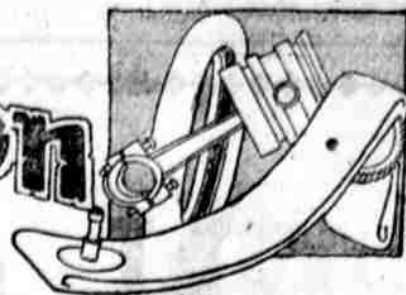


# Automobile Section

## EVENING HERALD



Fourteenth Year.—No. 4097.

KLAMATH FALLS, OREGON, SATURDAY, DECEMBER 11, 1920.

Price Five Cents

### BUYERS APATHY CAUSE OF DROP IN PRODUCTION

Motor car buyers who have been displaying a marked degree of apathy since the price flurry of a month or so ago had better abandon their hopes for lower values and start immediately to do their shopping for their new cars, for there is probability that by the time they get ready to select their car they will find higher prices prevailing and some difficulty in securing the particular make and model they finally decide upon.

The foregoing is the general consensus of opinion of the leaders in the automobile industry and of close students of the trade who have been watching the effects of the recent price movement.

Within the past few weeks officials of some of the largest producing automobile factories have been visitors in San Francisco, and, like many of the local dealers who have made journeys to the producing centers, they make the prophecy that the present motor car values are just prices based purely on production and sales costs.

Automobile values, they point out, advanced less than any other manufactured commodity or food product during the war and post-war periods and practically every case where increases in prices were made, additions in the way of equipment and the like were made. It was solely through the great volume of production.

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### ANOTHER STAR GLIMMERS ON AUTO HORIZON

A new star has appeared on the automobile horizon of this city—one that is destined to play a leading part in making this the automobile center of this section. The new arrival is L. O. Arens. Mr. Arens has taken a lease on the Hauger building and the name assumed for his establishment is the White Pelican garage. The vehicle that is going to carry Mr. Arens into the very front ranks of the auto business is the Chevrolet, the agency for which has been secured by him. This car needs no introduction to the people of this county, or the nation, for that matter. One of the reasons why there are not many more of them here is the inability of the agents to get a supply. This condition, however, has been remedied and it is the plan of Mr. Arens to go after the business with a vim that will keep up the reputation he has already developed as one of the leading salesmen on the coast.

The work of remodeling the Hauger building has progressed far enough to assure the announced opening on December 15. When finally equipped, this garage will take its place alongside with the best. A full line of accessories and parts will be carried and a service department maintained whose one principle will be efficiency.

The National Automobile Dealers' Association has 35,000 members.

### DESERT HEAT HAS NO EFFECT ON FRANKLIN

Five hundred miles in low gear without an engine stop, much of it in desert sand and under a blazing August sun that sent the mercury at times to 125 degrees!

Such a demonstration of automobile cooling ability takes on a fuller meaning when one recalls how drivers of ordinary automobiles watch the thermometer on their radiator caps if they travel a half mile or so in low gear.

The 500-mile run was made on August 19, 20 and 21 with a stock Franklin touring car in the Imperial valley, Southern California, famous for its burning sand and silt, and while the Franklin had previously achieved long distance in low gear, non-stop feats which could be duplicated with no other car, the 500-mile run under the desert conditions of the Imperial valley is probably the most severe test of cooling ability that has ever been, or could ever be arranged.

The stock Franklin touring car, with intermediate and high gears removed from the transmission, left Los Angeles at 8:12 a. m. on Thursday, August 19. Until the testers reached the sandy flat that answered for roads on the Imperial valley, the fearful road conditions which necessitated detours over plowed ground, and up and down gullies, slowed down the pace.

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### AUTO DEALER BOOSTS FOR THE REO CAR

"At these busy times when automobiles are being used mostly to speed up business," says J. B. Auten of the Acme Motor Co., "what a pleasure it is to own a reliable car; one that will go and come back, and go again and come back, without those little annoying troubles."

"The new Reo six will do all of this. It will carry you easily and more economically, as it is a perfectly balanced car, with its splendid spring suspension; its cord tires and its vibrationless motor."

"Not only is an automobile a necessity to you, but you cannot afford to run anything less than a really good car. You probably spend more or less of your time each day in your car. Whether those are hours of relaxation and comfort, or are hours of strain and discomfort depends on your car. The ideal car must be easy to drive and easy to ride in."

"The Reo is a fit-jeweled car; an airtight oiling system, cord tires; all genuine leather upholstery and speed from one to 60 miles per hour, in high gear. It is a car we are proud of."

The average daily count of passenger cars and motor trucks entering and leaving New York city total 154,700.

Watch for the Auto Show.

### INTERNATIONAL TRACTOR DOES GREAT WORK

J. F. Loosley & Son, who live on a big stock ranch near Fort Klamath, and who, by the way, are making a conspicuous success of their farming venture, are as well qualified to testify to the worth of International tractors as anybody in this general vicinity. The reason for this is that Mr. Loosley and his son are making this tractor, purchased by them last October, do work that the inexperienced person might consider impossible. But they have proved the versatility and indispensability of the tractor, and having gained their experience through the use of the International, are willing to swear by it and recommend it to any person whose work has developed to such extent that it cannot be profitably and speedily done by old Dobbin, man's agricultural standby from time immemorial.

With the tractor to assist them, the Loosleys were enabled to look beyond the confines of their home farm, and judiciously selected and leased 400 acres of Tule lake land, the productiveness of which, under proper tillage conditions, has been amply demonstrated by a number of Klamath county farmers.

After buying their International in the fall of 1919, they attached two 14-inch P. & O. plows to it and began plowing operations on their home ranch. In addition to pulling these

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### S'LONG HORSE HOWDY, MOTOR WAGON!!

"The time is coming, and at a not far distant date, when children will learn how to spell the word 'automobile' before they are educated in the correct method of spelling such terms as 'horse and wagon.'"

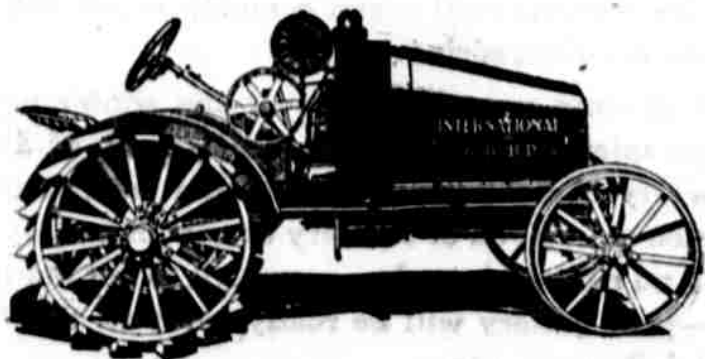
"The dictionary-makers will put 'obsolete' after these words in the dictionary, and when one of the few remaining specimens of the equine species is viewed by the younger generation at the circus or in the zoo, or wherever it is that they will exhibit the few that are left, children will ask 'What's that papa?' just like they do nowadays when they see the striped zebra or the spotted leopard."

"Even now it is something of a surprise to see a horse and buggy go down the street, while one of the old-fashioned family carriages attracts a crowd of curious spectators at every corner. The passenger car has practically eliminated the horse-drawn method of transportation."

#### HORSES STEADILY DECREASING

The editor of a monthly vehicle magazine declares in a recent editorial that there are 21,555,000 horses in the United States, or less than three horses on each of the 7,248,544 farms in this country. The number of horses in Chicago fell off 20,000 in the last four years, while in New York the decrease for the same period was 51,481. At this rate, he points out, the horse will soon be a curiosity on our city streets.

## A Strong Team for the Plowing Season



### AN International Tractor

Hitched to a

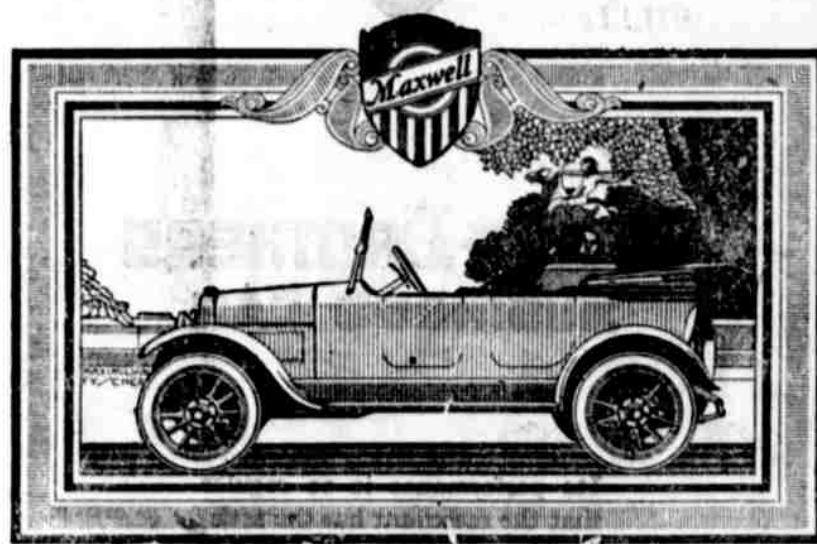
P. & O.  
LITTLE GENIUS POWER LIFT TRACTOR PLOW

We have four 8-16 International Tractors left.  
We still sell them for only \$1150 each.

## J. S. MILLS & SON

Agents for

The full International Harvester Company's Line.



### The Great Results

that come from the Special Steels in a

## MAXWELL

There is a double advantage in the use of these special steels in a Maxwell.

1.—They eliminate superfluous pounds, lighten the task of the engine, ease the burden on tires, make possible quicker acceleration.

2.—They add strength which insures endurance, dependability, uninterrupted performance, and infrequent repairs.

These special steels make possible the Maxwell construction

tion of great strength combined with light weight.

The light weight decreases the burden on the engine and their strength provides endurance.

They have been important factors in the success of Maxwell the world over, in its ever-increasing friendships, in its great growth.

Nearly 400,000 Maxwells are now in use. You cannot motor even in a foreign land, without meeting them.

HOWIE GARAGE