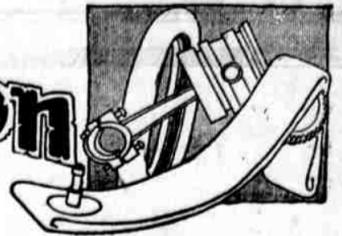


Automobile Section



EVENING HERALD

Fifteenth Year.—No. 5019.

KLAMATH FALLS, OREGON, SATURDAY, JANUARY 8, 1921.

Price Five Cents

TWELVE MILLION AUTOS TO FILL NATION'S NEEDS

NEW YORK, Jan. 8.—The American motor car stands first today in the world's industries in finished products, according to David Jameson, president of the American automobile association. Nearly eight million cars are in daily service and Jameson estimates the actual needs of America are from 12,000,000 to 14,000,000 cars.

"The automobile has enhanced the efficiency of man and the wealth of all suburban and rural communities," he said. "Replacements to keep as many cars as are needed in service will require 2,000,000 a year. This is more than are built today. So swift was the ascendancy of the automobile that it has been almost impossible to adjust a general intelligent understanding of its place.

"When only a few thousand cars were in service business men—sound, successful business men—predicted early 'saturation.' That is to say, the automobile market would quickly exhaust itself because of the limited number of men with means to buy."

"They spoke truly for their day. But the penalty of 'sound men,' and perhaps their strength, is sometimes the lack of fluid imagination. The automobile created for millions of men the wealth to buy millions of automobiles.

"Today we know there is no such

AUTO PLANTS WILL RESUME

CHICAGO, Jan. 8.—Resumption of automobile and accessory manufacturing on a large scale beginning the first of the year is seen in announcements reaching here from several of the large factories. Executives of concern declare that while there still is a slump in business activities, they anticipate a big improvement in conditions in the very near future, with the probability that "normalcy" will be reached in the spring.

The Goodyear Tire and Rubber company has directed 9000 laid-off employes to be ready for duty. The B. F. Goodrich company has sent notices to all former employes to report either in person or by mail. The Firestone and Miller companies, are keeping in close touch with laid-off workers.

Lack of a serviceable engine does not render an auto useless. A camping trailer can be made from the body and rear wheels of an old car.

thing as a saturation point. Men acknowledge the automobile shares only with the telephone its place as the leading utility of the age. It gives to personal transportation what the telephone gives to personal communication.

"A famous economist says: 'Its position results not so much from the energy and enterprise of automobile builders as from the compulsion of an economist demand, as strong as primal force, for quicker, more flexible transportation.'

TRAFFIC TRUCK IS LATEST IN LOCAL FIELD

If the progress that has been made in the production of the Traffic truck since the first one was made four years ago continues, it is going to be to the truck business what the Dodge car is to the automobile industry. Four years ago the manufacturers of the Traffic truck were turning out three a day. Now they are producing one every ten minutes—an increase greater than that made by the Dodge car, if comparisons are to be carried to completion.

"And I am going to try and keep the percentage of development in sales in Klamath county on a level with that of the production," said J. R. Elliff, who is going to be the local Traffic truck dealer in this territory. Mr. Elliff's headquarters will be at the White Pelican garage. He came here from Oregon City, and says he is not sorry he made the change, as he picked Klamath Falls as a winner after he had visited all the other live towns. "Take it from me," he said, continuing his conversation. "I think I am selling a truck that will toe the mark with any of them, and at that it has nothing on Klamath Falls. This is the best doggone town I ever saw, and, I think the same thing about the Traffic truck."

The automobile family of the city will undoubtedly welcome Mr. Elliff into the fold.

WHOLESALE AUTO SUPPLY HOUSE IS OPENED HERE

Hawaiian smiles and Honolulu's salubrious climate failed to hold Captain R. H. Reid who has recently returned to Klamath Falls to open the city's first wholesale auto supply house. Negotiations are now underway to build a home for the new concern. Associated with Captain Reid in the new business are A. J. Voyle, secretary of the Big Lakes Box company, A. E. Whitman of Whitman's drug store, Bill Lee of the Metropolitan garage, and A. S. Dunn automobile electrical expert of Honolulu. Captain Reid will be secretary-treasurer and general manager of the company. The electrical department will be under the personal supervision of Mr. Dunn.

Captain Reid is an "old timer" around this city having operated a boat on the Upper lake and was with the White Pelican garage before leaving four years ago for "The Isle of Golden Dreams." While in Honolulu, Captain Reid was vice president and manager of the Auto Service and Supply company, limited, selling out his interest there to return to this "Land of Opportunity."

Too rich a fuel mixture will cause the motor to become hot and sluggish in its operation, and will require the cooling system to do more than its required amount of work in absorbing the excessive heat.

PORTLAND PLANS BIG EXPOSITION

PORTLAND, Jan. 8.—An exposition will be held in Portland in 1925 to commemorate the linking of the east with the west and the north with the south by means of paved highways from New York to Portland and from the Mexican line to British Columbia. This is according to announcement of plans formed by committees of business men here. Electrical development will be featured.

It has been determined that the Atlantic-Pacific highway and Electrical exposition, the name chosen for the affair, shall be along educational lines and that there shall be no profits. A big corporation under these conditions is proposed to launch the enterprise.

Plan Permanent Structures
Tentative plans locate the fair ground adjacent to the city commanding a view of snow-capped mountains and other natural scenic beauties. Building permanent structures with a view to creation of a park has been suggested. Approach to the fair grounds would be along a boulevard lined with rose bushes, planting of which was begun this year.

Those behind the project propose to bring together displays of highway development of industries which largely center around that interest, and portrayal of hydro-electric power progress, as well as other features usual at expositions.

RUM SMUGGLERS USING FAST TYPE OF AUTOMOBILES

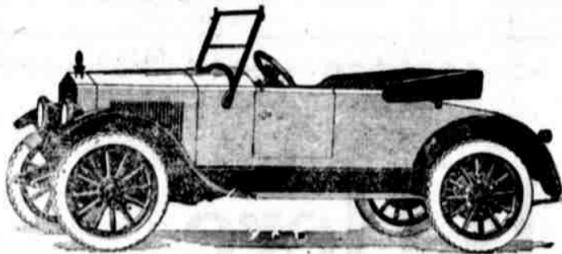
The fight against boot-legging and rum-running on the Canadian border has developed a new variety of warfare—a conflict which is nothing more nor less than a battle between automobiles.

Unlike the battles of the world war, in which the motor vehicles called into service were of the armored type, the present conflict is between standard passenger automobiles—cars the same in every respect as those which, in peaceful pursuits, daily travel the public highways.

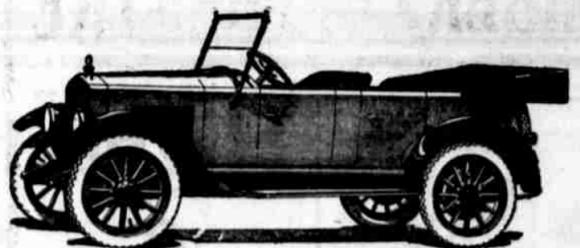
The rum-runner of today has chosen the automobile as his principal weapon in the conduct of his illicit trade probably for the very obvious reason that it affords the quickest means of conveying his wares to their illegal market and, by the same token, offers the greatest chances for carrying through his venture successfully. In this connection, it is worthy of note that rum-runners, almost without exception, use the most expensive makes of motor cars—cars that will sustain a speed of 60 miles an hour, and upwards.

Not to be outdone by the law violators in the choice of weapons of warfare, the strong arm of the law has likewise adopted the automobile as the weapon with which to wage battle.

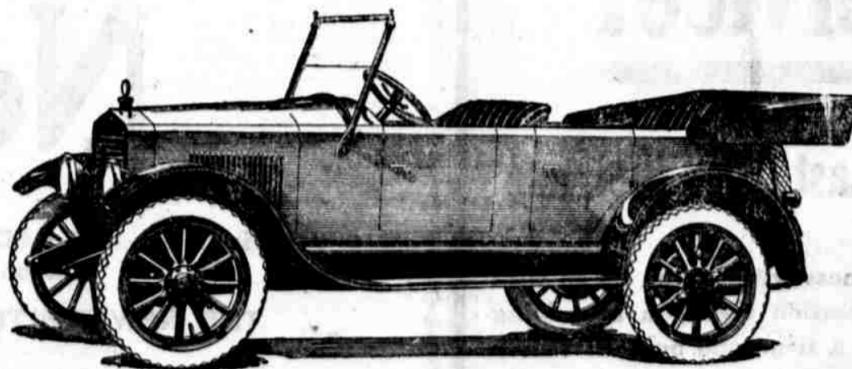
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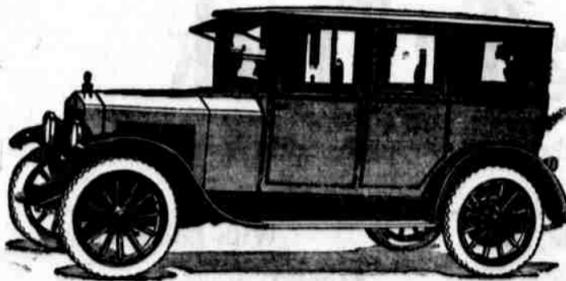
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