

ATTEND THE OREGON TRAIL PAGEANT

LA GRANDE, UNION COUNTY, OREGON

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MOTOR CAR'S ROLE IS OF IMPORTANCE

They Are An Important
Factor in the Drama
Of Growth.

THE AGE OF VALUE
HAS NOW ARRIVED

Development of Civilization
Said Dependent on Trans-
portation and Travel.

It is the simple truth that the automobile plays the most important part in the great drama of the advance of civilization. Man's intellectual and moral progress is made in terms of transportation. Isolation has ever been synonymous with ignorance and intolerance, while means of communication have ever formed a bridge for the passage of ideas and ideals. Interchange promotes understanding among individuals and continents and the automobile has taught mankind to think in terms of the universe and of universal brotherhood.

"The far sighted founders of the nation foresaw the advantages of highways that should carry the commerce of the country," says C. S. Mott, vice president of the General Motors Corporation. "Washington personally directed surveys that should select the easiest pathways for the passage of vehicles. Scarcely necessary to the selection of means of communication, even in the country's infancy. That the way should lead through pleasant places and that the scenery should be attractive was not by design of the road builders, but by the hand of nature."

Pleasure in Traveling.
"Pleasure in traveling is an incident, in the beginning. It is far from being the chief object of transportation today. It is something that good roads made the automobile possible, but this is misplacing the credit. The automobile made good roads, not only possible, but inevitable. The combination of a swift, individually controlled means of transportation with a firm, durable, all weather roadway has brought the formerly distant parts of the country within easy hailing distance of each other."

What the radio is to the intercommunication of thought, the automobile is to the intercommunication of human beings and physical things. Products are carried between city and country and between country and city, in hours where days were formerly required for the same distance to be traveled. No man can ever count the immeasurable benefits that have accrued to mankind because of the existence of automobile transportation.

Is a Great Force.
"The automobile represents the greatest single force that carries on the business of the world. Individual and corporate capacity for service has been multiplied many-fold by the uniting servant that runs on four wheels. Through successive stages of increasing importance the automobile has steadily made its way. At first it was a joke. Men who are still young can remember when the men who talked of the

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CHEVROLET IS IN COME-BACK

Improvements and Increase
in Business Volume Is
Recognized as Remark-
able Event in the Motor
World.

(Wall Street Journal)
If the men responsible for the "come back" of Chevrolet ever fully loosen their tongues the public will be treated to a most romantic story. Here is a company which got so badly in the doldrums that it virtually breathed through the financial oxygen tank of its parent General Motors and in a year has become one of the corporation's most valuable units.

Production comparisons give perhaps the best picture of what has happened. In nine months of 1922 Chevrolet turned out 176,771 cars against 45,000 for corresponding nine months of 1921. Value for nine months of 1922 is \$89,620,489 compared with \$52,603,602 for the entire year 1921. Reduced to basis of average monthly sales the 1922 rate is \$9,950,000 against \$4,400,000. Estimate for all of 1922 is 249,000 cars.

Improvement in the Model.
Chevrolet began in July, 1921, to build a better product. New front axle bearings were adopted, a better rear axle made, an improved clutch developed. Every part of the car which had given trouble was redesigned. Some idea of how thoroughly the "490" Chevrolet has been remade may be gained from the engineer's report. In the body and front there were 22 changes, in the front axle and wheels 10, in the rear axle six, in the transmission seven, in the motor 10, and in the chassis 13 changes. Total number of changes between July 1, 1921, and July 1, 1922, was 68.

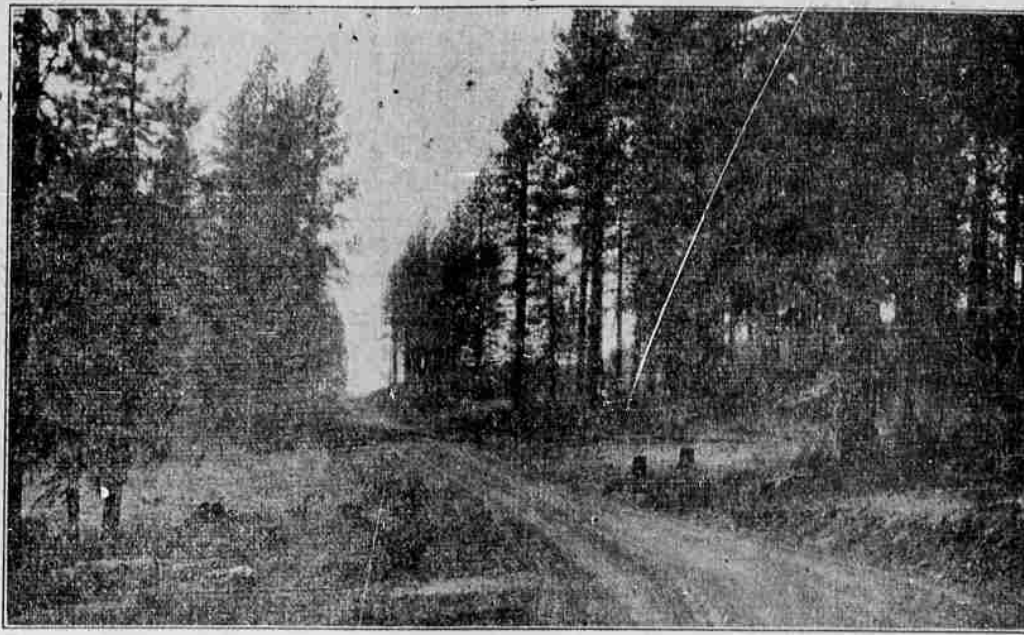
Not satisfied with these Chevrolet made 26 additional changes in the 1922 model which is now having such a remarkable run of sales. Officials who have been responsible for the improvements modestly say: "We have only followed the dictates of the public. Building a popular low priced car is now beyond the poker of the circus stage. People have not time to stop at any side show—they want to go right into the big tent." The official who made this remark is probably the least known in public press among motor wizards. A year from now when Chevrolet reaches the 2,000 daily production goal he may be prevailed upon to permit mention of his name with the Chevrolet achievement but at present he threatens to throw the Wall Street Journal's correspondent out the window of his office on the sixth floor General Motors building if he is quoted.

Economies in Operation.
An illustration of operating economies is in the changed method of handling closed cars. Formerly bodies were built by an outside company, shipped to Flint and there attached to chassis. Four or five in a freight car was the maximum. Now the company buys bodies from its associated Fisher Body Co., knocked down. It ships more than 50 in a freight car to the assembling plants with an obvious freight and time saving. Furthermore the labor cost of assembling is deferred until the car is much nearer delivery to purchaser.

Chevrolet in this respect is closely following the Ford assembly idea but possibly going one better in the matter of closed bodies. To economize further on closed body manufacture and delivery Fisher Body Co. eventually will have a body plant along

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Nature Is at Her Best Along Our Highways



Scene in the Blue Mountains, near the summit of Cabbage hill, between La Grande and Pendleton on the Old Oregon Trail. At this point the smooth highway sweeps gracefully through dense forests of pine and fir.

TREND TOWARD HIGHER PRICES

Various Materials Used In
Construction of Motor
Cars Are On Upgrade;
May Force Higher Priced
Cars.

The Palgo-Detroit Motor Car Company in a compilation made from leading financial reports and publications shows that the prices of raw materials entering into the production of motor cars have in every instance been increased.

The increases range from nearly 125 per cent (rubber) down to 2 per cent (lime). Steel, cotton and glass show increases ranging from 25 per cent to 100 per cent, according to the statistical department of the Palgo company. Mr. H. M. Jewett, president of the company, further points out that rubber calls attention not only to the amount of the increase but also to the fact that they have been so gradual since March, 1922, as not to arouse widespread attention.

"The Babson report," says Mr. Jewett, "shows in chart form a comparison of prices of March of last year and this year. Rubber leads the list, next comes ferromanganese, fourth cotton, followed by lead, wool, steel, pig iron, hides, copper, etc."

"An outstanding feature of the Babson report noted is that of the twenty items that showed the greatest increases, ten are used directly in large quantities in the production of motor cars."

The Palgo president, when asked the answer to this steadily rising cost of materials pointed out that other quality must suffer or automobile prices will advance.

"We definitely and positively will maintain the quality of Palgo and Jewett cars," says Mr. Jewett. "The

Englishman Presents His Views In Original Way

advances that must be made to enable us to do this will be as moderate as possible. We will continue to take advantage of the fact that we do a big volume of business on a comparatively small capital. Because we have no bonded indebtedness and need to pay dividends on a relatively small amount of stock, we can and will hold our prices down while maintaining top quality.

"There is no question but that the trend of prices for quality automobiles must be distinctly upwards. But our price increases will be small in proportion to the increases in raw materials."

"We have built the reputation of Palgo and Jewett by not skimping in either the quality or the quantity of materials used. The demand for our product in excess of our present ability to produce, proves that the public recognizes that quality. We believe that the public wants better motor cars and we will continue to produce the best possible cars at as reasonable prices as the state of the material will permit."

548,000 Trucks on Farms.

Motor trucks are being increasingly used in the rural sections of the country. The survey of the United States just completed by the national automobile chamber of commerce in collaboration with the local county agents has brought out the fact that there are 125,304 motor trucks or farms in the 1214 counties which they surveyed. If the 40 per cent of the total counties which responded are typical, the total number of motor trucks on farms for the entire country is 248,000.

Another reason we don't believe the fruit crop was destroyed in the recent freeze is that nothing so unusual or as deserved probably will ever happen to the sugar price fixers.

ALLOT MARKET ROAD FUNDS

First Apportionment Is Over
Half Million Dollars,
Union County's Share of
Fund Is \$14,484.87.

The state highway commission has apportioned the first half of the market road fund, amounting to \$502,132, among the counties as follows:

Baker	15,297.34
Benton	10,632.94
Cherokee	27,000.25
Clatsop	19,655.50
Clatsop	10,524.67
Cook	15,552.00
Crook	4,126.67
Curry	2,638.00
Deschutes	7,522.95
Douglas	17,132.62
Gilliam	7,556.17
Grant	5,571.12
Harney	7,821.31
Hood River	6,774.28
Jackson	18,892.32
Jefferson	5,946.57
Josephine	5,214.67
Klamath	12,704.55
Lake	7,626.82
Lane	27,739.45
Lincoln	5,297.39
Linn	22,341.94
Malheur	11,911.65
Marion	29,675.55
Morrow	5,955.56
Multnomah	59,473.96
Polk	12,575.40
Sherman	5,909.16
Tillamook	12,958.50
Umatilla	22,542.03
Union	14,484.87
Walla	5,522.62
Washington	12,137.35
Wasco	21,515.07
Wheeler	8,022.24
Yamhill	16,208.43
Total	\$502,132.19

Trusting in Providence is commendable but that isn't all that is required of those who sit behind steering wheels.

DEVELOPMENT OF AUTO IS REMARKABLE

Growth of Industry Is the
Marvel of the Past
Decade.

VARIOUS "AGES"
OF AUTO OUTLINED

Era of Production Finally
Arrives and With No Sign
of Saturation in Sight.

The rapid development of the automobile and the wonderful growth of the automobile industry present one of the most interesting studies of modern times. The motor car's history, while covering a comparatively brief span of years, has divided into several well-defined stages, all of which ran their course during the lifetime of the majority of the readers of this paper. The various "ages" of the automobile are outlined in the following paragraphs: The only question in those early days was—will she run? If so, when will she stop? This was the experimental stage when the fundamental principles of motor construction were being learned. Only a few hardy folk with the pioneer spirit were car owners in those days.

In a comparatively brief time the automobile passed out of the purely experimental stage and cars were being built to run with more or less consistency. The comfort of the person operating the car was now given some consideration by the manufacturer. Better bodies were built with comfortable seats. Tops and windshields were provided. Better riding comfort was furnished through pneumatic tires and spring suspension.

Self-starter Added.
To increase the attractiveness and desirability of the automobile the builders sought means to obviate unpleasant features connected with the ownership and operation of the car. The self-starter did away with hand cranking. Electric lights took the place of carbide lamps, demountable rims were devised, numerous improvements in engine and chassis were made to provide greater convenience in maintenance, closed bodies and heating apparatus were developed to make motoring possible in all seasons.

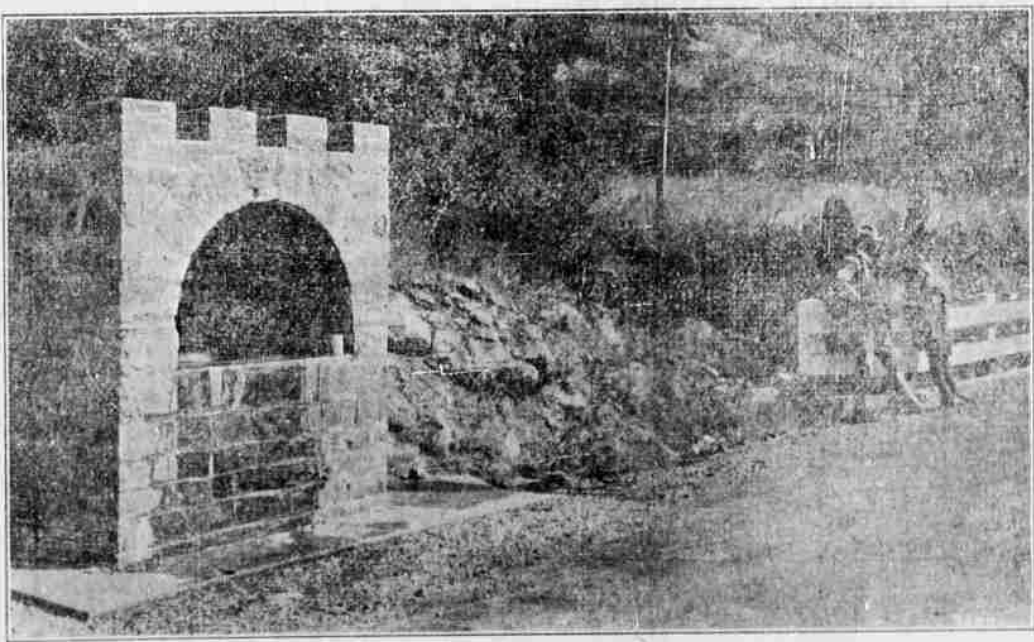
The automobile by this time having become a reliable means of transportation and a very desirable adjunct to modern life, there developed a tremendous demand for the motor car which led to the age of production. Production reached a high peak in 1917, receded sharply in 1918 and began the upward trend in 1919 which has continued to the present.

Following the days when volume production was the chief concern of manufacturers, there came a movement to beautify the product. This was expressed in the production of sport models, new and more elaborate styles of closed bodies, changes in body lines on existing models and the addition of many refinements.

Age of Value Comes.
With the volume production of motor vehicles estimated at 2,400,000 for 1922, the present may be said to be the age of value. It is reasonable to expect that the 1922 production will be surpassed. The year 1922, we believe, will be known as the beginning of the age of value. The present-day

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One of the Many Beauty Spots



The above is a drinking fountain erected for the benefit of motorists in Wallowa canyon, on the La Grande-Wallowa Lake highway. The fountain is built of native stone quarried from the canyon, and is of exceptional beauty, and provides, cold, mountain water during all months of the year.

Baker Is The Home Of Battery Factory

ED C. REA, NATIVE SON OF OREGON, IS MANUFACTURING A
HIGHLY SUCCESSFUL STORAGE BATTERY.

(By Norman P. Henderson.)
It is not often that a western town can boast of an inventor and manufacturer of an important, superior article in this "motor age"—yet the people of Baker, Oregon, point with pride to Ed C. Rea, a product of the Old Oregon Trail and who designated and has charge of the construction of all storage batteries that bear his name.

In 1922 the subject of this sketch entered Rea's mind and he began to study of metallurgy and electricity as in chemistry. With the experience gained in years of association with metals and electricity he realized the big future for storage batteries when they were first introduced, so Ed Rea engaged in the battery business in 1915 and began work on a battery of his own design. However, he was not satisfied with his product until two years ago, when he perfected details which he believes will make his battery stand above all others. During these two years more than 500 Rea batteries have been sold in Baker and vicinity.

In describing his product, Mr. Rea