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and am not connected with any agency but am equipped to do good auto repairing.

We employ only first class mechanics and every man has been connected with this shop for over one year.

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Service car day or night.

RUDY TANNER

General Auto Repairing

Cottonwood and Water

Phone 530

WESTERN CITIES SHOWN GOODYEAR'S NEW PLANT

The position reached by western industry coincident with the establishment in Los Angeles of the new \$20,000,000 tire plant of the Goodyear Tire and Rubber Company of California is being forcibly brought to the attention of the western cities in which the Goodyear company maintains factory branches, by means of window exhibits sent out from the factory headquarters in Los Angeles.

These displays, which are on view in all the factory branches in the west, consist of exhibits of the first day's run of tires, when the plant was put in operation recently, series of photographs showing the various processes in the manufacture of tires, and explanatory placards.

Featured in each display is a greatly enlarged but unretouched photograph of the completed plant as it looks from an airplane. The photograph shows in clear detail the tire factory, textile mill and central warehouse building containing the factory offices, and reveals the magnitude of the establishment created by Goodyear to supply the demand for its products in the Western United States.

In this connection it is interesting to recall that Goodyear was the first tire company to develop the window

display idea by establishing a special department for that purpose. At that time there was much comment on the "innovation."

"It can't be done." "How on earth can you make a window display of tires?" "Once you've put your tires in the window—that's all you can do," were a few typical comments.

But the fact remains that Goodyear window displays have helped in the making of extremely attractive stores and have aided mightily in selling millions of Goodyear Tires—and many more manufacturers, following the example of that company, now have window display departments.

America is spending her 1920 summer vacation seeking recreation, not for air and scenery. Her \$500,000 motor cars are furnishing the transportation; over 2,000,000 miles of roads spanned by vast stretches of scenic wealth supply the routes.

From the business man, mechanic or farmer who steals a day or two of time for local jaunts, to the motorist who rambles for weeks or months on a carefully prearranged schedule, every owner of a motor car is in the midst of a spell of motorism.

Never before in the history of motoring, motors, tires and good roads have the responses to the call of the open road been so pronounced. It is the banner year of all time for motor travel.

The favorite trails and haunts of the motor vacationist are crowded and overflowing and will remain so until well into the month of September. Reports sent in to the travel and transport bureau of the R. F. Goodrich Rubber Company, from resort, national parks, and tourist associations declare that all previous touring records have gone by the boards. This is in spite of the fact that the peak of the touring season will not come until the middle of August.

An accurate check on the extent of national touring is had from the Goodrich reports, which estimate from America's leading tour objectives. For instance, people from the Atlantic seaboard territory, the South and the Mid-West as well as New Englanders by the White Mountains district of New Hampshire. Exciting air, fishing, and just plain "resorting" attracts thousands of Michigan and Wisconsin. The magnetic force of Cumberland mountain trails near Asheville, N. C. and the historic interest near Chattanooga, entices Eastern and southern motorists; the national parks or the Rocky Mountains are teeming with motor campers and sight seers; and long caravans of tourists are experiencing the scenic lures and smooth highways of California and the Pacific Northwest.

Statements from a few of the automobile tourist hotbeds made to the Goodrich bureau indicate that the exodus of Americans to European battlefields has had not the slightest effect on "Seeing America First." Some of the statements follow:

Pacific Northwest Touring association: "Records of hotel reservations and from all other sources of information the automobile touring travel to the Pacific Northwest promised a few weeks ago to be 100 per cent greater than last year which was far away the greatest year in our history." Asheville, N. C., Touring Bureau: "Tourist travel in automobiles almost double that of last year and easily twice as much as two years ago. Roads in Western North Carolina in prime condition."

Yellowstone National Park Service: "We expect greater season this year. Park roads opened earlier than ever before and in splendid condition despite record snows."

Michigan Tourist and Resort Association: "Based on more than double number of inquiries and large actual reservations' believe tremendous increase."

New England: "We find greater percentage of people traveling with automobiles throughout this section than ever before as highways are all in good condition throughout New England section."

AVIATION MAY BECOME POPULAR HEREABOUTS

Interesting inland Empire folk in aviation is the task which Walter E. Lees, of the Oregon Washington & Idaho Airplane Co., is undertaking on his trip to this section. Mr. Lees is now in Pendleton in the interest of the

company for which he is a pilot and now acting as a salesman.

Aviation for pleasure is becoming established in some of the larger cities of the coast. Mr. Lees said today Portland, Seattle, Tacoma and Spokane persons own private planes and are using them in flights to the nearby beaches or lake resorts. Californians are becoming quite accustomed to aviation.

The inland Empire is believed by Mr. Lees to be a good field for private planes because of the nature of the country. The smaller cities, however, have not taken large leaps forward in the matter of landing fields. Pendleton is one of the lagging places in that respect. Coast towns, where rivers or lakes are close by, have an advantage over inland towns in the matter of landing places, for hydroplanes can be used and can alight on and body of still water.

The company for which Mr. Lees works has been carrying newspapers by airplane from Portland to the seashore for several weeks. Hydroplanes are used for this work. Passengers often take the trip from Portland to Astoria or Seaside, at better than a mile a minute. The company has five hydroplanes and four land planes in constant use now.

Had there been an airplane here on Sunday afternoon, the whereabouts of the five fall breakers might have been located from the air, Mr. Lees said. He offered to have a plane sent here from Portland Wednesday if officers thought it would aid in the hunt.

On his present trip Mr. Lees is not only attempting to market planes but to consider placing local agencies.

DISCUSS UNFAIR WAGE.

CLEVELAND, July 30.—(U. P.)—Heads of the four big railway brotherhoods in session here are discussing what is termed "unfair provisions" in the rail wage increases granted recently.

NEW YORK BUYS SOME RADIUM



NEW YORK—This tube that Miss Helen C. Campbell of the Radio Chemical Corporation holds, contains a tiny pellet about the size of a dose of quinine. It's worth \$30,000. You guessed it—radium! It's the world's most precious substance. The four tubes shown hold one gram—about 1-30th of an ounce—and are worth \$120,000. New York state has bought two and one-quarter grams (the largest shipment ever made) to use in the fight against cancer and skin diseases.

AJAX CORD

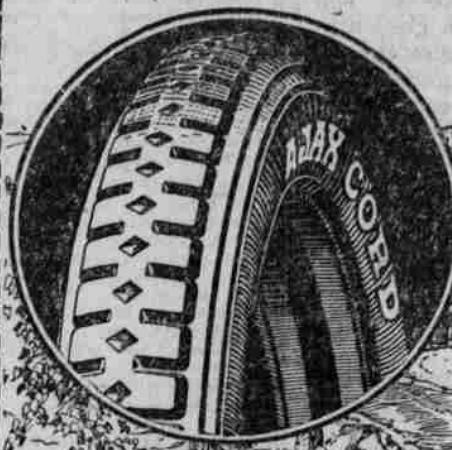
THESE indented grip spots, in the center of each cleat, are safeguards against side-slipping. In forward or backward motion the cleats take hold, like the cleats on an athlete's shoes.

Thus the Ajax Cord is thoroughly dependable. Study the cleated tread. You can see why it holds.

Pendleton Cycle & Supply Co

(Hartman Long)

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GOODRICH

BRUNSWICK

BARNEY OLDFIELD

PENNSYLVANIA VACUUM CUP

Don't Neglect Your Old Tires, if they show wear have them Vulcanized or Retreaded.

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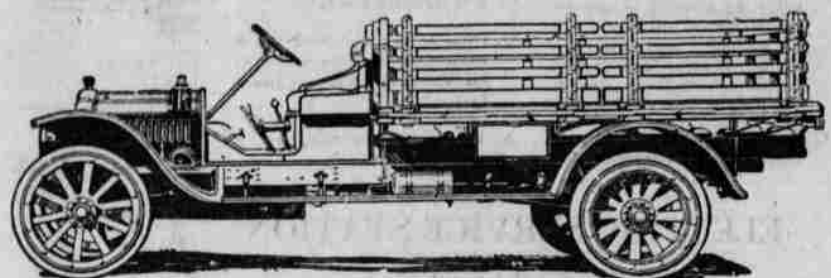
PENDLETON RUBBER & SUPPLY CO.

WM. DUNN, Manager

305 East Court Street.

Phone 135

WHITE TRUCKS



The available records of the motor truck industry to which reference is easily accessible, show that 555 companies have entered the business since 1909. Of these, 224 are in existence today. Of these 224 companies:

77 or 34 percent are less than 1 year old,
126 or 52 percent are less than 2 years old,
152 or 68 percent are less than 3 years old,
162 or 72 percent are less than 4 years old,
175 or 79 percent are less than 5 years old

Can you afford to be one of them that would have an orphan truck? Realize what it means to have a touring car that you cannot get service on.

Buy a WHITE and don't experiment as many have on touring cars.

Frentzel Wailes Co.

722 Cottonwood

Phone 46



AN ANALYSIS OF THE "ROAD SPEED" of a MAXWELL IS A TRIBUTE TO ITS SPECIAL STEELS

Men driving larger cars have often wondered at the "road speed" of a Maxwell.

True, in an open straight stretch they have run away from a Maxwell.

But in any "piece of going" in which hills, turns, curves or rough roads enter into the general average, they do not outrun a Maxwell.

The reason for this is the special steels in a Maxwell. They are made to Maxwell's own formula, and make possible construction combining great strength with light weight.

The lightness of the weight enables a Maxwell to take a turn with more ease and less slowing up,

comes down a hill under better control, ascends a hill as well, and makes more time over a rough piece of roadway.

The strength of its steels enables a Maxwell to stand equally as well, or better, side strains, road unevenness, etc.

In other words, a Maxwell makes speed when a larger car cannot, and thus evens up to a high average its "road speed" without breaking the speed laws.

This ability in a Maxwell is one of many that is winning new friendships daily. Nearly 400,000 of them to date; in another year 500,000.

NEIL & BARKER

Phone 180

Riverside.