

Tire Trade Picking Up Is Report

Goodyear Company Shows Faith In Future by Trebling Output of Plant

One of the best indications that the tire business is rapidly coming back in the West is the action of the Goodyear Tire & Rubber Company of California, Los Angeles, in nearly trebling its output in less than a month.

Vice President and General manager A. F. Osterloh's announcement that production has now advanced to 2,000 tires daily making an increase of 1300 tires a day since March 18, when the daily schedule was 700, is the fourth production increase notice of the month.

The tube output has been increased to 1,550 daily—and advance of 244 per cent over the low production point of 450 last December.

Increased demand for tires by automobile manufacturers and tire dealers is given as the cause for the spurt in Goodyear output. A part of the increase is reflected in the demand for tires by the Ford plants at Seattle, San Francisco and Denver.

"Our March business totaled \$1,000,000," declared the Goodyear manager. "This was an increase of \$200,000 over February's business. Our April business to date is well ahead of that of last month and even in excess of that of April of last year when business conditions were considerably better than they are now."

"Within the last month we have put 190 former employees back to work and will continue our policy of hiring in former employees as future advances in output become necessary. Our increased production does not involve the employment of any men outside of those who were employed in our factory when the slump came last fall.

"Since our factory has swung gradually into its stride, our workmen have become more efficient, so that we are able to make 2000 tires per day now with less men than we employed last fall. Our performance of more than doubling our output by adding only 190 men to our forces is an evidence of this increased efficiency."

Carburetor Trouble Explained.

When the engine runs jerkily the obvious cause is carburetor trouble. To locate the trouble, prime the carburetor and watch for dripping. If there is no dripping, the trouble lies between the tank and the float valve. If there is a free dripping, the trouble may be looked for between the float valve and the engine cylinder.

Uses Auto as a Tractor.

To enable the use of an automobile as a tractor, a Missouri farmer has invented a frame on which it can be clamped to drive tractor wheels through gearing.

Can't Carry Revolver in Car.

The Missouri supreme court has held that it is a violation of the Missouri state law against carrying concealed weapons to carry a revolver in the side pockets, under the seats or in other places of concealment in automobiles or other vehicles, says "Up-to-Minute News of Automobile Progress," compiled by the Southern Motor Manufacturing Association, Ltd.

Clutch Ailment When Rusty.

If the sliding member of the clutch is rusty it will give the effect of a grabbing member. The rusted portion will prevent the clutch's engaging gradually, holding for a fraction of a second and thus forcing a quick engagement. The operator often believes that the trouble is due to poor facing or worn engaging members.

Tractor Pushes Lawn Mowers.

A garden tractor has been designed that pushes three lawn mowers in front of it so that the grass is not flattened before being reached by the knives.

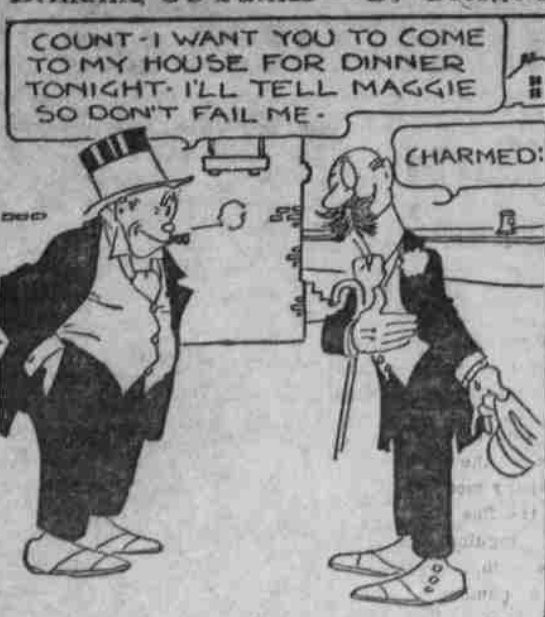
STATIONARY BICYCLE RACE

An indoor bicycle race, which will be staged in the store of Harry W. Scott, a local bicycle dealer, on Saturday, April 23, is creating a considerable amount of interest among the young bicycle fans of the city. Every boy is invited to enter the race and it is not necessary to own a bicycle, says Harry W. Scott.

Each contestant will be permitted to pedal the bicycle, which has been mounted in the window, for 10 minutes, and those running up the greatest mileage as shown by the cyclometer will receive handsome prizes. The first prize is a monogram jersey awarded by The Davis Sewing Machine company.

The race is part of "open house" festivities which are being planned for that day in celebration of the 54th anniversary of Davis-made bicycles, which are sold by Mr. Scott. Similar celebrations are being held by bicycle dealers in all parts of the country.

Bringing Up Father — By George McManus.



Secret of Service Is First Value Of Car, Says Dealer

All car owners and prospective motorists must have admired the dependability that motorized fire "engines" display in their daily work. Indeed, the bromide boast of many drivers is that their cars are "just like fire engines—always ready to go."

Disgruntled motorists may have wondered, considering personal experience with troublesome cars, how the firemen keep their vehicles in such fine condition. The method is no longer a secret, having been compiled by the Oakland Motor Car Company of Pontiac, Mich., from inquiry among authorities on motorized fire apparatus.

This method, which contains some sound advice for any car owner, has been received in Salem by Viek Bros. local Oakland representatives, who pass the story on to all car owners.

"The first reason for the dependability and efficiency of fire department vehicles is that dependability and readiness is essential," he introduces the subject. "Such dependability is desirable in any car, of course."

"The Oakland Company has found that the majority of officials who have to do with the selection and purchase of fire vehicles, appreciate this quality. Therefore, they will buy only cars of proved and known dependability. Experiment might cost a

great deal more than the mere price of machines.

"For instance, in St. Louis the fire department purchased thirteen Oakland roadsters in 1915 for the use of department officers. These cars are still delivering traditional Oakland service. The engines in these Sensible Sixes are of the same highly-efficient, overhead valve type that Oakland builds today. And, after all these years of arduous service, these Oakland cars are still in first shape.

"This case seems to prove conclusively that the first thing to do in obtaining a car of complete dependability is to buy a good car—not necessarily a costly car."

"Fire Department chiefs say that the good cars given fire trucks and cars slumpy continues the careful grooming which firemen took such pride in when horse-drawn carts were used. Firemen seem to have a particular pride in neatness, cleanliness and order. Possibly these things should be held in mind also, by the car owner who is seeking to maintain car performance and appearance.

"The third 'firemen's secret' is in always using the correct oils in proper quantity. This insures long car life.

"Follow the firemen and you'll always be 'ready to go.'"

dealing with various localities of Washington, Oregon and British Columbia and incidentally giving the travel information necessary for its readers to use in a visit to the Pacific Northwest.

The World Traveler, of New York, a publication of highest class circulation, is the other magazine devoting its May number to the Pacific Northwest. Its cover will present a three-color illustration of one of our beauty spots and the issue will carry several articles on the scenic attractions and travel accommodations of as many localities.

In a recent issue of Leslie's weekly, in an editorial headed: "Know Your Own Country" the advertising campaign conducted by the Pacific Northwest Tourist Association was cited as an object lesson in the promotion of tourist travel.

The Pacific Northwest numbers of the two magazines are part of the results of the trip of Herbert Cuthbert, executive secretary of the Pacific Northwest Tourist Association through the East last fall, where he found that the impression created by the advertising campaign carried on by the association during the past four years had made possible concessions and privileges in the line of national publicity never before offered any section of the country. Some of the leading weeklies and principal travel magazines have offered their cooperation in establishing the Pacific Northwest as a great summer tourist resort.

Automotive Assault.

In Pennsylvania to drive an automobile so as to splash mud on a pedestrian's clothes is to be guilty of assault. So the courts of Franklintonville ruled in the case of W. W. Waring against Eugene Roberts, whose automobile splashed mud on the new suit of Mr. Waring, an attorney. A warrant was obtained and the driver was fined \$5 on a charge of assault, third degree.

To Keep Dust Out of Cylinders.

An Englishman, to keep dust out of the cylinders of motor vehicle engines, has patented an attachment which forces air through a water seal, and cleanses it before it reaches the carburetor.

Imported Cars High.

European-made passenger automobiles, which represent the aristocracy in motor vehicles, are quoted on the American market at prices ranging from \$10,000 to \$20,000 each.

Motor Car Enjoyed By Only Five Chief Executives of U.S.

"Only five presidents out of twenty nine have enjoyed the use of motor cars," says F. G. Delano of the Salem Automobile company.

"William McKinley was the first President of the United States to use a motor car."

"Roosevelt and Taft established the automobile as the principal mode of presidential transportation."

"Everyone is familiar with the extent to which President Wilson used his official motor car, and President Harding is an enthusiastic motor fan."

"This indicates the wonderful progress motor transportation has made in the past twenty years."

"When President McKinley adopted the automobile, there were only 3,700 motor cars in the United States. People did not believe the automobile would ever be other than a plaything."

"President Wilson's car was only one of more than seven and a half millions. And the automobile today is a recognized transportation utility."

"The motor car has not only supplanted the coach of state. It has won a place in the oldest customs of our national life. It is the established conveyance for all occasions."

"Another curious illustration of this is the erection by a church in New Hampshire of a church garage to take the place of the picturesque old wagon shed."

"The production of dependable cars in great quantities at low

stop to clean the lugs. The average load hauled by each tractor was 16,000 pounds.

Leather Washers.

A leather washer placed underneath the metal washer not only helps to eliminate unnecessary noise, but gives a sort of elastic compression that prevents stripping threads when the bolt is a little small for its job.

Cause of Misfiring.

A not frequent cause of spasmic engine misfiring is either moisture or grease on the ignition distributor face. The current passes across the surface of the water or oil, instead of pursuing its proper course. It is a good plan to give the distributor a cleaning at frequent intervals.

Water and Tire Wear.

Wet rubber cuts much more easily than the same substance dry. For this reason the wise car owner does not try to speed over wet roads where any chance-thrown sharp stones get an opportunity to do maximum damage.

Motor Adjustments.

Adjustments made on the engine while it is cold seldom are satisfactory in actual operation. The engine heats up when running, and the metal expands with the warmth, which nullifies the valve adjustments made while the metal was cold.

Valve Springs.

Weak valve springs can cause endless trouble in promoting poor engine operation. Whenever the valves are removed the springs should be measured to see that they are of the same size. If one spring is short it either will have to be stretched or a plate placed under it, to increase the pressure.

To Prevent Engines Freezing.

To prevent automobile engines from freezing, a Minneapolis man has invented an electric apparatus that automatically starts them and keeps them running for a few minutes when their temperature nears the danger point.

How many inspections does an automobile tire get?

In the factory of the Goodyear Tire & Rubber Company of California, Los Angeles, a tire undergoes more than 600 inspections from the washing of the crude rubber to the exodus from the shipping platform ready for service.

Two Foot Treads on Pump.

An automobile tire pump invented by a Minneapolis man is operated by two foot treads manipulated alternately by a pump standing upon them.

Combine Automobile and Sleigh.

Invented in Germany, a three-wheeled automobile that is driven by an air propeller has wheels that can be turned up to leave the body on runners to serve as a sleigh.

Folding Table for Tourists.

For motor tourists and campers a table has been invented that folds compactly around a cupboard to hold its equipment.

Automatic Automobile Light.

An automatic switch has been designed that turns on an automobile light at a designated time, irrespective of the presence of the owner of the car.

Reduce Horse Drawn Implements Prices.

A leading Indiana factory has reduced the price of all horse-drawn implements from \$1 to 50 per cent.

Motor Magazines To Tell Tourists of Northwest Beauty

Publicity on a scale never before accorded any section of the United States will be given the Pacific Northwest in the May numbers of two magazines of national circulation, through the efforts of the Pacific Northwest Tourist Association to make the grandeur, beauties and attractions of the Summer playground of America known to the people of the East and South. Both magazines will devote practically

the entire issue to the scenic attractions of this territory.

A four-color illustration of Rainier National Park will adorn the cover of the May issue of the American Motorist, published at Washington, D. C., recognized as the leader of motor magazines and having the most influence with automobile tourists, reaching 40,000 of them. Inside the cover will appear five illustrated articles on the Pacific Northwest

The Grand American Prerogative

THE right to choose is the grand American prerogative—the glory of American democracy. And a most important part of it—the right to choose what you buy bestowed upon you by advertising.

Advertising is as much a part of today's life as electricity, antiseptic surgery or motor traction. It is the system whereby a man who has something to sell tells about it to those who do or should use it. For no one can want anything until he knows of its existence.

Advertising is the way by which you are told why you should have certain goods and how to identify those goods. So the advertisements you find in this newspaper make up a catalog of needed merchandise.

Articles of all kinds and for all purposes are presented in a pleasant way through the medium of type and pictures. The outstanding requirements of every member of the family are met by offers of good merchandise of proved value.

The advertisements will help you in the selection of all manner of things.

Use them for guidance and you will be a constant gainer

Some FACTS About

Ford

THE UNIVERSAL CAR

Here are authentic figures from the Ford factory at Detroit. They show you just how many Ford cars and trucks have been built each month since January 1, 1921 and how many have been sold to retail customers, in the United States.

	Produced	Delivered to Retail Customers
JANUARY	29,883	57,208
FEBRUARY	35,305	63,603
MARCH	61,886	87,221
Total Production	127,074	Total Retail Sales 208,032

showing that actual sales for the first three months of 1921 exceeded production by 80,958 Ford cars and trucks!

April requisitions already specify 107,719 additional cars and trucks and the estimated April output of the factory and assembly plants combined calls for only 90,000!

These facts clearly show that the demand for Ford products is growing much faster than manufacturing facilities to produce, and were it not for the dealers' limited stocks, which are now being rapidly depleted, many more customers would have been compelled to wait for their cars. It will be only a matter of weeks, therefore, until a big surplus of orders will prevent anything like prompt deliveries.

If you would be sure of having your Ford car or truck when you want it, you should place your order now. Don't delay. Phone us or drop us a card.

Valley Motor Co.