

ATTEND THE OREGON TRAIL PAGEANT

LA GRANDE, UNION COUNTY, OREGON

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HIGH POINT REACHED IN AUTO SALES

Dealers in All Lines Are
Enjoying Unexpected
Business Volume.

**BUSINESS IS ON
A FIRMER BASIS**

Dealers Are Encouraged
Over Outlook for Re-
mainder of the Year.

Although much was expected of the year 1923 by the automobile dealers of Eastern Oregon, expectations have been more than realized and the year bids fair to be one of the best in the history of this territory.

From every dealer, both in La Grande and Baker, and from other points in this district comes the word that the business volume for the first four months of the year has been highly satisfactory. There is also a unanimity of opinion that the same favorable condition will prevail throughout the remainder of the season.

The fact that automobile sales have been good in Baker, Union and Walla Walla counties, together with the further fact that purchases are regulated with increased restrictions as to terms, indicates a rather healthy condition. The depression that ensued two years ago, and in which many dealers became embroiled, seems to be a thing of the past. The financial firm, had a decided tendency to tighten credit regulations. During boom times, when money was plentiful, little or no credit was required to purchase a car. Today approved credit is necessary. Dealers are compelled to exercise caution, which finds the business on a substantial basis at the present time.

Shortage of Cars Felt.
Even with strict credit regulations dealers have been able to take a greater number of orders than they are able to fill with promptness. This condition prevails with a majority of the automobile firms.

Fords are meeting with the same increased volume of sales and the Perkins Motor Company, of La Grande, and Central Motor Company, of Baker, have been meeting with excellent success with that line. Neither firm, however, has been able to secure cars fast enough to make immediate deliveries, and as a result have felt the shortage that prevails all over the country.

The two foregoing firms accepted the agency for the Lincoln the first of the year, and although the Lincoln is a high priced car they report a number of sales, and state that the car is meeting with a good reception.

Chevrolet Dealers Busy.
The volume of sales reported by the Blue Mountain Garage, La Grande, and E. E. Welling & Son, Baker, is exceptionally good and is being anticipated by either of the dealers. The La Grande firm

Ford Factory Is Producing A Car Every 14 Seconds

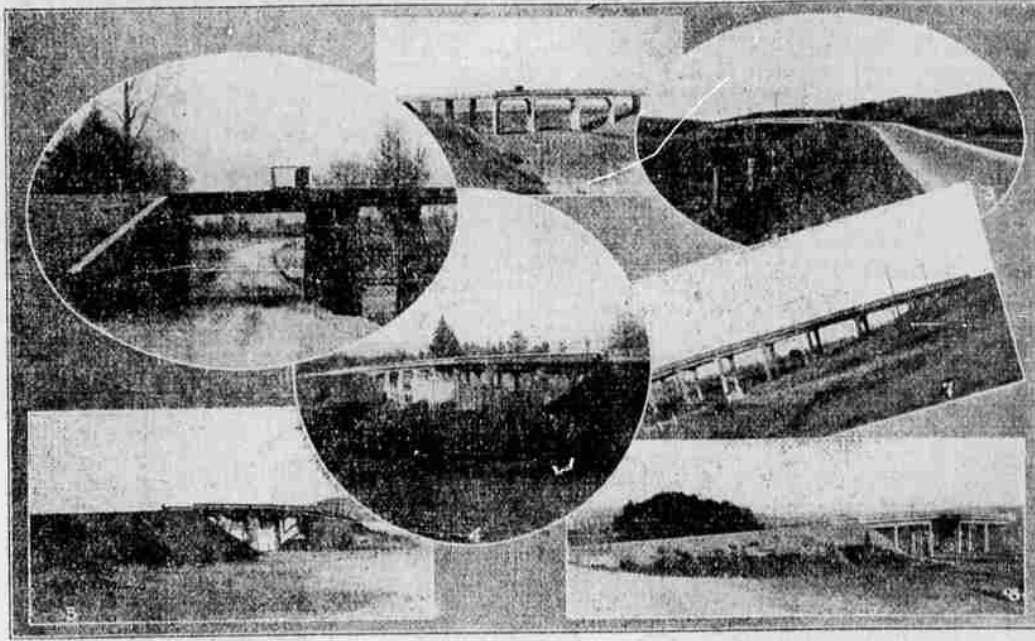
OUTPUT OF 6,000 COMPLETED CARS AND TRUCKS IS THE
PRESENT RECORD BEING MAINTAINED

When the Ford Motor company set a production estimate of 100,000 cars a month for 1922, the automobile world looked on the statement with a certain smiling reservation and waited. Then the production went to better than 1,250,000 cars in place of the contemplated 1,240,000 and every one of these cars built during 1922 was delivered to an owner before the year had ended. And this year the production figure has jumped 50 per cent over the one set for last year and Fords are being turned out from the factory at the rate of 6,000 cars a day.

This means that every 14 seconds of a working day of 24 hours there is a new Ford car ready to roll. To meet the requirements of this enormous production schedule \$15,000,000 has been spent in equipment to add to the huge plants of Detroit and the larger assembly plants scattered throughout the country.

In the manufacture of this huge volume of cars including the tires and other equipment necessary that is made by outside concerns, and in the distribution of the product, more than 500,000 men will be employed. On the average American family means of 4.5 people to the family, it means that 2,000,000 people will derive their income during the next twelve months from the activities of the Ford Motor company, and this does not take into consideration the families supported by the production and distribution of Lincoln Motor cars for the Lincoln Motor com-

Safety in Modern Railway Crossings



SOME OF THE OVERHEAD AND UNDERGRADE CROSSINGS ALONG OUR HIGHWAY

1. North of Albany
2. Near Messner
3. Near Tolo
4. South of Eugene
5. Near Tolocast
6. Near North Powder
7. At Hot Lake

VETERANS WILL DRIVE PACKARDS

Resta, DePalma and Joe
Boyer Will Pilot Diminutive
Packards at Indian-
apolis Race on Memorial
Day.

The team which will drive the three Packard cars in the Indianapolis International 500-mile race Memorial Day has been completed with the signing of a contract by Ralph Resta, Joe Boyer, and Ralph DePalma. The three diminutive racing machines.

The Packard team actually will consist of four men, besides the small army of mechanics, engineers and other experts, as Col. J. G. Vincent, vice president of engineering of the Packard company will direct the race from the pits.

The three cars have been designed and built by DePalma, working under the direction of Col. Vincent, bringing into combination a wealth of both racing and engineering experience.

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Beaver State Abounds in Fish and Wild Game

(By A. E. Burghdoff, State Game Warden.)

Of Oregon's 57,000 square miles of territory, more than 60,000 square miles encompass a great wilderness, extending from the edge of the Cascade mountains on the west coastward to the Idaho boundary. This great area is intersected by mountain ranges, streams and lakes, and within the last few years has been opened to automobile traffic by the construction of state highways between the principal centers of population with many market and forest roads branching from these highways to the innermost recesses of the mountains and plains.

A great national forest area extends down the peak of the Cascade range, cutting across the state from north to south, and the yellow pine forests on the eastern slope of this mountain range make the greatest natural park of any similar area in the United States.

National forest areas also extend through the foothills of Blue Mountain making a national forest area from the geographical center of the state to the northeastern corner. Many sections of this range compare very favorably with, and in many instances excel, the scenery for which Switzerland is famous. These national forest areas contain 80 per cent of the wild life of the state.

Originally the virgin forests of the United States contained 50,000,000 acres. These forests have been decimated until there is today less than 10,000,000 acres of virgin forests remaining in the United States, of which Oregon has one-sixth.

Forests Are Diminishing.
If the present ratio of production of forestry products should continue, in 40 years there would not be a single acre of virgin forests remaining in the United States, and were it not for the fact that great areas of the remaining virgin forests are included in national forest areas and will never be logged off, except by selective operations where only the ripe timber is harvested, it might well be considered hopeless to attempt to keep our forests and streams stocked with game and fish.

The expenditures of the hunter and fisherman as well as of the tourist are directly beneficial to the entire state, and more particularly to the hotels, transportation companies, the automotive and similar industries.

It is estimated that the total value of game and fish taken in the state of Oregon and figured on a basis of food value only at 20 cents per pound indicates an annual income of \$2,564,000, which amount would be 5 per cent interest on an investment of \$51,000,000.

In addition to this, if the value of our game be considered from the standpoint of health and recreation to the man who takes with his brain or pursues an occupation which keeps him indoors for the greater part of the year, and ignores nature's appeals for rest, he bids dearly for this neglect and finds it necessary during week ends or vacation periods to get out into the open and gain health or vigor on hunting and fishing expeditions.

It is in addition to these values we consider bird life in controlling insects and vermin pests, we could multiply the above capitalization ten without any great stretch of imagination, and it would not be difficult to prove this to be a conservative estimate.

The tourist or vacationist who has a few days at his disposal can while journeying through Oregon select in some section of eastern Oregon any desired outdoor sport or fishing.

Best Fishing Possible.
The mountain lake fishing in the Cascade, Willamette and Blue Mountains is surpassed by fishing in no other spot in the United States or

AUTO GREATEST OF ALL FACTORS

Declared Greatest Single
Agency in Advancing
Rapid March of Civilization
— Revolutionizes
Transportation.

BY C. S. MOTT.

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 of ideas and 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 unerringly the advantage of highways that should carry the commerce of the country. Washington personally directed surveys that should select the easiest pathways for the passage of vehicles. Stern necessity prompted the selection of means of communication, even in the country's infancy. 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 is far from being the chief object of transportation today. It is sometimes said that good roads made the automobile possible, but this is displacing the credit. The automobile made good roads not only possible but inevitable. The combination of a well, individually controlled means of transportation with a firm, durable, all-weather roadway has brought the formerly distant parts of the country within easy traveling distance of each other.

Wild Life Being Crowded Out.
During the past century as the great advance of civilization has moved westward to the Pacific coast the wild life that our forefathers knew has given away to this great advancing tide of civilization until now the attractive outdoor sports and places where hunting and fishing were enjoyed are a thing of the past. The wilderness of the western states, places where nature is found undisturbed.

The only remaining mountain sheep in Oregon are found in Walla Walla county.

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NEW INFLATION SCHEDULE MADE

Amount of Air Pressure
Needed for Given Load Is
Listed and Recommended
to Motorist.

It is no longer necessary to carry as much air in tires as in the past. At the same time under-inflation is still the worst form of tire abuse. Proper inflation is necessary. The only difference is that tires are now built to require less pressure than in the past.

A new schedule of inflation and weights has been worked out by the Rubber Association of America and calls for a minimum pressure of 35 pounds for a 2 1/2 inch tire to a maximum pressure of 70 pounds for a 5-inch axle.

The recommended air pressure means that the pressure should be kept consistently at the suggested figure, and not permitted to fluctuate.

Since air pressure question has always been more or less of a hoo-doo to the users, tire manufacturers have been working to a point where less air pressure would be necessary, and in line with this they have been bringing down the standard recommendations safely.

In the gradual development of the tire, laboratories and experimental departments have worked toward a tire that would meet the demands of the operator on the road, but which would not have to be taken and used according to certain specific instructions. In short, they have been working toward a sliding scale for inflation.

With the development of the cord tire, it has been proven in actual tests that less air pressure is necessary. At the same time riding qualities of the car have been made much more comfortable without injury to the tire.

The accompanying table shows the ideal inflation to the amount of weight carried per wheel:

Pressure	3 1/2 in.	4 in.	4 1/2 in.	5 in.
Auto, fabric cord	35	37 1/2	40	42 1/2
40	450	500	700	—
45	525	575	800	950
50	600	650	900	1050
55	675	725	1000	1150
60	—	—	1100	1250
65	—	—	—	1350
70	—	—	—	1450

The most important thing to bear in mind is that under inflation is as dangerous as over inflation. Proper inflation figures on a 3 1/2 inch tire, for example, may vary as much as 20 pounds according to the weight carried. In other words, for a 3 1/2 inch fabric tire, carrying a load of 250 pounds, 25 pounds of air is sufficient. For a 3 1/2 inch fabric tire, carrying 575 pounds, 35 pounds of air should be used. That is a variation of 20 pounds of pressure in the same size tire, the difference resulting from increased load.

Estimate Is Made Of 1923 Tire Production

A comparison of statistics shows that in 1922 a total of 37,500,000 tires were produced. Estimates for 1923 point to a total production of 43,000,000 tires, according to Miller statistics. This estimate is based upon the total number of cars in the United States, at the average consumption per car per year, plus an average of four and one-half tires for each new car to be manufactured in 1923.

A SUGGESTION FOR SAFETY.

Do not allow any one to ride on the running board, spare tire or the bumper of the car. Persons on bicycles, roller skates or in carts should never be permitted to hitch onto the car.

MANY STATES DO NOT MATCH U. S. FUNDS

Federal Funds Provided for
Road Construction Re-
main Untouched.

**UNUSED BALANCE
EXCEEDS BILLION**

Disposition of Many States
to Lag Deters General
Highway Program.

Due to failure on the part of many of the states to develop a road-building program, there is at present a total of \$107,192,795 of federal aid highway funds in unobligated balances, says the National Motorists' association, in deprecating a condition which results from the various states being far in the rear on their highway construction program. Added to this is another fund of \$65,000,000 recently made available by the agricultural appropriation of the last congress.

The huge total of unobligated balances which, when matched by like funds in the various states, represents between six and eight thousand miles of first-class highways, has accrued for one reason only—that is the states to which they are due have made no provision for obtaining them, with the result that many states are still huddling in mud where there should be first-class roads, travelable the year round.

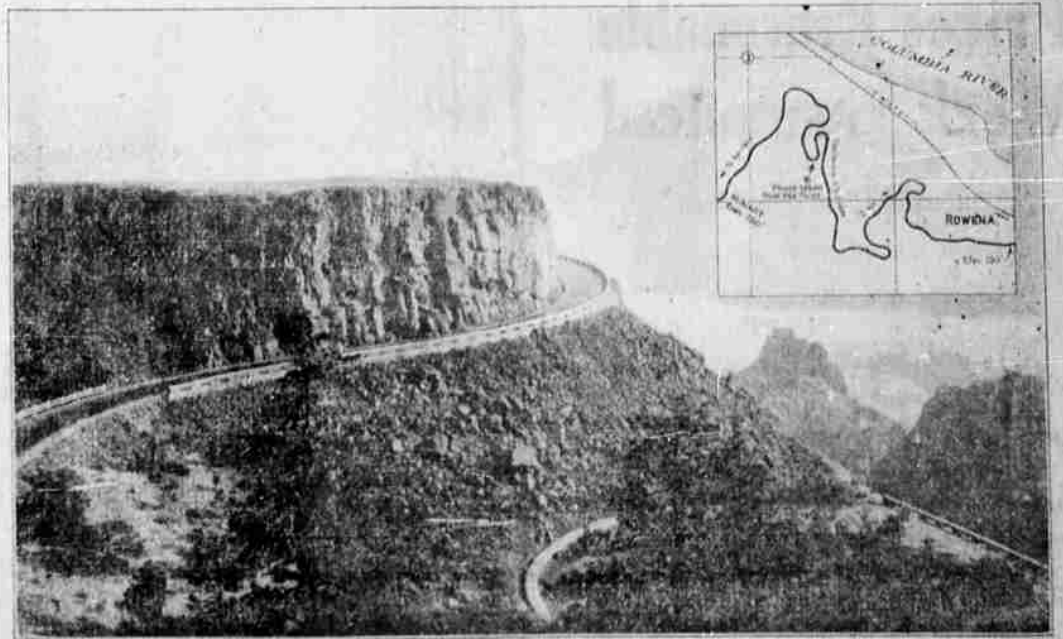
Where federal aid monies are to be expended on highways, a like sum must be raised by each state. Failure to raise these sums in the various states has resulted in the funds remaining inactive. The whole picture of federal aid is explained by saying that if a state will build one mile of road, federal aid funds will build another mile.

The National Motorists' association is bending its efforts to the effect that the states to which these funds are due will take some action that will remove these funds from the treasury and get them placed where the ever-increasing horde of automobile owners will be able to use them in the way of better transportation and, incidentally, better business.

**AUTOMOBILE FACTORIES
GIVE EMPLOYMENT TO
OVER 2,000,000 PEOPLE**
Employment for 2,250,000 people is provided by the prosperity of the automobile business, according to a statement credited to Alfred Reeves, general manager of the National Automobile Chamber of Commerce. The organization acts as a central clearing house for figures and information relative to the automotive industry and is a recognized authority in trade circles.

In addition to the 200,000 men working in the automobile plants, and in addition to the hundreds of thousands of professional chauffeurs and drivers of retail garage employees, there are about 250,000 accessory factory workers, 150,000 tire dealers and salesmen, and thousands more in allied trades, the statement points out. There are 12,000 consolidated schools in the United States, says the U. S. Bureau of Education, most of which are using motor busses to transport children. There are still 194,000 rural schools not yet consolidated.

Combining Permanency and Beauty



All Oregon is proud of the Columbia River Highway. The above is a scene of Rowena Heights