



Automobile Section



THE EVENING HERALD

Fiftieth Year.—No. 6201

KLAMATH FALLS, OREGON, SATURDAY, DECEMBER 23, 1921

PRICE FIVE CENTS

'BE CHEERFUL!' AUTO SLOGAN FOR NEW YEAR

Get Busy, Chase the Glooms and Help Make Endless Chain for Prosperity

.....
 • An endless chain of prosperity, stretching from the Gulf to the Lakes, and spanning the distance between the Atlantic and Pacific oceans.
 •

Would that appeal to you as a desirable achievement to plan for the new year that midnight will usher in? If it does, then shed the coat of pessimism that has enveloped every line of business in the country for the past year and don the habiliments of optimism, which is to be the prevailing fashion for 1922.

Auto dealers and those who deal in the accessories have, perhaps, been less influenced by the gloom spreaders than any other class of business men, during the year which closes tonight. And on them will fall the leadership in the movement for creating the spirit of optimism during the year just being ushered in.

Already the local dealers of Klamath Falls are evidencing a spirit that will go far toward bringing about the desired condition, and which is certain to dispel the mantle of gloom, with the passing of the snow. No other business is so seriously affected by weather conditions, and no other business shows such quick reaction from depressing environment.

"Be cheerful" is the slogan for the coming year, and it is a sure winner. If a man enters your place of business and he finds it en-

shrouded in gloom, he becomes, permeated with the depressing atmosphere, and instead of leaving an order he had in mind, immediately begins to think "curtailment," and whereas his original intention had been, perhaps, to leave a check of goodly proportions, the mental atmosphere of gloom which he has encountered, bids him pause, and instead of writing a check forthwith, he begins to check up on his stubs to see how the bank balance stands. The result is obvious. He is either discouraged from doing business at all, or he curtails his expenditure. Repeat this a hundred—even a thousand times a day, the country over, and the result is a slump all along the line, for which the business man, the man with goods to sell, is primarily responsible.

Gloom, pessimism, call it what you will, is a contagious as small-pox or yellow fever, and if you see those kind of germs in the business community, an epidemic of wad-lightening is a natural result. That largely accounts for the fact that one man is doing a good business, while customers are passing the doors of others, in the same line. You cannot "get without giving," is an age-old truism. If you dispense cheerfulness, no matter how painful the process is in the beginning, the end will justify the means, and you'll "get yours" in the ledger showing a balance on the comforting side.

If you're making any resolutions this year, make cheerfulness and its kindred attributes the first on the list. Make yourself a link in the endless chain of prosperity and the rest will follow as easily and gently and as surely as water rolls down a hill.

Eighty-seven of the more than 130 automobile factories in this country are located in the States of Illinois, Indiana, Michigan and Ohio.

In England, to secure greater safety on the highways, patrols are warn motorists, and at bad stretch-stations at dangerous crossings to

MOTORISTS DEFEY WINTER BLASTS AND ENJOY TRIP

Make Tour From Portland to Los Angeles and Return in 10½ Days

Winter may blow his icy blasts into Oregon and Northern California, but motoring over the Pacific highway continues just the same, and late arrivals by automobile from San Francisco and other California cities report the roads in excellent shape and easily passable.

One party has recently returned from a trip to Los Angeles made in a Buick, and reports that ten and a half days were consumed in actual traveling, one thousand miles each way, and they encountered little, if any, trouble in negotiating the trip. Speaking of the return journey, G. E. Reynolds, who with his family made the tour, said:

"When we came through Northern California and over the Siskiyou on our return we found some snow, but not enough to block our progress. The deepest snow we encountered was near Dunsmuir, California, where there was about a foot and a half. We were able to get through without difficulty, despite the fact that authorities in that section seem to be doing nothing to keep the roads open. Over the Siskiyou there was not over five inches of snow, but even with that light fall the road crews under the direction of Siskiyou county, California, and the Oregon state highway commission were busy clearing off the fall. The Pacific highway should be open all winter this year, and will be if the authorities in the vicinity of Dunsmuir and Sisson, California, get busy."



1922? Yes, Its The Year of Prosperity

Happy New Year!

We've been in the dumps long enough. Come out of it! The New Year will be the best we've ever had.

CHASE THE GLOOMS AND BID JOY WELCOME

Think Prosperity and you'll be Happy; Think Gloom and you'll be evelastingly Miserable.

We have everything to make life slide along on the tires of happiness.

LEE
Tires

Cord Fabric Puncture Proof

CHARLEY'S PLACE
SERVICE STATION
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Phone 472

WATCH NEXT WEEK'S PAPERS FOR NEW BUICK PRICES



OUR NEW SERVICE ORGANIZATION — COMMENCING JANUARY 1, 1922, WE WILL HAVE AND CONTINUE TO HAVE A FULL LINE OF BUICK PARTS

OUR PLACE OF BUSINESS WILL BE OPEN AT ALL TIMES FOR YOUR CONVENIENCE

OUR SALES ORGANIZATION WILL BE FOR FOR THE ONE GREAT PURPOSE—"SATISFACTION"

HEARTY GREETINGS FOR A PROSPEROUS NEW YEAR

BUICK SALES AND SERVICE

L. G. HOAGLAND

SEVENTH AND KLAMATH AVE.

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