HOOD RIVER ROAD NOW SURE THING

Plans for Highway So Far Advanced That Success Is Not to Be Doubted.

HALF MONEY IS IN SIGHT

County Commissioners of Hood River Will Appropriate Half of Money at That End—Subscriptions Are Growing.

The construction of a great state highway between Portland and Hood River, primarily as an automobile road, is now assured. All that remains necessary to the accomplishment of the project is the raising of about one-half of the money needed.

J. A. Epping, of Hood River, a prominent real estate man and an enthusiastic automobilist, who has charge of the eastern end of the plan, was here yesterday, and said Hood River would be able to meet its part of the obligation within a short time.

"I worked 20 minutes Friday," he said, "and raised over $7000. I have several other definite proposals, and I know we will be able to raise our $30,000 in a very few days."

Although the plan has not been pushed in Portland to any great extent, yet the members of the Automobile Club, dealers and owners in general are conversant with it, and it is believed they will contribute liberally toward it. Portland must raise $40,000 for the project, that being its estimated proportion of the cost.

Hood River County to Front.

The Board of County Commissioners of Hood River County proposes to defray one-half of the expense in that county. It is believed, however, the entire amount can be raised by subscription and the money of the county applied to the Hood River Valley roads.

It is proposed to construct the road along the old highway built by General Grant before the Civil War. This road ran between The Dalles, where General Grant was the commandant, and Portland. In Multnomah County it is known as Sandy Road, coming through the city, striking East Ankeny street at East Twenty-eighth street. The name from East Twenty-eighth street to the city limits has been changed to Rose City avenue. It is proposed to call it Grant's Road when reconstructed, in order to preserve its historical significance. This proposal is also backed up by residents of Rose City Park, through which the old road runs, and of Belle Crest. A petition is now being drawn, which will be presented to Mayor Simon when the city streets are renamed, and the system of numbering improved on as proposed.

Wemme Is Enthusiastic.

President E. Henry Wemme, of the Portland Automobile Club, is very enthusiastic over the prospect for a great highway to Hood River, and has pledged the influence of himself and the association to the promotion of the project.

"There is no stopping us now," declared Mr. Epping yesterday. "We propose this road shall be rebuilt, and I am confident we will have little difficulty in raising the money to do it with."

Mr. Epping himself has contributed $500 toward the fund. The following Hood River men have given an equal amount: John Leland Henderson, G. D. Woodworth, J. F. Batchelder, C. K. Marshall and J. K. Munamaker.

When the Oregon Railroad & Navigation Company's line was built along the Columbia River it usurped this old road and never restored it to public use, as provided by law. Now it is proposed to use the company's right-of-way around Shell Rock Mountain, the most difficult point in the route, on the new road. General Manager O'Brien has assented to this.

STUDEBAKER MAKES HIT

CAR RUNS 209 MILES IN SIX HOURS AND 45 MINUTES.

Machine Had Already Traveled Distance of 18,000 Miles Before Making Record.

A Studebaker car which had been driven 18,000 miles secured a perfect score in the run from Fitzgerald to Atlanta, Georgia, 209 miles in 6 hours and 45 minutes.

E. C. Momand says he passed everything but the pacemaker and never even left the seat. One thing that retarded his time was the pacemaker, and he actually did run into that car in the rear when it stopped unexpectedly.

M. A. Rickard, of Corvallis, Or., has just completed a trip of more than 1000 miles in his Studebaker E. M. F., being gone seven days on the High Desert, 125 miles from Bend, Or. Mr. Rickard says he was 25 miles from a wagon road in a sagebrush desert, and at one time was 125 miles from a gasoline station, going over the Cascade Mountains on the worst kind of rough roads, which included sand and lava rock.

CANADA TO BUILD SHIPS

Cruisers and Destroyers for Navy to Be Made at Home.

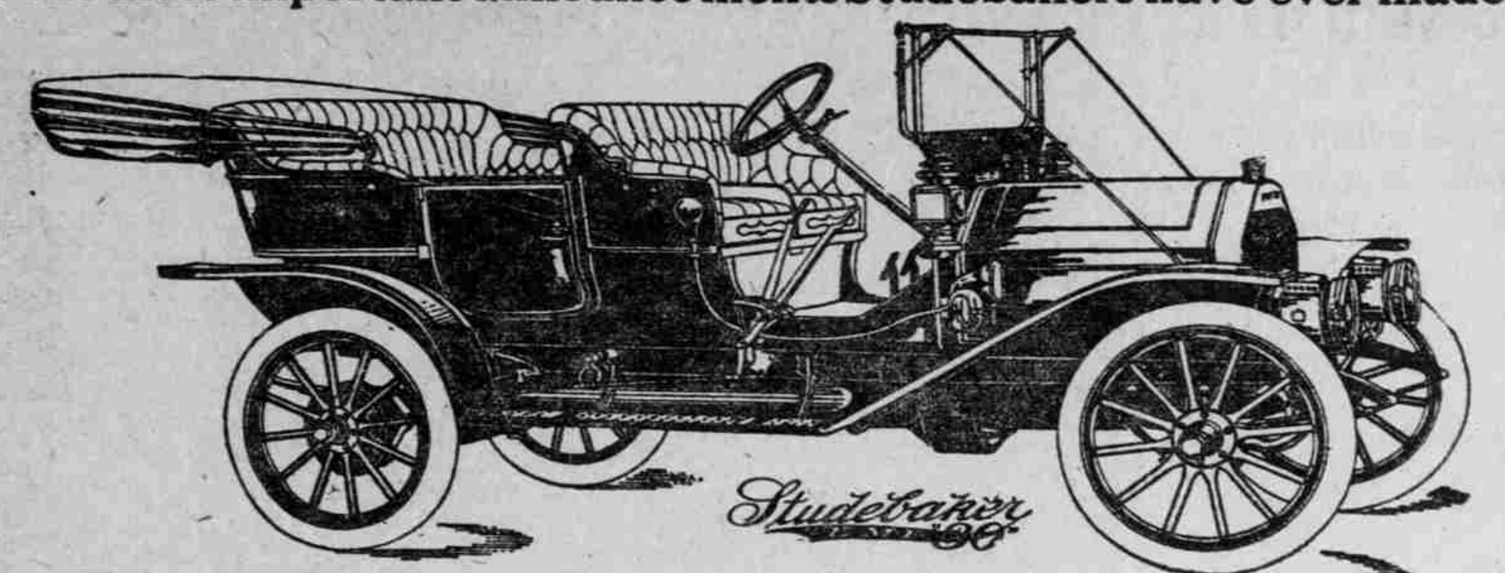
VICTORIA, B. C., Dec. 4.—(Special.)—The cruisers and destroyers for the new Canadian navy will be built in Canada, if arrangements now pending can be carried to a conclusion. It is understood that the government feels that the time has come for the establishment of a shipbuilding industry in the Dominion, and that the opportunity has come with the decision of the government to place orders for a considerable number of important vessels.

Negotiations are going on between the Canadian government and a number of shipbuilding firms for the establishment of one or more modern and thoroughly equipped shipbuilding yards in Canada, and there is every indication that an announcement will be made in a short time that a shipyard is to be opened.

At the approaching census special attention will be given to the gathering of agricultural statistics. Farmers will be asked for information which might be regarded as of a very personal nature concerning their operations, but they will be assured that the facts will be held sacred

An advertising expert who read the proof of this 'Ad' said folks wouldn't read it—too long. We said one million prospective Automobile buyers will read every line of it—because it is full of facts of vital importance to every man who contemplates buying a car. It's one of the most important announcements Studebakers have ever made

Price of E-M-F-"30" Will Not Be Increased Before February First.



LEST THE PUBLIC TAKE TOO SERIOUSLY the reports diligently circulated by our esteemed competitors and swamp us with orders for immediate delivery of E-M-F-"30" cars, we deem it advisable to make a definite statement on this subject—thereby adopting a course different from that of other concerns who have raised the price of their cars without giving prospective buyers due notice.

IT MAY BE WELL TO EXPLAIN at the outset the conditions which obtain and the results that must accrue—that have, in several cases, already appeared. Fortunately we are in a position to do this without injury to ourselves—while others are, for reasons that will be obvious, just as anxious to keep to themselves some things they know.

DURING THE PAST SIXTY DAYS prices of several makes of cars have been increased $50 to $200 over previously advertised prices. Some of these have been publicly announced—more have not. It's rather a difficult situation to handle and some of them don't know just how to do it without admitting a deplorable lack of foresight or limited financial backing.

WE ARE NOT CRITICISING those makers who have raised the price of their cars—in most cases they had no choice in the matter. Tried to compete with our matchless organization and facilities—set their price to try and meet ours—and simply couldn't, that's all.

OUR FACILITIES ARE NOT EQUALED by any others in the industry. Nor our distributing organization which places a car in the hands of the user for about half what it costs other makers to make the transfer from factory to ultimate user.

IT'S RATHER SURPRISING, BY THE WAY, that just when the wiseacres were predicting lower prices for automobiles, lo! up they go. Fact is, there was no foundation for those predictions and the wiseacres weren't wise to the true situation. Based their predictions on the fact that E-M-F-"30" had set a pace and, of course, others must follow it. Well, you can't follow, you know, unless you have just as fast a conveyance—that is, you may follow, but you can't keep up.

THAT'S WHAT'S HAPPENING NOW to most of them. It will happen to more—better bear that in mind before buying a car with less financial backing, less stability and less reputation than Studebaker's, which goes with E-M-F-"30". Your "guaranty" will be worth the paper it's printed on, you know, when the concern that "assembled" your car is no more. But we are anticipating.

THERE ARE SEVERAL REASONS for the increase of prices and, so you will be able to apply your own judgment to the matter, we'll tell you the more important ones—one of which may even force us, about February 1st, to add $100 to the price of Studebaker-E-M-F-"30."

FIRST: THERE'S A BIGGER SHORTAGE of automobiles of all kinds this year than ever before. Last year's shortage was as nothing by comparison. And every day it grows greater. Perhaps you haven't noticed it yet. You will when you go to buy a car—that is to say a car with any reputation back of it, and as a sensible business man you'll hardly consider any other.

COULD YOU READ OUR CORRESPONDENCE of the last month—applications from over ten thousand dealers anxious to handle the Studebaker line you'd appreciate that there exists today a condition almost unparalleled in commercial history. And the condition grows more acute daily.

WON'T BE ONE CAR FOR EVERY FOUR prospective buyers. That's the estimate of the best informed—it's our estimate also since General Manager Eames' tour, just finished, during which he traveled 22,000 miles and visited every important centre in every state in the Union. Condition is unprecedented.

SHORTAGE ALONE WOULD BE SUFFICIENT grounds for increasing the price of a car like E-M-F-"30"—only it doesn't fit in with our policy. On the same grounds we could have sold all the E-M-F-"30" cars at $1,600 from the first—always has been four times as great demand as supply for this car. But our entire plan is based on quantity production of a quality car with margin so small as to place the price where it will create its own quantity demand.

SECOND REASON IS MORE IMPORTANT—in brief as follows: Eight-tenths of the automobiles built in this country are what are known in the trade as "assembled cars." That is to say the various parts, as motor, transmission, frame, axles, steering gears, bodies, etc., are made in small machine shops all over the country and assembled by the concern whose name-plate appears on the car. Only investment the so-called "manufacturer" has is a big assembling building—or shed. He can "pull out" of the automobile business at short notice, take his "cream" with him and—well, where the buyers of his cars get off at is the unanswerable question.

DEMAND FOR "PARTS" EXCEEDS SUPPLY several times over. As a result these "assemblers" have for months past been bidding against each other for parts. Think of that—and trying at the same time to compete with facilities such as we have! What's bound to happen is easy to predict.

THAT DOESN'T TOUCH US AT ALL. We have almost as many millions invested in factories for making every part of our cars, as others have thousands invested in assembling plants—many of which they do not even own, but merely lease.

THEY'LL ALL SELL ALL THEY MAKE—No doubt about that this season. Competition—real competition—is a thing unknown in this business today. Three or five years hence—that's another question.

BUT THE THIRD REASON DOES AFFECT US—And that is why other makers are predicting a rise in price of E-M-F-"30"—predictions so diligently circulated they threaten to swamp us with orders for immediate delivery—a condition which, while enviable in some respects, is not one to be invited to as great a degree as we have had it during the past year.

THE TIRE SITUATION IS ACUTE—Most acute it has ever been. Crude rubber has been soaring for the past sixty days and now is quoted at $2.22 a pound! And not from artificial causes but because there is a tremendous shortage of rubber.

SOME MAKERS ARE HARD HIT by this—those makers especially who were "foxy" as they thought, in making tire contracts at fixed prices when rubber was quoted at 65 to 67 cents. When rubber prices quadrupled there was great glee in the camps of our Friends the Enemy—for they thought the tire maker would be the only loser. But soon it appeared the shoe was on the other foot. Real shortage of rubber meant there wasn't enough to go round and those who had bought tires low must accept "compounded" tires—or none. "Compounded" is the trade term for shoddy tires. Made from discarded O'Sullivan rubber heels and other refuse.

WHERE DO WE GET OFF AT is your natural question. Well, we are in the position of the man who finds himself with his elevator full in a season of shortage in the wheat crop. Our tires will cost us more—but we are "covered" for all the tires we will need and our cars will be equipped with rubber tires—made from the best Para rubber the world produces and by the best tire makers we know—Morgan & Wright.

HERE ARE SOME INSIDE FACTS—gratuitous assertions are worth face value, no more, and you are entitled to facts on which to base your own judgment.

WALTER E. FLANDERS ANTICIPATED the rubber situation as he has anticipated every other move in this industry with an accuracy that has been the marvel of the trade. He "covered" for tires for five years, just as he "covered" for every other kind of material that goes into the making of a motor car.

NOW FLANDERS HAS A SUPERSTITION to the effect that a contract cannot be a good contract unless it is so made that both parties will be satisfied with it, not only at first, but to its very end.

SO HE MADE HIS TIRE CONTRACT, not at a fixed price per tire, but in such a way that the price of our tires fluctuates with the markets for crude rubber, Sea Island cotton, labor and other items. See the point? He guaranteed himself good tires and left no incentive for the tire maker to skimp on the quality should rubber unexpectedly advance—as it has.

NOT THAT ANY REPUTABLE TIRE MAKER WOULD, you understand. We wouldn't accuse them of anything like that. But—well to fill some of the tire contracts made four months ago, at present prices of crude rubber, would break Standard Oil more effectually than Kellogg of Minnesota. Besides, it's now a question of which makers will get tires at all and beggars can't be choosers. They are begging for tires—any old kind of tires—and since the rubber won't go round there's only one thing left the tire maker—compound as best he can.

FLANDERS WAS ABLE BY HIS PLAN to not only ensure the quality of tires with which all Studebaker cars will be equipped, but to so make the contract that we get first call on the output, not only of Morgan & Wright factory, but of the two other big plants that constitute the Rubber Goods Company of America—which gets 60% of all the crude rubber that comes to America.

THAT'S WHAT WE CALL "FOXY"—making contracts that are two-sided; which provide for any change that may occur and at the same time guarantee always the highest quality of materials. We are covered, as we said before, for five years on all materials and on contracts such as that above described. What other concern had either the foresight or the capital to anticipate that far ahead?

WE MANUFACTURE EVERY PART from the Pig Iron and the Steel Plate to the finished car—not only motors, axles and all other mechanical parts, but bodies, and tops and storm fronts. All are sold with the Studebaker label—car and its equipment. Magnetos, tires and radiators are made by specialists—and we are secured against all contingencies in the same way as on tires. We get our requirements and we get the best.

PRICES OF ALL MATERIALS—Steel, aluminum, copper, bearing-alloys, etc., have advanced considerably over the prices we paid for those which we are still working up in the first 12,000 cars—bought, you'll remember, at panic prices in the panic times of 1907. Nearly 9,000 now in hands of users. Balance will be finished about February 1st. Mark that. That's what sets the date. After that we will be working on materials bought in the higher market—and still going up.

NOW YOU UNDERSTAND—If you have read the foregoing carefully and thoughtfully—why our competitors so confidently predict that the price of E-M-F-"30" will surely have to be advanced—and why we are just a trifle doubtful about it ourselves.

E-M-F-"30" PRICE WAS BASED ON AN 8% margin over cost of making and distributing. On the quantities we manufacture and the rapid turn-over of the invested capital that satisfies us. Just to show you, the E-M-F Company has invested over three millions of dollars in factories and additions during the last year—all made from the sale of E-M-F-"30" cars and on the small margin quoted above.

BUT THAT MARGIN WILL BE CUT INTO and seriously if rubber and other raw materials keep advancing as they have. In that event, it may be absolutely imperative that the price advance—and February 1st will tell the story.

"WHY $100" YOU ASK. It's a natural question. Answer is: because we are determined, so long as there is any of that eight per cent left we will hold the price where it is. Never mind just why—suffice it to say it is a very essential part of our policy of building for the far future of this industry. We'd be perfectly willing to tell you could we do it without also letting the other fellows into our plans. You see, they all read our ads.—that's how they know what their next move ought to be.

ANYWAY, THAT'S WHAT WE PLAN TO DO. But, when all the margin has been eliminated by advance in price of materials, we will either have to manufacture cars at a loss or cut the quality—use malleable castings and cast iron crank cases and such other expedients as our rivals adopt to offset the difference between their facilities and ours—and then can't reach our price within $250 to $350! Of course, neither of those courses would be considered.

NOW PLEASE REMEMBER WE HOPE WE WON'T have to increase the price. If we were positive we would we'd simply say so now and use less space. But when the eight per cent has all gone—why we'll add it again; and that, in round numbers, just about figures out $100 added to the present price which, as all the world knows, is $1,250 f. o. b. factory in Detroit—magneto and five lamps included—"of course."

HAVE WE MADE OURSELVES PLAIN to you? We've tried. The facts stated above are open to easy confirmation from any reliable source. Some of "Our Friends the Enemy" will contradict them—naturally. And dealers handling competing lines will also try to refute them—naturally and for two reasons. First, self interest; and second, from ignorance of the actual conditions. Any Studebaker dealer can heap other facts on the above—we keep them posted.

THOMAS W. LAWSON SAYS he can always throw the "wise ones" off the scent by a ludicrously simple device—just telling the truth right out in print. Whether he does or not is beside the mark—we know it's good advertising philosophy. There's a certain type of man who discounts everything he sees in the advertising columns. Others—and they were the kind that got E-M-F-Cars last season when thousands had to go without—know how to discriminate and these accept Studebaker advertising at par.

WHAT IS OUR OBJECT IN THIS AD? Own up now—you're puzzled! Aren't you? Is it to induce orders for immediate delivery?—or to distribute them over a longer period so we can deliver to better advantage? Which? Or both? Or—? Do your own interpreting. There'll be enough of both classes to suit our purpose. Which will be the wiser—that's for each reader to figure out for himself. We've told you plainly—if enough readers doubt perhaps that will best suit our purpose!

IF WE KNEW OURSELVES whether or not the price of the E-M-F-"30" would advance February first—why the problem would be easy. In fact there would be no problem. But we don't. We can't afford to advance it without due notice—wouldn't be fair according to our ideas of things. So, we've had to content ourselves with telling you the facts as we know them to date and let each reader steer his own course according to his lights.

WE ARE MAKING FIFTY CARS A DAY NOW—E-M-F-"30" alone. Each Studebaker branch and dealer has his allotment—knows to a car just how many he can have and to a day when each car will be shipped. As far as the present output will go, and as long as your dealer has a car for present delivery left, you can get one. If you are five minutes later than the man ahead of you—impossoble to get one of course. If everybody who wants and E-M-F-"30" rushed in today—of course we couldn't take care of them. But some always delay—that gives the more alert a chance.

STUDEBAKERS CANNOT AFFORD to do some things other concerns with less at stake can do. On the other hand, our capital permits us to do many things that are impossible to others. Studebakers cannot afford to repudiate any contract, legal or moral, made either with dealer or ultimate user.

SO WE WILL AGREE TO DO THIS. When your local dealer has exhausted his allotment for delivery prior to Feb. 1st, we will stand back of him and you to the extent of agreeing to deliver any car on which a bona fide order has been placed and deposit paid, for delivery on one of his alloted dates any time up to May first. Such car will be delivered at the present price whether conditions compel us to increase it between now and then or not. *Provided—mark this carefully—provided name of purchaser and evidence of payment of such deposit is sent to the nearest Studebaker Branch by next mail after order has been placed. This provision will hold good until withdrawn by notice published in this paper, after which date it will be inoperative.*

THERE'S THE WHOLE STORY—Let's see how many will interpret aright. Who will most accurately gauge the immediate future of this automobile industry—and profit by it.

Studebaker E-M-F-"30"

$1250

F. O. B. Detroit

Equipment—Oil and Gas Lamps, Generator and Tube Horn MAGNETO Included—Of Course

TO THE PUBLISHER

It is a condition of our order that you obtain the correct name, address and phone number of the present local Studebaker Branch or Dealer.

Chapman and Alder Sts.

STUDEBAKER

Phones: Main 1853—A-2436