

FRED VOGLER BACK

New York Automobile Show Is Great Success, He Says.

CAR CHANGES NOT RADICAL

President of Northwest Auto Company Finds Outstanding Feature of This Year's New Models Is Their Added Servicability.

Fred W. Vogler, president of the Northwest Auto Company, came home last week from a month's visit in the East, during which he attended the New York Automobile Show. He says that show was a remarkable success in every way, and a great thing for the automobile industry.

"It demonstrated to many unthinking persons, for one thing, the vast importance of the automobile industry as a war-time national asset," said Mr. Vogler, "and it gave those in the industry themselves new courage and renewed optimism."

So far as changes in cars were concerned, nothing very surprising was shown, says Mr. Vogler. Changes in design were few and mostly unimportant. They consisted principally of slight modifications in body lines, but with last year's chassis unmodified. Generally speaking, many of the cars are along lower. Aside from these points Mr. Vogler noted no marked differences in design from the 1917 models.

On the other hand he was very much impressed by what he termed the "sanity" of the show. That is, it was entirely free, just as the coming Portland Automobile Show will be, from freak models. There was an absence of features appealing to the merely luxurious.

Gasoline Mileage Increased.

And in line with the trend to sanity, there were many improvements designed to give greater gasoline and tire efficiency, and generally to increase the serviceability of cars. Nearly every manufacturer called attention to some device for superheating the manifold to break up the low-grade gasoline now in use and give increased gasoline mileage.

Attendance at the show was tremendous, and visitors came to it from all parts of the country. On the first three days of the show attendance was merely ordinary, but on the final three days, says Mr. Vogler, the show palace was so crowded with people that one could hardly get around.

With one exception, the new "Little Overland" which was shown in public at the New York show for the first time, Mr. Vogler says that there was no new car model of outstanding importance. In this respect the show differed greatly from its predecessors, for usually there are two or three new models that dominate the show. The explanation, Mr. Vogler says, lies in the fact that manufacturers have been devoting their energies to adding to the serviceability of their present models, leaving new designs until after the war.

Hotels All Full-Up.

"It is literally a fact," said Mr. Vogler, "that the automobile show is the one big show event each year in New York that exceeds every other show in interest. That was emphatically the case this year. It seems strange that any show could fill up New York City to overflowing, and yet it is also the fact that the automobile show did that very thing."

"I have good reason to know that the hotels were so filled that it was next to impossible to obtain accommodations. Every available room had been taken for automobile show week."

"I was fortunate in being able to get a room in the Astor Hotel for the first two days of the show. It had been reserved by a friend of mine with one of the big automobile factories, and he let me have it those two days because he was going to be out of the city. When he returned I had to let him have the room again."

"Well, I went across the street to the Knickerbocker Hotel and asked for accommodations. The clerk said he could fix me up in the hallways."

"I suppose I will have to do myself," I remarked.

"You will have it with 75 to 100 other men on cots," replied the clerk. "There is absolutely nothing else I can give you." To share my room with 75 to 100 others didn't appeal to me very strongly, so I engaged a taxicab and made the rounds of all the hotels.

He Finally Got His Room.

"Well, sir, we went from the Astor on Forty-fourth street, clear up to One Hundredth street, inquiring at every place, and there was not a room to be had. They all said that everything had been taken during the automobile show. Finally, in desperation, I was about to go back on the chance of looking up some friends when the taxicab driver said we would try one more place."

"When I asked the usual question, without any expectation of getting what I wanted, the clerk said: 'A room! Why I wouldn't know what a vacant room looks like! There is only one room in this whole hotel that is not full, and that has been engaged by the week by one of the big automobile companies.'"

"What company is that?" I inquired. He replied that it was the Reo. "Well," I said, "I am a representative of the Reo Company. The clerk asked me for my card, looked me over two or three times, said I seemed to look all right, and that he guessed I was all right, and gave me that room."

"When I once got inside it I locked the door and I wouldn't open it again to let so much as a bellboy come in. I wasn't going to take any chance in the world of losing that one vacant room in all New York. And I didn't keep it for the rest of the automobile show. I was lucky. There were literally hundreds of visitors to the show who had to walk the streets."

Mr. Vogler came back more firmly convinced than ever that there is certain to be an automobile shortage, and that Portland dealers will sell every car they can get, and then have waiting lists.

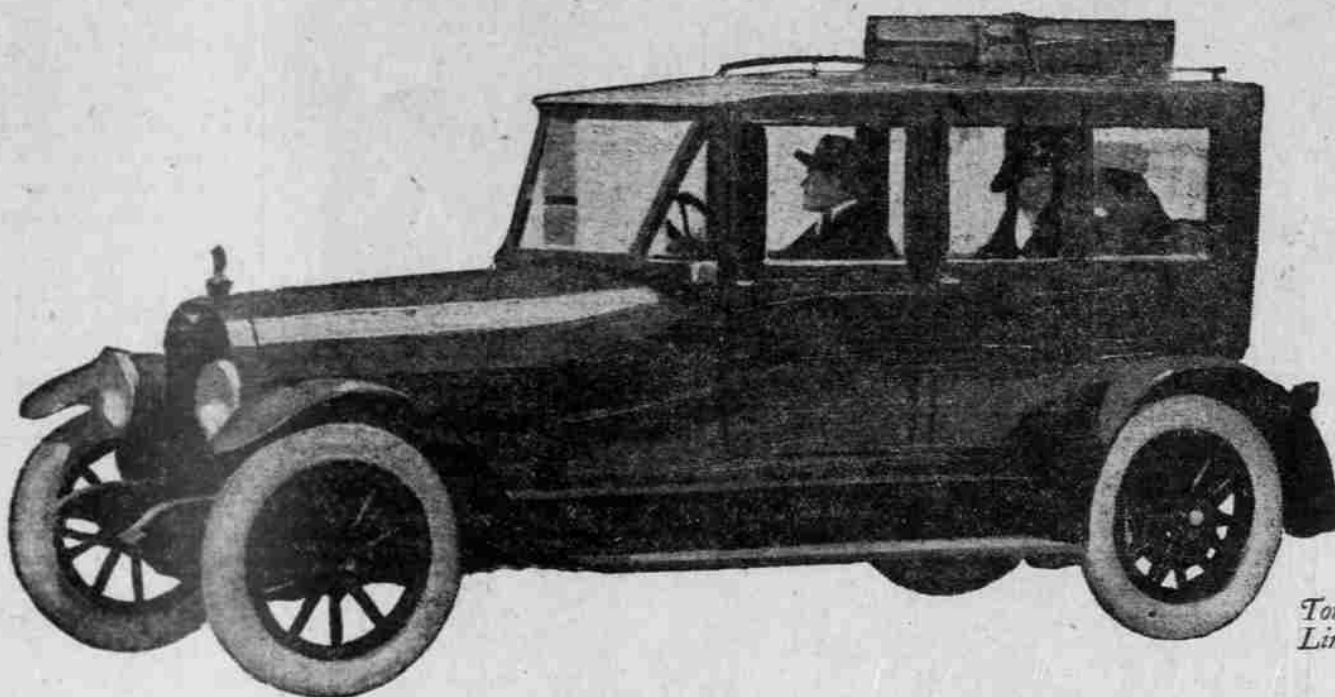
NEW COMPANY ENTERS FIELD

Hood River Men Organize Snow-Forden Motor Corporation.

HOOD RIVER, Or., Feb. 2.—(Special.)—With the beginning of the year a new motor concern enters the Hood River field. W. G. Snow, who for the last 15 years has conducted a local machine shop, associated with J. R. Forden, a former spray manufacturer, and S. M. Dick, a mechanic in the employ of Mr. Snow for years, has organized the Snow-Forden Motor Company, incorporated.

The new concern has just purchased from J. F. Volzoff and Charles Tucker the Cascade Garage, which will be operated in conjunction with the machine shop.

In addition to maintaining all the machine shop departments, the new concern will distribute cars and motor trucks.



Touring Limousine

Hudson Super-Six Closed Cars

New Beautiful Types on Display February 5th

We will show for the first time this season, a complete line of closed and chauffeur-driven Hudson Cars.

It is in reality an advance exhibit of the Hudson closed cars that will be seen at the larger Automobile Shows just after the first of the year.

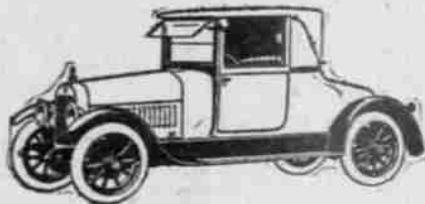
You will find much in these cars to admire. They express the wealth of experience that Hudson coach builders have gathered through years of leadership. The unpracticed eye will appreciate the beauty of design, the good taste expressed in the detail of finish and will admire the comfort and luxury each type offers.

But the greatest appreciation by far comes from the enduring satisfaction of Hudson Super-Six performance. The smoothness

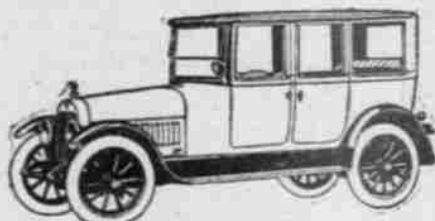
of operation with which the Hudson mechanism performs its work under every condition of stress relieves the passenger of all sense of mechanical labor. There is a thrill of freedom and comfort about the operation of the Super-Six that is common to few cars.

These Hudson cars know no season. They are warm and comfortable in the coldest weather. They are dry and clean in the wettest and dustiest seasons. For winter or summer you will find either of these models ideal. They give the security and comfort of your own drawing room.

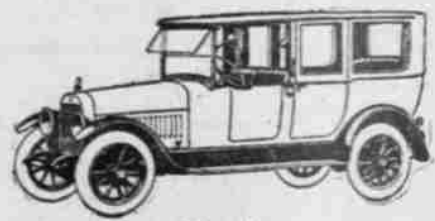
Whatever your taste, you will find the car of your choice in this collection. Immediate deliveries can be made of some models.



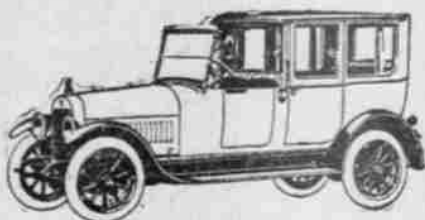
Runabout Landau



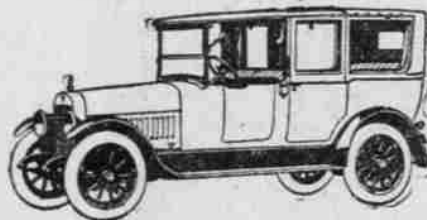
Four-Door Sedan



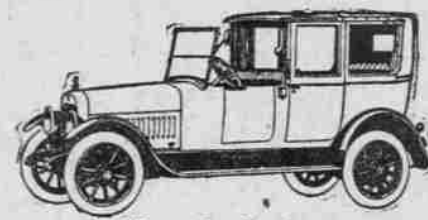
Limousine



Town Car



Limousine Landau



Town Car Landau

C. L. Boss Automobile Co.

615-617 Washington Street, Portland

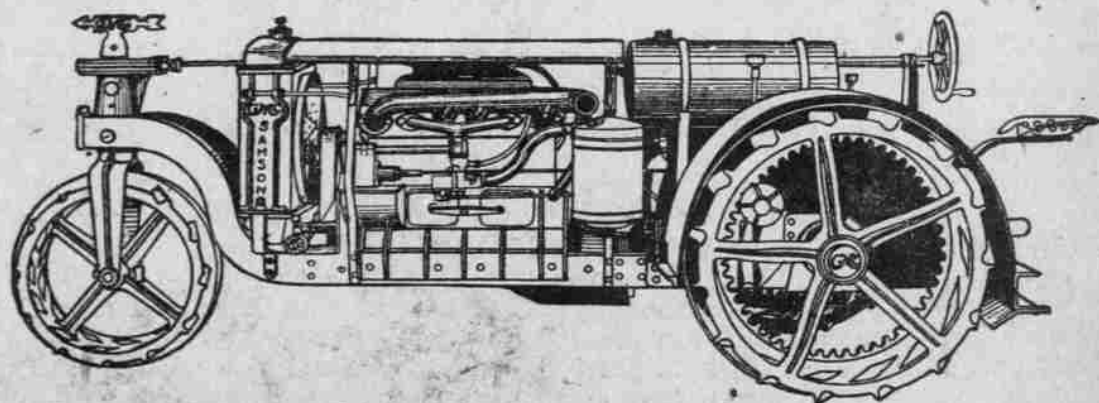
To the Seasoned Motorist

—it is apparent as it is to the layman or the business concern and the producer—that for all motor needs the concern with a complete line of passenger cars, motor trucks and accessories is the logical institution with which to do business—assuring as it does—disinterested advice, complete service and a full supply of parts, coupled with the ability and moral obligation to render that service.

Your attention is called to the series of announcements in this paper. Your presence is sincerely asked at the Auto Show and your problems of transportation put to us for solution.

Northwest Auto Company

Factory Distributors Broadway at Couch F. W. Vogler, Pres. The Line Complete Portland, Oregon



GMC Samson Tractor

This GMC Samson Tractor is not an experimental tractor, the first machine having been built in 1902 and is still in general use.

A careful investigation of the different types of tractors has convinced us that the GMC Samson is the most practical tractor for operating the machinery necessary to the modern farm.

SEE THIS TRACTOR AT THE AUTO SHOW

Wentworth & Irwin, Inc.

Second and Taylor Sts.