

# VOGELER SEES CAUSE TO BE OPTIMISTIC

Head of Northwest Auto Company Back Home From Visit in East.

## LIBERTY MOTOR PRAISED

Automobile Man Greatly Impressed With Henry Ford's New Eagle Submarine Chaser Plant and Speedy Work Being Done.

F. W. Vogler, president of the Northwest Auto Company, returned to Portland last week after an absence of about a month in the East. He has some mighty interesting observations to make regarding conditions in the automobile industry, and the progress being made in constructing Liberty airplane motors and building Ford "Eagle" submarine chasers.

"Of course, the general topic of the East at this time is the war," said Mr. Vogler. "However, it has been decided by unanimous consensus of opinion that it is to be short-lived, particularly so in the light of events transpiring 'over there' at this time.

"Do not misunderstand me in this statement. There is going to be no let-up in carrying out war activities. Personally, I feel as sure of the outcome of the war as I am living—after seeing the steady progress of the Coast and the building of the Liberty motors and aircraft production, as well as the manufacturing of all lines of war equipment.

**Vast Work Being Done.**

"The average citizen has no conception of the tremendous work the automobile industry is doing for Uncle Sam in making trucks, cars, and aeroplanes. No other industry is doing so much outside its regular sphere as is the automobile industry. The shipping and aircraft programme would be impossible without the aid of the automobile factories.

"I was fortunate in having an invitation extended to me through a personal friend, E. LeRoy Pelletier, of Detroit, a very close friend of Henry Ford, through whose courtesy we were given access to the wonderful 'Eagle' plant.

"Now, a few facts about the Liberty motor. This motor develops 100-horsepower more than any other motor in the world. It has a longer life of service, notwithstanding the fact that it is the lightest motor in the world in proportion to its horsepower. I saw this motor on test turn over better than 1650 R. P. M. At 1650 R. P. M. it develops 450-horsepower. This motor weighs 802 pounds and will make better than 125 miles per hour.

"The best German motor, the Mercedes, weighs six pounds to the horsepower; the average English, French and Italian motors weigh three to four pounds per horsepower—these in comparison with the Liberty motor, which produces a horsepower to every 1 1/2 pounds.

**Liberty Plane Described.**

"The Liberty airplane, of the DeHavilland type, is the most practical of all forms now in practice. It is a combination of a battle and reconnaissance plane, as well as a bomb plane. It carries two men, four machine guns, ten bombs, wireless and photographic outfits, and with all this load is still as fast as any in present use.

"European engineers said it would be impossible to build such a plane, as it was impractical to build motors of greater power than they were building. Still, we did it.

"The airplane body is now being built and assembled in Detroit, and on our way out to the Ford shipyards I saw six of them in practice. I saw one making 130 miles per hour. I also saw it making loops, nose dives, spirals and every other movement of which any plane is capable.

"It has climbed 10,000 feet in less than 1/4 minutes and has made 21,500 feet in 50 minutes—a record attained by no other machine. It uses ordinary oil of any one of the several standard cylinder oils, and the average gravity gasoline.

"There were lots of things we could not do before we started into this mix-up, according to our European advisers. For example, we could not make airplane blades. My friend, Mr. Pelletier, advised me that he saw a little town in Ohio turning out 100 blades a day of as fine a quality as we ever made on earth—and they could make 1000 per day by enlarging their plant. Not only that, but he told me that, whereas the cost had originally been \$50, it had been reduced to \$40 and then to \$20, and nobody knows at this time how much more American skill and American skill will reduce cost.

**How Eagles Are Built.**

"How many airplanes can this country produce? I do not know; but I was given to understand that we will produce more airplanes during this year and the coming month than England and France together have produced in the whole of the past year; and, from what I saw, I would believe it.

"The work and production at the shipyards where the Eagle submarine chaser is being produced is nothing less than marvelous, in view of the fact that the plant was started on the 22d day of this last February.

"The plant consists of one building 1700x400 feet and another of 400x175 feet. In the larger building there are three railroads, side by side, running the whole length of the building, on which run flat cars. On these the keel of the chaser is laid, and to this the hull is built.

"The boat is started one-quarter mile from the water. When it is finished it is ready for launching at the water's edge. It is 200 feet long with 25-foot beam and equipped with a 3000-horsepower steam turbine capable of making 22 miles per hour, or plenty fast enough for its purpose.

"In the construction of this craft 246,000 rivets are used, giving you some idea of what it means to produce in a very few days.

"I could tell you a lot more about them, but on account of restrictions imposed will have to refrain. Suffice to state, however, they will be swift enough to move fast at maneuvering, large enough to keep the sea in rough weather, let light enough to go seeking submarines in any waters where the U-boats dare to operate. They will both patrol and fight.

"Too much praise cannot be given to Mr. Ford, who is producing this ship, and his executives for undertaking and carrying to completion this wonderful work. It will stand in the chronicles of industry as a great work and in the books of the German Admiralty as an entry of calamity.

**Government Takes Material.**

"I found the automobile industry hampered by the fact that materials are taken over by the Government. Most factories I visited were piled up with orders, which condition will be relieved, it was believed, in a short time, as it is believed that the Government will be able to release material after its own requirements are filled.

Factories, however, for the most part are kept busy on war orders, as for the Geo Company, it has on file at one

factory orders for 75 cars and trucks, at another over 50 and at two others 25 cars each. It is not believed the new tax contemplated will stop the sale or production to any great extent.

"There is no threatened shortage of gasoline in the United States, and there is no reason to believe that the Government intends placing a prohibitive tax on gasoline, either. Of course, there will be a tax placed on it, but not prohibitive. It is declared there is a visible supply of gasoline above ground at this time to last the country for the next two years.

"I found an optimistic feeling among the big business men of the country, all having confidence in our Government and willing to boost the Government in its efforts and work at this time. Of course, you run across a few old pessimists who see nothing but disaster and ruin in store for us and see dividends go glimmering for some time, but they are few and far between.

"I came back much encouraged over conditions and more than satisfied regarding the outcome of it all."

## IDEAL STATION CLEAN

HYATT ROLLER BEARING CHIEF DESCRIBES PERFECT SHOP.

"Clean Cars, Clean Shop, Clean Talk," Is Motto of Service Station in Newark, N. J.

"Clean cars, clean shop, clean talk." These three phrases, hand-lettered on a pasteboard square, impressed themselves on the minds of B. G. Koether, manager of the Hyatt Roller Bearing Company, Detroit, when he saw them in a Willys-Overland service station in Newark, N. J., that he wrote an article about them in the Little Hyatt business magazine, which he calls the Quietation. About these three phrases he writes a description of an ideal service station.

"These three phrases might have been reversed and would have more clearly shown the cumulative effect of the three virtues, thus: 'Clean talk, clean shop, clean cars,'" says Koether. "And after them might well have been added, 'Satisfied customers.' You will find that a clean car is the result of a clean shop, and that a clean shop is the result of that habit of cleanliness, both moral and physical, which is indicated by clean talk.

An extract from Koether's article follows:

"The sign was tacked to the wall, right over a big washstand; right where anyone entering the station would see it. And it was a big service station, too. The building was of concrete and white and clean. To the right and left of the entrance drive were offices, and in the back a big room where many cars were placed in orderly rows, and attached to the front of each car, in a case to protect it from dirt, was a card listing the work to be done. Many of the cars were just on their way to the shop for some business men who use their cars as a means of transportation (and there are some which still say 'pleasure cars'). And the cards on these cars were just marked 'Storage.'

"A woman came in for her car. She was escorted from the office by one of the service station men, and he was dressed as a business man, not as a mechanic who had just cleaned out a transmission case. And no smoke from a cheap Turkish cigarette was blown in her face as he talked with her. He took the card from the case and checked over with her the work that had been done. And then he helped her into the car and drove it out for her. And the car was clean; there were no marks of greasy hands.

"A man drove in a car for some adjustments and repairs. The car was promised for 5 o'clock, and I knew by the way the man said it that the car would be ready by that time, for it was said quietly and in a gentlemanly, business-like way.

"The whole service station reflected the sign that was on the wall up over the washstand. Not a fancy sign, understand, but just a simple, homely sign that held a message for each employee. And the sign read: 'Clean cars! Clean shop! Clean talk!'

"I was just as easy as dirty cars and a dirty shop and dirty talk. Many a salesroom with its leather lounge and big chairs, its palms and ferns and Eastern rugs, is only the exterior to a dirty, disorderly interior—an interior that you would not wish your wife or mother to enter because of the foul language used by the hangers-on; an interior from which it would be almost impossible to send out a really clean car. The service station has got to be maintained. It is a mighty important link in the merchandising plan, so why not a business-like service station with the motto, 'Clean cars, clean shop, clean talk?'

**VESTA BATTERY HERE NOW**

Gibson Electric Garage Distributor for Well-Known Line.

The Gibson Electric Garage & Storage Battery Company, at Twelfth and Alder streets, which recently took over the distributorship of the Vesta battery in this territory, is having much success with it. F. H. Hildebrand, manager, has calls for the Vesta almost every day. The Gibson Electric Garage & Storage Battery Company also specializes in electrical trouble work of all kinds, and has a large business of this nature.

**To Make Handy Tool.**

For use in certain conditions the ordinary type of straight pliers are inefficient. It is possible to heat an ordinary pair of pliers and bend them just below the jaws and above the pivot. After they have been tempered again you have a useful tool for getting at nuts, bolts, anything else in an inaccessible location.

**Truck men prefer Hyatts—they eliminate bearing worries**

**HYATT ROLLER BEARINGS**

"I found the automobile industry hampered by the fact that materials are taken over by the Government. Most factories I visited were piled up with orders, which condition will be relieved, it was believed, in a short time, as it is believed that the Government will be able to release material after its own requirements are filled. Factories, however, for the most part are kept busy on war orders, as for the Geo Company, it has on file at one

# THE WAR-TIME CAR

is the

## Chevrolet "490"

"Clean Cars, Clean Shop, Clean Talk," Is Motto of Service Station in Newark, N. J.

**\$845** f. o. b. Portland

We Are Able Again to Make Immediate Deliveries

The Chevrolet "490" is the proper practical car for you to own because its whole scientific construction spells "ECONOMY." It comes fully equipped with electric starter and lights. It uses very little gas and oil. Its tire mileage is very long and in performance it far outshines higher priced cars.

What More Could You Ask?

**REGNER & FIELDS, Inc.**

Distributors

CHEVROLET PASSENGER CARS      SCRIPPS-BOOTH COMMERCIAL CARS      SIXES.

Grand Ave. at E. Burnside

**FORESIGHT HAS REWARD**

WESTERN AUTO COMPANY ABLE TO GET CHALMERS CARS.

**Fortunate Situation Due to Action of Roy Hemphill in Ordering All Hot Spots Possible.**

One automobile dealer who is fortunate these days in having cars to meet the big demand for automobiles is Roy Hemphill, manager of the Western Auto Company, Chalmers distributors. It is all due to Mr. Hemphill's foresight a few months ago when he was East in taking a chance and ordering ahead all the cars he could contract for from the factory.

At that time there was still a lot of doubt in the minds of most dealers as to just what would happen in the automobile business. Some of them were fearful that the bottom would drop out of the market and that there would be no demand for automobiles.

Everybody knows what happened. The demand became greater than ever, and with fewer cars with which to fill it, an automobile shortage developed which is becoming more acute.

But Mr. Hemphill had read the signs

**Your Week End Motor Trip**

The two-day run over the Pacific Highway to

**Vancouver BRITISH COLUMBIA.**

an ideal trip at this season of the year.

See British Columbia—some of the grandest views and displays of nature's rugged grandeur on the Pacific Coast—all within easy reach of the center of Vancouver—reached by good auto roads.

Hundreds of miles of magnificent auto drives.

For road maps, illustrated "Where to Go" folder and full information, address

J. R. DAVISON, City Publicity Commissioner, Board of Trade Bldg., Vancouver, B. C.

Vancouver Exhibition, Aug. 19-24

Full display of natural resources and manufactures of British Columbia—livestock and agricultural exhibits from entire Northwest—holiday attractions—horse racing—motor racing daily.

**NEVER BEFORE** in the history of the country was there such an urgent demand for efficient tractors.

To produce the food for our country and allies, we must use scientific and modern farm implements. The Heider is a practical one-man tractor for Northwestern farms. It is easy to control—stop or reverse all with one lever. The photograph above shows the simplicity of the Heider—the boys are doing the plowing. The Heider is cheaper to operate—burns kerosene and saves the gasoline for war purposes.

**Used a Heider Two Years—Not a Cent of Expense—Working Every Day**

CLEVELAND, Oregon.

R. M. WADE & CO., Portland, Oregon.

Gentlemen—I purchased one of your 12-20 Heider Tractors two years ago. I am farming over 200 acres and cultivating a 45-acre orchard. The orchard has very steep hills, but I experienced no difficulty in climbing these hills with the Heider. I find the Heider Tractor is all that is recommended to be, even more. It has done all the work for me, and for less money than all the horses I have had heretofore. I am pleased with my purchase, as there has been no expense for upkeep. I have not spent a cent for repairs.

Yours truly,

J. ORR KIRBY.

Write Today for FREE Catalogue.

**REMWADE & CO. SINCE 1865 PORTLAND, ORE.**

Oldest Farm Machinery House in the Northwest

# Just Think What 22,022 Miles Without Stopping Means!

"More Miles per Gallon" "More Miles on Tires"

## Maxwell Motor Cars

- 5-Passenger Car . . . 925
  - Roadster . . . 825
  - 5-Passenger, with All-Weather Top . . . 935
  - Roadster, with All-Weather Top . . . 835
  - 5-Pass. Sedan . . . 1175
  - 6-Pass. Town Car . . . 1275
- All prices f. o. b. Detroit. With wheels, regular equipment with fenders and spare tire.

It is a strange fact but true—as any metallurgist will demonstrate for you—that a motor, like a man or an horse, will do better with a rest from time to time.

For motors and the metals of which they are made, are also subject to "fatigue."

So the crucial part of that test was in its constant running—not a moment's relief allowed from the heat to cylinders or the motion of reciprocating parts.

Our records show many cases where, according to owners' statements, motor cars have gone 100,000 miles—150,000 and even 200,000 miles.

But we don't consider those cases exceptional.

Any Maxwell motor car will live to do that if kept oiled and given reasonable care.

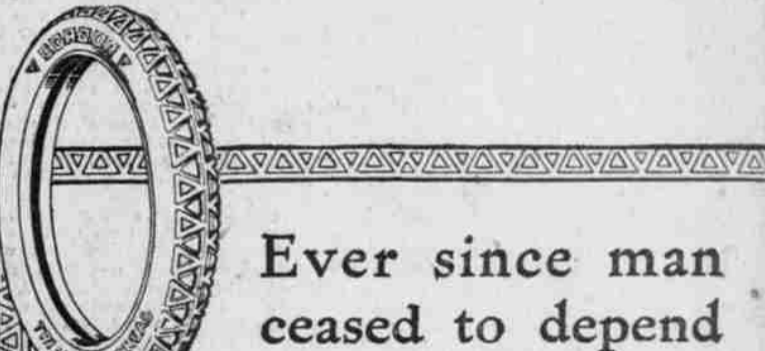
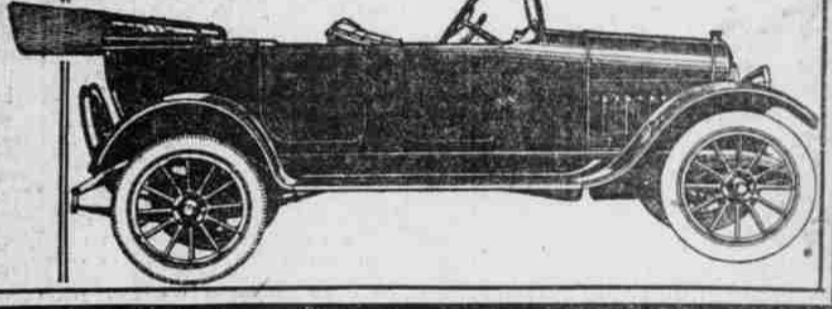
And we are frank to concede that some other makes of cars can show similar mileages—for, as indicated above, intermittent service with rests between, is what the car is intended to do.

That is normal service.

**C. L. Boss Automobile Co.**

Vancouver Branch 110 W. Sixth St.

615-617 Washington St. Portland



Ever since man ceased to depend on wind and oats to move from place to place, a pneumatic tire superior to the **GORDON Tire** has not been produced.

It is guaranteed 5000 miles 30x3 6000 miles 30x3 1/2

An adjustment percentage under 1%, resulting from 75000 tires out 16 months, bears evidence that the **GORDON Tire** is not giving the car owner any trouble to speak of. Excess mileage gives a cost as low as "a-mill-and-a-half-a-mile"

**Pacific Tire & Rubber Co.**

445 Stark Street