

Oregon Journal

AUTOMOTIVE SECTION

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An Automotive Christmas

NEVER before at this season of the year has it been so apparent that the motor car is the object about which groups many of the pleasures peculiar to Christmas.

The automobile has become something that people buy for Christmas, either as treats for themselves, or as gifts for others. It is no longer the article that may be admired, but left off the list as a probable purchase. The universal character of the automobile is becoming more apparent every day.

The motor car, as a means of transportation, has revolutionized the distribution of Christmas presents. Great department stores operate fleets of trucks for the sole purpose of sending parcels of merchandise to their patrons. During the Christmas season the volume of merchandise shipped reaches unbelievable quantities.

Produce from farms, articles of food that cheer many a city table on the great day are nearer to the consumer because of the truck. Country people are nearer to the Christmas pleasures of the city because of the passenger car.

Our Christmas activities, both of a business and a social character, are made easier and more enjoyable because of the automobile. It has become a necessity, something to be developed so that it may be used without interruption throughout the 12 months of the year.

The popular conception of the necessity of the motor car is due to the campaign of education that has been carried on by the automotive men. The automotive men of the local row have spent time and money in spreading the story of the motor car. The people of Oregon owe a great deal to the men who have raised the industry to its present elevation of commercial importance and educational value.

It is these men that The Journal, through its automotive department, takes this opportunity to congratulate upon their performance, and to whom is extended the best wishes for a Merry Christmas and a prosperous New Year.

The Rise of the Automotive Industry

THE cashier of a prominent Portland bank, at a banquet of automotive men, paid a very marked tribute to the automotive industry as an attractive investment from a banking standpoint.

"Certain classes of automotive paper," he declared, "are welcome in banking circles. The bankers are recognizing the industry as being in its rightful place, third in the list of great industries."

There is no other one thing that has a greater effect on the standing of an industry than the attitude of the people who handle the credit of the community and of the nation. The banking houses are becoming more and more aware that the automotive industry is getting out of the "game" class, and has been out for some time. They are becoming familiarized with automotive men as men who are representatives of an industry in which there are millions of dollars invested, and in whose hands at times rests in goodly proportion the prosperity of a community.

Whole cities have been given over to factories, and the inhabitants of these cities have become, almost to a man, workers in the employ of automotive manufacturers, or closely allied industries. Names of certain cities have been associated in name and in fact with the motor car.

The war did a great deal toward awakening the nation to the importance of the motor car. Before this country went to war thoughtful men had visioned the effect transportation would have on victory. Speed and economy became the watchwords in transportation circles, and the truck and passenger car, in carrying out the ideas of the warring nations, built for the gas-driven machine a foundation upon which to build the credit of the industry in time of peace.

As a result of the activities of the last three years, the automotive industry has found its place in the sun.

A Step in the Right Direction

AT THEIR meeting last Wednesday night, the Portland Garage and Repairmen's association went on record as being in favor of the dismissal of the men in their employ who are not citizens of the United States and replacing them with ex-service men, many of whom are out of work.

The association also voted as being solidly behind the movement to decrease the number of automobile accidents by the education of automobile owners and drivers in their duties and responsibilities when driving a car. They also voted to carry on their campaign for the improvement of the condition of the city streets by eliminating trash that would be damaging to automobile tires.

The action of the association in regard to unnaturalized foreigners places that organization at once in the public mind as being wholeheartedly in any move to improve the citizenship of this country. The United States shall not be the dumping ground for other nations, they declare, and money made by their employees shall be made by American citizens.

The association impresses upon its members that service means causing the automobile owner to come again to the same place for his repairs. "If prices are too high," says the president of the association, "let's reduce them."

The spirit of the association is worthy of being imbued into the garage business of the whole state.

"OREGONIANS Motor All the Year," says some chap who claims to know what he is talking about. Seems to be the case, and the habit has grown so in past years that even the recent snow was not able to chill the ardor of most of them.

Where is the agitation for a Northwest Chamber of Transportation, or whatever it is going to be called? Down under the snows with the spring flowers?

With the snow piled high in front of their doors, one can appreciate the humor of the automobile dealers and tire men who put "No Parking" signs on the tops of the drifts.

Among other things that we would like to have, we might mention a tenth part of the money needlessly expended by motor car owners to have their radiators repaired and their pumps fixed. There are always a great many people who seem to have a great sympathy for the repair men.

Speaking of optimists, the man who used a couple of gallons of 2.75 beer to jolly up his radiator should have his name at the top of the list.

Some people leave a hoie in the pocket where they keep their small change, and others leave their cars stuck in snowdrifts.

One of the stories we like to listen to is the tale of snowdrift bucking as told by the man who starts off "Back where I came from"—

The people of Paris may have nothing on the people of Oregon one of these days. They used pieces of coal for jewelry, but if the law calling for a 58 degree test gasoline remains in force, there is a strong indication that we may use that precious fuel as a shaving lotion or for the purpose of perfumery.



Fraternal
From Life.
SOME of us seem to feel that we have a great deal in common, if it is only that we own the same make of automobile.

Fascinating
From Life.
Visitor—"You have a very fine view from here."
Host—"You bet we have. We can sit here on Sundays and see more automobiles than we can count."

Puzzled
We sometimes wonder who's the colder—These days that make us shiver—The man who owns the big six car, Or he who owns the fivever?

Stumped
"What caused Senator Cam to cut short his talk on the specific gravity test for gasoline so abruptly?"
"Someone asked him what he meant by specific gravity."

Tid Bits
Our lid is off
To Arthur Dean,
Who runs his car
On kerosene.
Our knife is out
For Chauncey Coester,
Whose twin-six siew,
Our Leghorn rooster.

To Farmer Jones
We make our bow,
But put a tailight
On his cow.

Being a dry snow, the recent fall did not dampen our motoring ardor. "Now I've started something," muttered the motorist when the car began to hum after five minutes' cranking.

Bolling
Few motorists understand about the bolling point of gasoline, but any number can talk long and well upon the

TRUCK IS STILL ON JOB



It is a fair guess that this road in Southern Oregon has changed a bit with the recent snows, but reports come in that the Federal 3 1/2 ton truck, which is used for hauling ore from Blue Lodge mine to Jacksonville, is still on the job.

known bolling point for traffic cops.
Double

"This seems to be a double funeral," said the driver of the hearse, as the engine went dead in the middle of the hill.

Two Garage Deals Closed at Ashland

Ashland, Dec. 20.—Two important garage deals were made this past week. The Harrison Brothers garage closed a deal with R. R. Morris and Perry Ashcraft whereby these two expert mechanics take full charge of the repair work; the Park garage has been sold to Mark Hamaker and Alfred Morris by the former owner, O. B. Hatfield, and the new firm is making a number of improvements.

Lane County Plan For Road Bonds Is Meeting Opposition

Eugene, Dec. 20.—Although the committee appointed by the county court and county budget committee reported almost unanimously in favor of bonding the county for \$2,000,000 for road improvement and of presenting the measure to the voters of the county for their approval, opposition to the measure is developing. Junction City members of the committee refused to support the plan as they wanted \$100,000 to construct a seven mile road over the mountain known as High Pass, to bring the retail trade of the Lake creek country into Junction City. The committee refused to consider it. And now Cottage Grove is not quite sure that it is get-

Company Organizes To Make Car Axles

Well authenticated rumors are afloat concerning the organization by the strong New York and Cleveland capitalists and manufacturers of a new and very large company for the production of truck and passenger car axles. The operations of the new organization will, it is said, be second only in size to the Timken company. Announcement of the personnel and location of the company is expected almost immediately.

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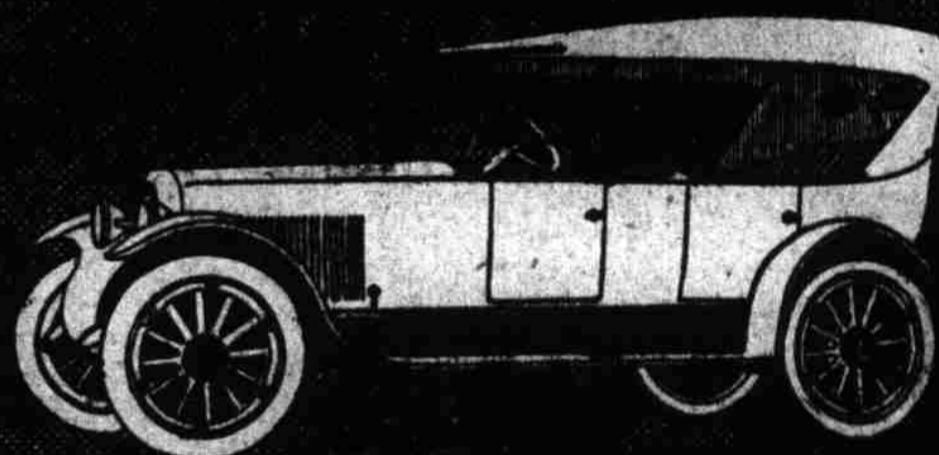
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the name Maibohm was first stamped on the sill of a fine carriage. Four years ago this seal, which, through the years had come to mean business integrity and uniform worth of product, made another impression—this time on a motor car. For over a quarter century Maibohm has stood for the exceptional—in design, skilled manufacture and universal value. Its motor car of today stands pre-eminent as the masterpiece of a successful business career.

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