world have been attracted by its novelty, tossing formally aside to ride on the lowly garbage can lid.

"Every day I meet tourists from throughout the United States and Europe," said John Bingham, ranger in charge. "They watch other folks enjoying themselves and finally the lure becomes too strong. Soon they are heading for the top of the slide with a lid under their arm and a barley sack to serve as a cushion. One ride and they have plenty of news to write home. A great share of their time in the valley is spent riding down the slide."

This and the half-mile track toboggan slide are now in excellent condition, following an 18-inch snowfall this week. Skiing, ski-joring, snowshoeing, and skating, all under the direction of E. Des Ballets, winter sports director, are proving very popular with Yosemite valley's first winter sport program well under way.

Care must be taken in remodeling cars for farm trucking not to weaken the frame. Reinforcing the members to be drilled will eliminate this danger.

States Will Build 7000 Miles Of Highways on Bond Issues

Nearly 7,000 miles of roads of the highest type can be built with the money involved in bond issues passed in 4 states in the last election, according to F. C. Stettler, treasurer of the Oregon State Motor association, which is affiliated with the American Automobile association.

Mr. Stettler bases his statement on the passage of highway bond issues totaling \$240,000,000 and an estimated cost of \$35,000 per mile for roads of the best type.

"One of the significant features of the bond issues before the voters," he continued, "is the fact that in all but one instance, their attitude was in strict accord with that of affiliated A. A. A. motor clubs in the states where the bond issues were up."

The national motor body has consistently fought for improved highway and was responsible for the passage of the Federal Aid road bill in 1921, which has resulted in the building of over 85,000 miles of important interstate highways.

RUBBER INDUSTRY GOWTH FORECAST

Greater volume of business continuous improvement in the value of rubber stocks, probable higher rubber prices and better credits are predicted for the rubber industry in 1929 by William O'Neill, president of the General Tire and Rubber company of Akron and widely quoted authority on rubber.

"I would not be surprised if the rubber industry were to establish new records in both production and sales during the coming year," said O'Neill. "The rubber business was never on sounder ground than now. I see no serious reason why we should not continue to progress and enjoy good business and prosperity. Steady growth of the automobile industry plus increased demand from overseas markets and a prosperous era generally should insure the tire industry a good year. The rubber industry in the first place will feel this year the pull of an increased replacement business in tires for the new type, high power

ered automobiles that went into service last year and the year before—particularly those whose speed, braking equipment and weight were increased at expense of the tires.

"Another important factor in securing good business is the extreme low price of tires. Here is a situation that benefits first the consumer and next the manufacturer of the better quality tire by making it easy for everybody to purchase the highest grade tires at prices ranging very close to the level of the cheaper grade of tires.

"Unfavorable influences such as the abrupt price declines which affected the rubber industry during the last year have been removed. There will be a normal supply of rubber procurable at prices perhaps slightly higher during the last half of the year, but latter due to the fact rubber is now selling below the cost of production. American rubber factories and their distributors will be doing business this year in a healthy, rising market and this undoubtedly will have a favorable effect on rubber stocks.

"Western Auto" Announces— REDUCED Tire Prices

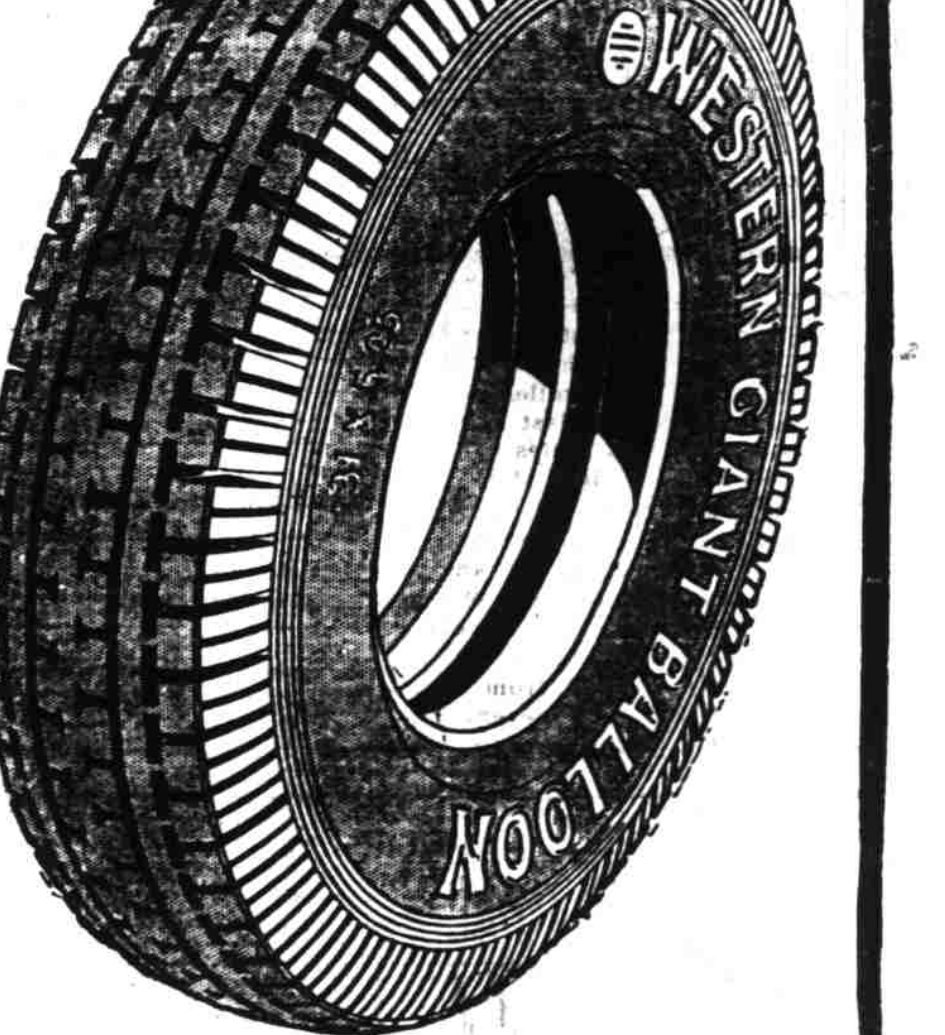
This Price Reduction is just in time for you to start the New Year on new, fully guaranteed "Western Auto" tires that will give you a new realization of Tire Satisfaction and Economy.

The superior value of "Western Auto" tires was again demonstrated in 1928, by the fact that motorists of the west purchased more than half-a-million of them . . . more than ever before, in any year of our history!

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And Our Trade-in Allowance Offers Still Greater Savings

Your old tires are as good as cash in part payment on new, fully guaranteed Wear-well or Western Giant Tires, at these NEW REDUCED PRICES . . . at any "Western Auto" store.



And Remember OUR GUARANTEE
Every "Western Auto" tire is backed . . . Not only by our liberal MINIMUM MILEAGE GUARANTEE, but also by our GUARANTEE OF ABSOLUTE SATISFACTION FOR THE LIFE OF THE TIRE. This Guarantee is upheld by SERVICE at every one of our More Than 150 Conveniently Located Stores . . . and by our well-known and popular CUSTOMER IS ALWAYS RIGHT Policy.

**New-Improved
WESTERN GIANT BALLOONS**
with CENTER TRACTION Tread

"Western Auto's" finest tire—specially designed for safety, easy steering, extra traction, and extra mileage. Note the Tread—it has continuous center and side running strips that give long life and easy steering, also the deep, all-around grooves and cross slots that hold the road in any going.

THESE ARE THE NEW REDUCED PRICES— A Tire for Every Car—for Every Use—for Every Purse

SIZE	WEAR WELL Balloon 16,000-Mile Guarantee	WESTERN GIANT Balloon 16,000-Mile Guarantee	WESTERN GIANT Center-Traction 16,000-Mile Guarantee	BLUE RIBBON Gray Tubes Guaranteed 1 Year	JUMBO Heavy Red Tubes Guaranteed 1 Year
29x4.40 (4.40-21)	\$ 5.28	\$ 6.35	\$ 7.45	\$1.15	\$1.48
30x4.50 (4.50-21)	6.45	6.95	8.35	1.28	1.67
29x4.75 (4.75-20)	6.45	8.45	8.95	1.28	1.88
30x5.00 (5.00-20)	7.95	9.25	10.45	1.48	1.89
31x5.00 (5.00-21)	8.25	9.45	10.85	1.56	1.96
30x5.25 (5.25-20)	8.80	10.35	11.80	1.67	2.11
31x5.25 (5.25-21)	8.95	10.70	11.95	1.72	2.18
30x5.77 (5.77-20)	10.45	12.35	13.45	1.98	2.40
32x6.00 (6.00-20)	11.80	13.75	16.15	2.18	2.58
33x6.00 (6.00-21)	11.95	13.95	16.90	2.25	2.65
32x6.20 (6.20-20)	11.95	13.95	17.80	2.25	3.15
33x6.75 (6.75-21)	11.95	13.95	22.20	2.25	3.88

We carry all sizes—Ask for prices of sizes not shown

SIZE	WEAR WELL Card 16,000-Mile Guarantee	WESTERN GIANT Pneumatic Cl. Tire 16,000-Mile Guarantee	WESTERN GIANT Extra Heavy Tread Type	BLUE RIBBON Gray Tubes	JUMBO Heavy Red Tubes
30x3 1/2 Cl. Regular	\$ 4.65	\$ 5.35	8.90	\$1.05	\$1.47
30x3 1/2 Cl. Oversize	4.95	5.85	9.25	1.05	1.47
30x3 1/2 SS Oversize	5.75	6.95	9.25	1.27	1.86
31x4 SS Oversize	7.95	9.25	13.85	1.65	1.96
32x4 SS Oversize	8.25	9.85	13.85	1.75	2.06
33x4 SS Oversize	8.95	10.45	17.90	2.25	2.26
32x4 1/2 SS Oversize	10.95	13.65	18.75	2.25	2.35
33x4 1/2 SS Oversize	11.35	13.95	21.85	2.25	2.75
30x5 SS Oversize	11.35	13.95	23.65	2.25	2.85
33x5 SS Oversize	11.35	13.95	23.65	2.25	2.85

All other sizes proportionately low.

Wasco Tires
4-ply tires of full standard size and weight, new, fresh stock, and well made. Wasco Tires are especially recommended for the motorist who wants to make a minimum investment.

Guaranteed 5000 Miles
New Low Price
30x3 1/2 Clincher \$3.98
29x4.40 Balloon 4.98

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