

Oregon Journal

EDITORIAL COMMENT

Westgard's Mission
Field Representative A. L. Westgard of the American Automobile association is making a tour of the coast, logging the route to be followed by the national Park-to-Park highway. His journey prefaces the official tour to be made by a committee of the national body.

Logging this route means that at last the West has awakened to the sum total of its scenic wonders. It means that the West, a section of the country that has done more to make the "See America First" movement a success, is putting on extra steam in order to bring home to the people of the country that, west of the Mississippi river, they have a wondrous playground, a veritable garden of the gods, a fitting ground upon which the men and women of the nation may meet on a common footing for the common purpose of according appreciation to nature's occidental museum of wonders.

Europe has long held the American mind enthralled by pointing to the mighty wonder of the Alps, the rough-cut grandeur of Norway's fjords, the dreamy luxury of Spain and Italy, the scintillating appeal of a French landscape. Americans have gone abroad in search of natural beauties when they could have thrown a stone from almost any western city and hit spots that would rival Europe's best. The enticing appeal of the remote has ever been a prime factor in luring the tourist. We have seen it on a smaller scale by the number of eastern people in the West and the number of western people in the East. But that is no longer to be the case. War has shortened the distance from Portland, Oregon, to Portland, Maine, and the motor car has placed the great playground of the West easily within reach of the man from the Atlantic seaboard.

The West is furnishing the raw material and Mr. Westgard and his associates are taking that material and fashioning a thing of national pride; are making a dreamy ideal resolve itself into a beautiful reality. A great highway linking the great parks of the West is what has long been needed and its attainment is in sight. Too much encouragement cannot be given to make the plan a success, and the West should be deeply grateful to the members of the committee of the American Automobile association and the National Park-to-Park Highway association for their work.

Why Not Walk?

Proprietorship of an automobile does not necessarily mean that the owner of the car shall entirely abandon walking, nor does it follow that his family shall do away for all time with the use of its pedal extremities.

Too frequently, far too frequently, this is the case. A family fares forth into the open country on pleasure bent and, in the course of time, discovers a scenic spot. As a place to lunch it suits them to a "T." "Here will we dine and yonder will we rest our weary limbs," cry the members of the family, and forthwith they prepare to do so. Having dined and rested and noting that the shadows are fast lengthening, they take again to the car and flit back to the city. And the day is over.

But have they seen the country through which they have passed? To a certain extent they have, for there has been nothing invented which gives better chance to view scenery by wholesale than does the automobile. But the little spots back from the road are the ones that never seem to be treated to praise and appreciation. "Did you see that little cabin out there?" the man at the next desk asks, when you tell where you were the day before. "No, is there one?" And the man will regard you with pitying eyes.

When the occupants of an automobile fail to get out and ramble the country over, one of the purposes of the automobile has been defeated, and that is placing the country within reach of the city person. A motor car can be an end in itself, or it can serve as an excellent means to an end. Both functions have their place, but in the case of Sunday picnics, or daily picnics, for that matter, the latter use is the most important.

Get out and stretch your legs, Mr. and Mrs. Motorist, and see what's back of the trees that line the side of the way. Take a lesson from the man of fishing proclivities. You never find that man fishing under a bridge, with his car parked on the structure over his head; nor does he sit in the car and cast his line with the top down. Not he! As it is with fish, so it is with the other wonderful things of nature: The best specimens are generally found away from the beaten path.

John J. Coincidence has been a powerful factor during the present shortage. Ask any state man who has ordered a car of gas and then watched a tanker from a big oil company roll into the yard ahead of his private requester.

Yes, we should say the boiling point is the real test for gasoline. Look how tempers have been boiling during the last two months. Some strain for the gas.

An outsider said that the detours on the roads were our chief shortcomings. Maybe. But they've always seemed mighty longgoings.

"Gas to Be Plentiful," says a headline, meaning after August 15. Sure! The oil campaign gets under way about that time.

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100 Per Cent SATISFACTION

BATTERY EXPERT IS IN NEW ASSOCIATION



R. R. Graham, formerly vice president and associate manager of the Portland Storage Battery company (Willard Service), and now associated with H. M. Nisbet in the management of the Columbia Storage Battery company, at Park and Couch streets.

Case Distributor Was Local Visitor

J. H. Graham, local distributor of Case Six automobiles, was the host last week of W. R. Washburn, district representative of the J. I. Case company, manufacturers of Case Six cars. Washburn commented on the eastern automobile market, during his visit with Graham, and intimated that the east has passed through much of the flurry that now exists in the west and that conditions east of the Rockies were much improved, with prospects of easier money within a short time.

PHILIPPINES GOOD MARKET FOR CARS

During 1919, 2381 Pleasure Cars and 516 Commercial Cars Were Shipped There

The Philippine islands are a growing market for American automobiles and trucks. During the year 1919 there were 2381 pleasure cars exported to the Philippines, valued at \$2,629,348, and 516 commercial cars, valued at \$788,540. There are at the present time about 8000 automobiles registered and about 1200 trucks.

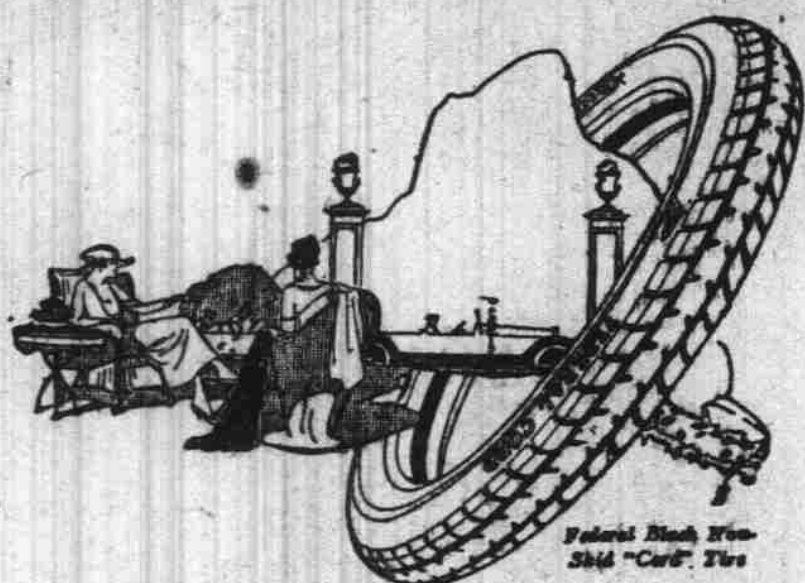
The rapidly increasing use of motor vehicles is due primarily to the good roads program that was started by the Philippine government 15 years ago. The roads are generally good and the country traversed is nowhere surpassed in the grandeur of its scenery. The warm climate has also something to do with automobiles, for when the thermometer is around 85 degrees Fahrenheit nothing is more refreshing than a joyride.

More than anything else, however, the rapidly increasing use of automobiles is indicative of the material progress which is now evidenced in all sections of the Philippines. The main products of the country—hemp, coconut oil, sugar, tobacco, etc., are bringing prosperity to the Filipino planters as never before.

The high cost of gasoline in the Philippines makes it quite expensive to operate a motor car. All of the gasoline consumed is imported either from the United States or Sumatra and sells in the Philippines for about \$1 a gallon. Alcohol, which is so abundant and cheap in the islands, has not as yet found practical use as motor fuel. If the price of motor fuel is considerably lowered, the number of pleasure and commercial cars in the Philippines will double itself during the next few years, say exporters.

DIFFERENT
"What d'ye mean, you was the rubber on the first toss? I'm the best two out of three."
"Not in this case. We were flipping for possession of a tire."

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Loose Tires Lose Money

GET Federal rim-safe tires on your car and end loss caused by tires chafing against the rim.

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Hannan Announces Appointments for Northwest District

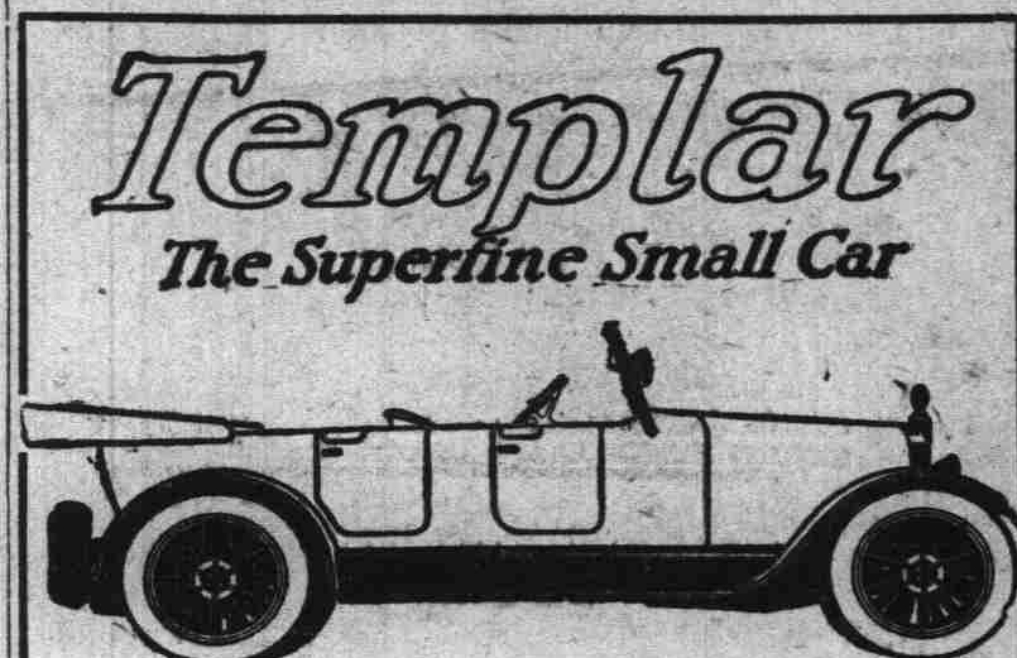
L. A. Hannan, branch manager of the Scripps-Booth company of California, handling the Northwest distribution of Scripps-Booth 6 cars, last week announced the appointment of Bob Strong, formerly sales manager for the W. H. Wallingford company, as territory man for Idaho.

Strong is a Portland man and for some years has been connected with the automobile business. The Idaho territory is one of the most important

sections in the Northwest field, and has been given to Strong as one of the most capable rustlers in the local business.

Hannan also announced the appointment of H. L. Toland, formerly with the A. T. Smith Motor company of Seattle, as territory man for Washington. Captain John H. Fahy, who was in the automobile business on the coast before going overseas, is covering Oregon for the company. With this trio on the jump, Hannan believes the Northwest is his oyster.

"Gimme a quart of oil."
"The best?"
"What was the last I had?"
"The best."
"Gimme the other."



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GMC Truck

Convinced of GMC Quality
Another Truck Owner Is

Wentworth - Irwin, Inc.

Second St., Cor. Taylor, Portland, Oregon

New Plant to Rush Trucks Is Promise

Carroll E. Johnson and O. H. Brown, of the International Motor Truck company of Chicago were guests last week of the local branch handling International Motor trucks, their visit being occasioned by a trip throughout the entire Western territory. Johnson is the head of the motor truck advertising department of the company, and Brown is sales manager. Both factory men seemed well pleased with the record made in the Northwest, and said that

with the completion of the great plant at Fort Wayne, Ind., shipment of trucks would be received by their various distributors with regularity. The company's faith in the future was evidenced by the enormous expenditure necessary to put this factory in working shape, they said.

The man in the flannel glared at the chap in the filling station and shook a finger under his nose.
"Look at this suspender button I found blocking my gas line."
"The white-garbed man beamed cheerfully."
"Thank you ever so much, sir. I've been looking all over the place for that button."

JOURNAL'S AUTO DIRECTORY

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Jordan Sixes Mitchell, Lewis & Staver Co.
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