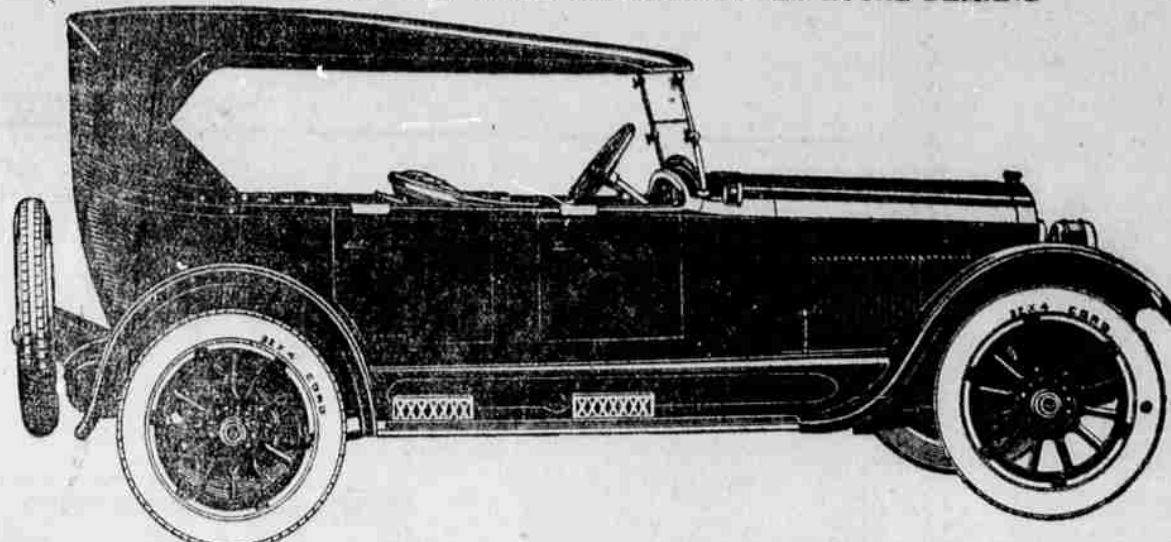


A CAR THAT IS MEETING WITH AN UNPRECEDENTED LOCAL DEMAND



Showing one of the popular Buick models, of which Southard & Shinn, Baker and La Grande dealers, are justly proud. The firm is enjoying one of the most successful years in its history.

INCREASE OF PRICE SURE FOR FUTURE

Prominent Studebaker Official Gives Views While on Visit to Portland

HIGHER MATERIALS IS A FORERUNNER

Manufacturing Cost 15 to 25 Per Cent Up; Prices Must Rise, Says Biggs.

(Morning Oregonian)
In view of the rising cost of all materials going into the manufacture of automobiles, pieces of cars are bound to go up within a short time. It is only a question of how long the manufacturers can stand off the inevitable.

This is how H. A. Biggs, vice-president and general manager of the Studebaker Corporation of America, sums up the price situation, which just at the present time is the question of paramount interest in the automobile field in Portland and everywhere else in the country. Mr. Biggs was a recent visitor in Portland, and while here was in conference with Manager Studdy of the Portland branch of the Studebaker Corporation and John K. Leander, president of the John K. Leander company, Studebaker distributors for this territory.

When asked by a representative of The Oregonian as to late developments in the automobile industry, Mr. Biggs pointed out that he is just in the west on a vacation trip, but was finally forced to admit that he never does get very far away from the Studebaker business and makes good use of the telephone service and of Uncle Sam's mail even when on a vacation trip. With his family he left the factory six weeks ago and headed for Arizona and southern California, where he spent several weeks. Mr. Biggs then came north, while the others returned to South Bend, Ind., the headquarters of the Studebaker company.

Material Costs Higher.

"In regard to prices I may state that cost of labor and materials goes into the manufacture of an automobile, have increased all the way from 15 to 25 per cent on the various items during the last four months. Just one factor and that alone has enabled us, along with many other of the automobile manufacturers, no doubt, to get along without corresponding increases in automobile prices. That has been the quantity production that we have been able to maintain. This has kept our overhead down to an unusually low figure and enabled us to save in this item some of that which has been spent for the other. However, this condition cannot continue indefinitely, and it seems to us that it is only a question of time before advances will have to be made.

"When all other commodities are advancing it is natural that automobile prices will have to go the same way."

Despite the forecast of Mr. Biggs that prices are sure to advance he does not expect any immediate action, he stated. He described it as a case of who is going to jump first, each manufacturer holding off in making any move in his effort to wait and see what the other fellow is going to do.

Portland Visit Enjoyed.

"I was so close to Portland that I felt I could not return east without a visit with the boys here," said Mr. Biggs. "So I just jumped on the train and came north, more for the personal pleasure of renewing acquaintances than for business reasons."

The Studebaker official reached here Wednesday evening and left Thursday evening for the east. "Production of the Studebaker factory and at practically all of the other factories turning out what might be called standard cars is going ahead at the present time at a rate never before known in the history of the industry," said Mr. Biggs. "At the Studebaker plant we broke all monthly production records in March with an output of 44,882 cars. I have not yet received the April figures, but no doubt they will surpass those of March. The output for the first quarter of this year reached the record-breaking total of 141,000 cars, which may be compared with the output during the same period of 132,000 cars in 1921."

"It had been thought," by a con-

siderable number of automobile manufacturers when the demand was so unusual during the early months of this year that many who would normally buy cars in the late spring months were buying earlier than usual and that the late spring would suffer from the heavy early spring demand. It appears now, however, that this will not be the case, and our factory does not expect to catch up with demand for some months to come.

VETERANS DRIVE PACKARDS

(Continued from page 1)

has had victory snatched from him by tough breaks of luck just when he had it in his grasp. Every time he has driven he has claimed nearly as much attention from the spectators as the winners because of the terrific pace he set up.

All three have been linked up against each other in the most grueling kind of speed duels. Their records would indicate the possibility that not only will they arrive the hardest they know how in order to beat other entries, but that they will set up one of the greatest fights ever seen on the track to beat each other.

Just how far they will go in racing each other to be the first over the line after the checkered flag, however, may depend largely on what plane Vincent has for the manner in which the race will be driven, a point he refuses to discuss. Besta was the American champion in 1916 and has been one of the biggest winners of automobile races since his arrival in America from England to drive during the season of 1915. He won the Indianapolis event in 1916 and finished second to DePalma in 1916. Besta's victories in 1915 and 1916 netted him \$52,000. He won a number of the biggest contests at the Brooklands speedway in England and in 1907, his first year as a race driver, he won the classic Prix de la Francie.

DePalma is now at the Packard factory working with Col. Vincent to run the little six-cylinder Packards to completion. Besta and Boyer both will join him in Indianapolis two or three weeks before the race to help test out the cars on the track and get used to them.

The racing motors are now undergoing tests at the Packard factory. It is said that all three motors will have a maximum speed of 5,000 revolutions a minute. Some idea of what such speed in a motor means may be gained from the fact that most of the motors in the Pullitzer airplane race in Detroit last fall had a maximum speed of 2,200 revolutions a minute.

Oregon Village Has Its Own Overland Driveway

An illustration of how rural centers are absorbing Overlands is furnished by the little town of John Day in eastern Oregon with a population of only 321, which recently staged a five car driveway from the Willys-Overland branch at Portland. These were actual cash sales made to prospects, who were taken to Portland by the Overland dealer at John Day.

This diminutive community lies fifty miles off the main line of railroad travel and is reached by a stretch of narrow gauge rail, making it one of the most isolated spots in the United States.

The significant feature of this five-car driveway is that it reflects substantially the prediction made late in 1922 that this year would witness a phenomenal and unprecedented demand for Overland cars.

The big plants at Toledo, Ohio, are now striving with every possible means to keep ahead of the insistent call for Overlands and Willys-Knights.

EQUALIZE LOAD ON CHASSIS

To distribute loads evenly on an automobile, the driver of the car should assign seats to the passengers. Baggage should not be placed on one side of the running board when there is nothing on the other. An unbalanced car makes it difficult to drive, particularly on soft or wet roads, and is hard on springs.

A good way to have hot coffee for the picnic is to carry it in a thermos bottle and take along an alcohol stove to warm it up.

HIGH POINT REACHED IN AUTO SALES

(Continued from page 1)

has, for most part, been able to make prompt deliveries, due to having shipments en route during the early

part of the year. Welling & Son have been handicapped in not being able to obtain sufficient number of the new Superior Chevrolet and, in fact have lost a number of sales. At present their situation is improved and they will be in position to meet all demands during the remainder of the year.

As a result of the increased popularity gained by last year's Maxwell, the 1922 Good Maxwell has been meeting with an increased volume of sales, both in Union and Baker counties. C. W. Bunting & Son, local dealers at Baker, are well satisfied with the reception tendered the Maxwell. The demand for Maxwell has been such, however, that there is a shortage and both local dealers have been meeting with some difficulty in procuring the required number of cars.

New Nash Popular.

Hert Hamilton, dealer for the Nash and Packard cars in Union and Baker counties, is elated with the results of the first four months of the year. The 1922 Nash is a particularly attractive car and is meeting with a ready demand in the territory. Hamilton states that sales have been far better than he had expected and he is optimistic with respect to the remainder of the year.

He also reports a satisfactory volume of business in the Packard line. J. P. Morlock, Nash dealer at Wallawa, county with headquarters at Wallawa, also reports business exceptionally good in the Nash line and has been making numerous deliveries. Jim is more than enthusiastic over the 1922 Nash.

Dodge Sales Good.

The Dodge line continues to hold

an important position in the total number of cars sold in the local territory, and L. C. Smith, local dealer, has enjoyed a profitably business for the past several months. The enclosed models are meeting with great favor this year and the proportion of sales of enclosed models is increasing at a rapid rate.

Franklin Demand Steady.

The demand for Franklins has been good, states W. H. Bohnenkamp & Co., representatives in this district. The Franklin agency changed hands a few weeks ago, Bohnenkamp & Co. succeeding the Towne Motor Co. and the new dealers are enjoying a prosperous year. A feature of note connected with the Franklin line is the popularity of the enclosed models and the increased demand for that line.

Bricks Going Rapidly.

Southard & Shinn, representatives of the Buick in Baker, Union and Wallawa counties, are enjoying the most successful year since 1919. The firm maintains sales rooms in La Grande and Baker and both houses have been transacting a large volume of business, larger in fact than had been anticipated, although the firm anticipated a substantial improvement over 1921. The call for Buicks this year has been such that firms of less aggressiveness and with insufficient capital would have felt short in meeting the demand. It is to be said to the credit of Southard & Shinn that they have successfully met an unusual demand for their line.

Increased Studebaker Demand.

The line of Studebaker cars is proving popular this year and consequently meeting with increased sales

over the past few years. M. J. Goss, dealer for Union and Wallawa counties, reports business exceptionally good, and his only difficulty is in securing sufficient cars to meet the increased demand.

The demand for enclosed Studebaker models has been unusually large locally and Goss reports that fifty per cent of the sales are made up of the enclosed models.

Oldsmobile Demand Good.

The various models of Oldsmobiles are also meeting with an increased demand over 1921 and numerous sales are reported by W. H. Bohnenkamp & Co. of La Grande, and Duby & Carl of Baker. The local firm states that the demand for the Olds is greater than had been anticipated. Duby & Carl reported an unexpected demand for Oldsmobiles in their territory.

Hup Sales Good.

Like other standard lines, the Hupmobile of 1922 shows many improvements over former years, and is being received with increased favor. Smith & Free, distributors for this territory, have moved a large number of Hupmobiles during the past two months and report a satisfactory demand for their line.

Star Has Agency.

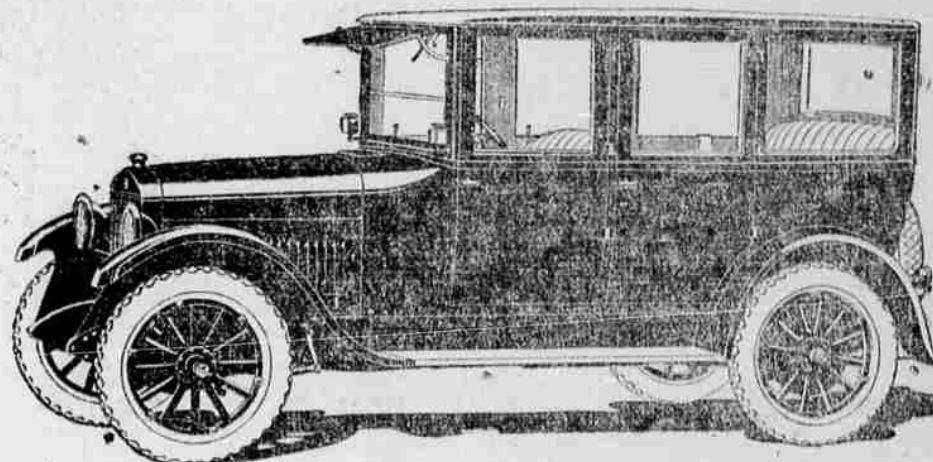
The new Star, which made its first appearance in this district only a few weeks ago, is represented locally by R. S. Norris. Norris accepted the agency only a few days ago, but reports a great deal of interest in the new car.

OREGON MOTOR CO. PLEASED.

The Oregon Motor Co., with headquarters at Baker and branches at La Grande and Elgin, are pleased with 1922 sales.

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\$1550



The Fastest Selling Quality Sedan in the World

The Studebaker Light-Six Sedan is the best looking, longest lasting, easiest riding closed car ever offered for \$1550—or anywhere near that figure.

Its high quality has made it the fastest selling six-cylinder Sedan in the world. Big volume has made the price low—the lowest at which you can buy a real high grade closed car.

There's as much difference in closed car bodies as there is between hardwood and wall board.

Some closed car bodies are put together cheaply with shoddy materials

to give temporary satisfaction. Studebaker builds—and sells—with the distinct purpose in mind of making permanent Studebaker customers. This Sedan body is so substantially constructed that it will stand up, under hard service, year after year.

In buying a closed car remember: there is no substitute for quality. It's a good plan to buy where they follow this theory. We honestly believe that better materials or workmanship cannot be obtained at any price.

The name Studebaker is assurance of satisfaction.

Four wide-opening doors. Eight-day clock. Quick-action coat ventilator. Attractive coach lamps. Heater. Motor, velvet plush upholstery. Glass-proof visor and windshield cleaner. Theft-proof transmission lock. Dome light.

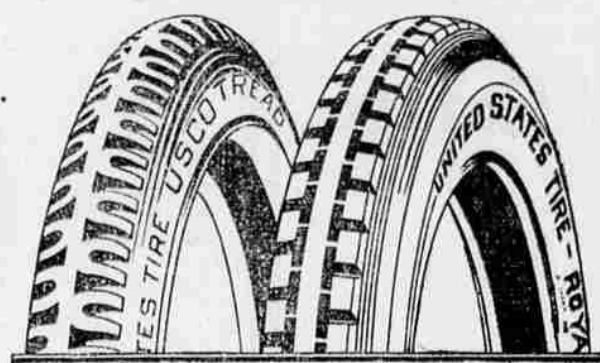
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5-Door, 112" w. b., 60 h. e.	5-Door, 112" w. b., 60 h. e.	7-Door, 128" w. b., 60 h. e.
Touring \$975	Touring \$1275	Touring \$1750
Roadster (2-pass.) 975	Roadster (2-pass.) 1250	Speedster (2-pass.) 1350
Coupe-Roadster (2-pass.) 1225	Coupe (4-pass.) 1875	Coupe (4-pass.) 2400
Sedan 1550	Sedan 2150	Sedan 2750

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