

## VOGLER, BACK FROM EAST, IS OPTIMISTIC

Northwest Auto President Reports Conditions Good.

### PRICES NOT COMING DOWN

F. W. Vogler Declares There Will Be No Drop Until Auto Making Costs Are Much Lower.

After a hurried trip to automobile factories whose lines his company represents, F. W. Vogler, president of the Northwest Auto company, returned to Portland last week, bringing word that conditions in the east are good and that automobile prices will not come down yet awhile. Costs of materials and labor continue high and automobile prices, he says, will not come down while this is the case.

"Industrial activity in the east is maintained at the same high peak," said Mr. Vogler. "Among manufacturers it is a mad rush to get raw material, get it to the factories by any means and, paying a high price for all kinds of labor, get it out to the consumer as fast as possible. These being the actual facts, the publisher is only grasping at shadows in expecting lower prices in the near future. Reports of price reductions from the east have merely been created by merchants themselves, not by manufacturers.

"This has been brought about by some merchants realizing that they were carrying tremendous stocks and deciding to reduce them. To accomplish this they have been holding big sales, but as an indication of lower prices there are no more indicative than a week-end sale by any of our local department stores. When we replace these stocks merchants have to pay the same prices as formerly, so there is no valid reason for expecting a general reduction in living costs in the immediate future.

### Labor Still Hard to Get

"When automobile manufacturers are asked when prices are likely to come down they simply shrug their shoulders and pass the question back by asking when will wages come down. The whole situation hinges on that one item of wages, both as to agricultural products and manufactured commodities. That farm help is available can only be obtained at high wages. It is just as difficult to get farm labor today as a year or two years ago and it costs the farmer just as much to plant his crops, harvest and transport them as it did formerly. Labor for industrial purposes is on the same plane, so we are only seizing on false hopes when we begin to count the weeks or months to the day of lower living costs.

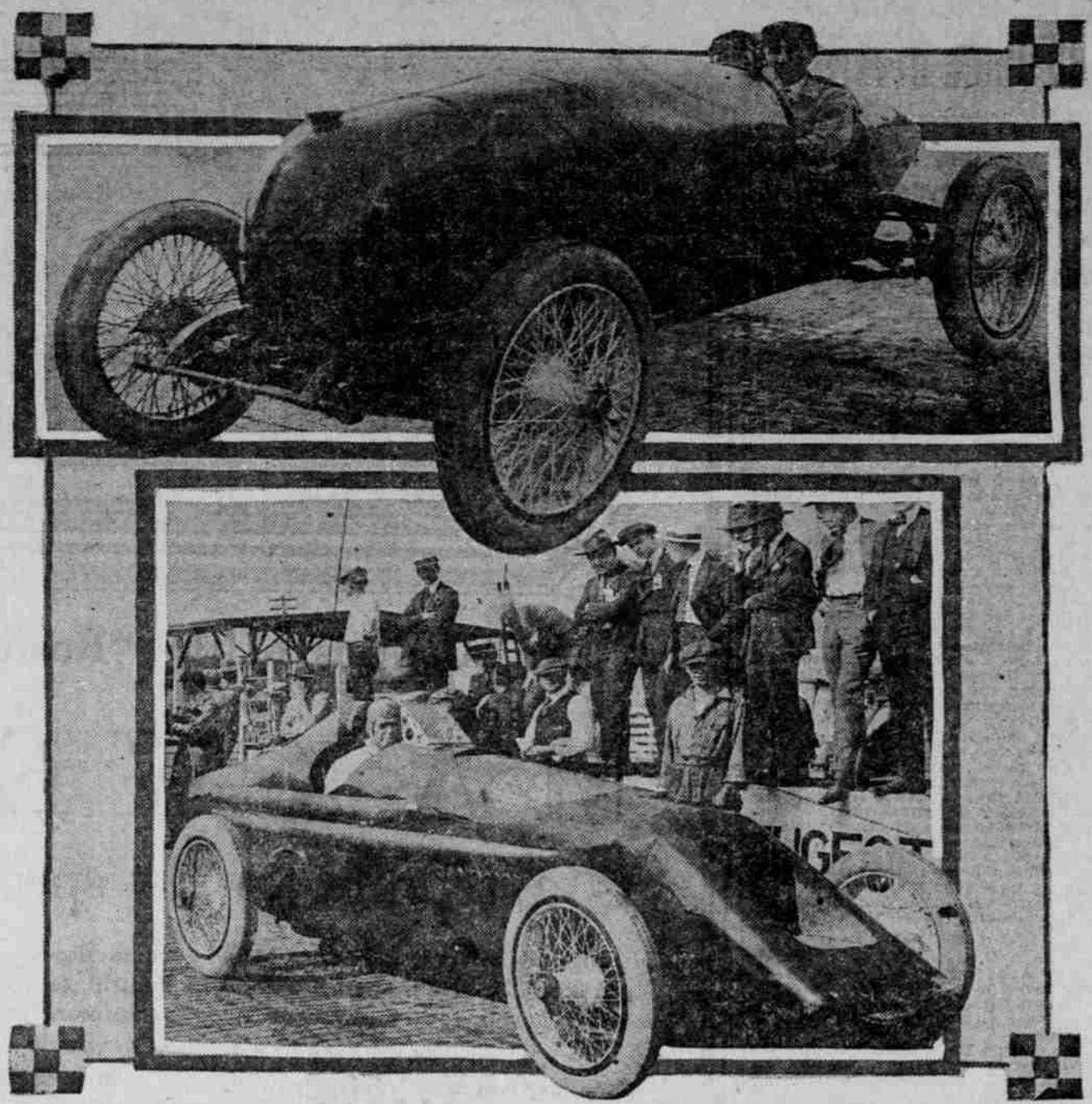
"A statement that the federal reserve banks were refusing to accept automobile paper for discount from member banks gave rise to the belief this would soon force manufacturers to cut their prices to keep the industry active. In dealing with an official of the national automobile chamber of commerce I was informed that this statement was not true. It was reported as coming from the governor of the federal reserve bank at Kansas City, but the governor denies that he made any such reference to automobile paper, his bulletin merely asking the banks to use care in all loans. As soon as the rumor reached officials of the national automobile chamber of commerce they got in conference with the governor of the federal reserve board at Washington and pointed out the disastrous effect any discrimination towards automobile paper would have on the whole industrial structure of the country. The federal reserve board was more or less inclined to look upon the automobile industry as nonessential, due to the fact that during the war when the government was rationing steel to producers of war equipment and manufacturers of commodities for public use, automobiles were placed on the nonessential list.

### Bankers Overlooked a Fact

"But the bankers overlooked the fact that there is a vast difference between conditions now and then. At that time automobile manufacturers were turning their factories into munitions plants, thereby providing employment for all the labor available. If any condition was brought about today that would force the closing of automobile plants it would result in the greatest panic ever experienced. Last year the automobile industry gave employment to 300,000 people and the turnover was close to \$2,000,000,000. It can be seen from this that even if automobiles were used solely for recreation purposes, any restriction in banking facilities to the industry would be attended by serious consequences.

"The manufacture of automobiles ranks second to the steel industry; its product is now a necessity to the farmer, business man and the public generally. The demand for automobiles no longer comes from a mere desire to ride in a motor car, but fundamentally from increased efficiency to the individual, and this is what has built the automotive industry to its present proportions. A desire for pleasure alone on the part of the public could never have created the immense demand for automobiles. Until the public slackens its demand no restrictions can be placed upon the production and sale of automobiles without having a serious effect on the

TWO OF THE FAMOUS AUTOMOBILE RACING DRIVERS WHO WILL START IN THE TACOMA SPEEDWAY RACES JULY 5.



Above is Joe Boyer and below is Tommy Milton, both of them among the best-known of racing stars. Both will be in the field of famous drivers starting in the Tacoma speedway races July 5. Boyer led the recent 500-mile race at Indianapolis for the first 250 miles. Milton has the record for the fastest mile traveled in an automobile by any man on earth. In a 10-cylinder Duesenberg he made a record of 156.04 miles on the beach at Daytona, Fla., breaking the previous record held by Ralph DePalma. The two cars in the illustration have piston displacement of 182 inches and comply with the 1920 racing rules.

economic condition of the whole country."

Referring to the gasoline situation, Mr. Vogler, while asserting it is a serious handicap at present, does not look upon it as a cause for alarm in the future. He interviewed officials of several oil companies and authorities in the automotive industry.

### Keep City Clean, He Urges

The first leg of Mr. Vogler's trip east was by automobile. He led the Ad Men's caravan to Stockton and went east from there. Owing to congested railroad traffic he was forced to make several automobile trips, which afforded him an opportunity of comparing road developments in the east with the west. The comparison, he says, is all in favor of the west, for nowhere did he find as good roads as those in the west. For some unaccountable reason, except that nobody has time for anything but business, people in the east, generally speaking, do not take the same interest in local improvements and as a consequence their roads are suffering, he says.

Portland will get the biggest boost it ever received if the city is kept clean and visitors are treated courteously this week, Mr. Vogler says. Everywhere he went he found great interest in the convention and he says there will be a wonderful attendance. If we can just furnish the contrast with most eastern cities by keeping our streets clean and free from litter and treat the visitors right, he declares, we will make a lasting and favorable impression on them.

### MAXWELL IS EASY ON GAS

127 Miles Aberdeen to Seattle Is Made on 3 1/2 Mile Average.

ABERDEEN, Wash., June 19.—(Special)—Driving a distance of 127 miles to Seattle in four and one-half hours on an average of 3 1/2 miles to a gallon of gas, R. C. Cole of the McDougall-Cole company of this city, dealers in Franklin, Liberty and Maxwell cars, believes he has set a new Harbor gas mileage record. Cole did not change gears except when coming to a stop the entire distance.

The oil consumption for the trip averaged a quart to 250 miles. A Maxwell stock touring car was used.

### REMEDY FOR SAG IN FRAME

Best Way to Fit Truss Rod With Turnbuckle Under the Sag.

It is common to find car frames that sag in the middle, after a considerable period of service. Sometimes this condition produces difficulty in clutch shifting and other mechanical operations because the various parts have been twisted a little out of alignment. The proper way to cure a sagging frame is to fit a truss rod with a turnbuckle, under the sagging portion of the frame. If the car owner cannot carry out the repair himself, any machine shop or garage can do the work.

## SPARE TIRE AN ASSET

ATTENTION PAID TO EXTRA BIT OF EQUIPMENT PAYS.

Emergency May Necessitate Use of New Road Gear When Not in Condition.

"It doesn't pay to be sparing in attention to that spare tire on the rear of your car," says H. A. Githens, general manager of the Federal Tire company of Cudahy, Wis.

"If the average motorist would remember that air leaks out of that spare tire in almost the same proportion as it does out of the tire on the wheel, he would save himself a world of trouble. It is mighty aggravating to get out in the country and find that spare tire in a squishy condition and your air pump missing or out of repair.

"Air stations are numerous enough so that there is no excuse for such an experience. Keep that spare tire inflated. It represents a very considerable investment and you don't collect on that investment unless the spare is given the same attention as the tire that is in actual use.

"It is important, also, that the spare tire be securely fastened in its holder. Tires loosely held have been known to be practically ruined through undue wear at one point or another. Proper inflation will have tendency to overcome this evil. Remember, also, that tires deteriorate with age and exposure to the elements. Protracted service as a spare cuts down the mileage of that tire. Give the spare some service. Don't let it 'go dead' on the back of your car until it has lost much of its mileage. Also cover the tire and protect it, insofar as possible, from the weather."

## AUTO HURDLES 65 FEET

SENSATIONAL JUMP ACROSS STREAM IS FILMED.

Stream 27 Feet Wide Is Leaped at Height of About 14 Feet. Car Bucks Like Broncho.

One of the most spectacular feats ever performed by a motor car was filmed recently near Elgin, Ill., when, as a result of a wager, C. S. Rieman, president of the Elgin Motor Car corporation, caused an Elgin six, running at almost a mile a minute, to jump a stream 27 feet wide.

The car not only hurdled across the stream at a point about 14 feet above the water, but covered a distance of about 65 feet from the point where

it left the ground to the landing place on the opposite side.

Ever the seasoned moving picture men held their breath as the car approached the dangerous gap at such high speed, with certain death staring the driver in the face if he failed to jump the entire distance, but the sturdy car—a stock Elgin six—made the leap for life safely and after a series of bounces that reminded the spectators of a bucking bronco, came safely to a stop. Notwithstanding the tremendous shock of almost a ton and a half of weight striking the ground at express train speed, there was no breakage of any part of the car, which was afterward driven back to Elgin, where the Elgin factory is located.

Mr. Rieman claims that the Elgin six is the "world's champion jumper" and that such tests are often made at the factory in order to demonstrate the durability of the car.

## TWELVE AUTOS MISSING

HERE'S POLICE LISTING OF STOLEN CARS.

Auto Theft Season Now Nearing Its Height, but Auto Theft Department on Job.

For three successive weeks the number of motor cars stolen and not recovered in Portland has remained at an even dozen. The list, however, has changed somewhat each week, several of the cars on previous lists having been recovered through the work of the new auto theft department of the Portland police bureau.

"This is the season of the year when automobile thieves get in their worst work, and the fact that more cars are not missing may be attributed in large part to the work done by the bureau.

The following cars are listed as stolen and not yet recovered by Lieutenant Harvey Thatcher, in charge of the auto theft department, who requests that persons gaining track of any of these cars notify him at police headquarters:

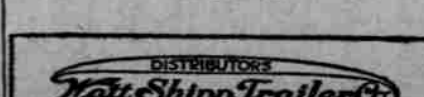
- Buick, 1917 touring, Oregon license No. 25120, motor No. C2318, black.
- Chevrolet, 1919 touring, Oregon license No. 78244, motor No. C53915, black.
- Chandler, 1918 touring, Oregon license No. 82149, motor No. 54570, blue-black body.
- Dodge, 1916 roadster, Oregon license No. 47641, motor No. 146172.
- Dodge, 1918 touring, Oregon license No. 81678, motor No. 39905, black.
- Dodge, 1920 touring, Oregon license No. 82998, motor No. 509486, black.
- Ford, 1914 touring, Oregon license No. 73752, motor No. 121717, black.
- Ford, 1919 roadster, Oregon license No. 15137, motor No. 2315614, black.
- Ford, 1919 touring, Oregon license No. 20146, motor No. 3042798, black.
- Maxwell, 1918, license number missing, motor No. 227941.
- Overland, 1917 touring, Oregon license No. 47765, motor No. 21670.
- Harley-Davidson, 1919 motorcycle.

## Closing Out Sale Trailers

2 and 4-Wheel Models 750 to 1500 capacity Camping and Commercial

## Trailers

Write for prices NOW Our stock will not last long



Willard Service Station NINTH AND EVERETT, EAST BURNSIDE AND SEVENTEENTH.

America's First Cord Tire

GOODRICH SILVERTOWN CORD

The more miles you ride on a Goodrich Silvertown Cord tire the greater your wonder grows that so many more miles of service are still left.

# Goodrich Tires

Best in the Long Run

The B. F. Goodrich Rubber Company, Akron, Ohio Adjustment Basis: Silvertown Cords, 8000 Miles; Fabric Tires, 6000 Miles

Oregon license No. H 65, motor No. L 19 A 22401.  
Recovered since last bulletin:  
Chandler, 1920 roadster, Oregon license No. 71297, motor No. 68570.

### Radiator Leaks.

One cause of leaks in the radiator is that the vents in the filling caps and overflows become choked, with the result that steam accumulates in the radiator and the pressure, seeking an outlet, forces an opening at the weakest point. A little attention to the vent will remove the cause of the trouble.

### Our Repair Policy

Recharging, repairs, testing—these are part of our service. We have the training and equipment to do this work well, at the least price consistent with good work.

Cheap work isn't cheap at any price and would only lose us customers.

But we regard this service as a part of our obligation to make Willard Batteries last as long as possible at least expense.

Another of our obligations is to distribute for Willard a battery that will last longer and doesn't need so many repairs—the Willard Battery with Threaded Rubber Insulation.

It gives longer life with fewer troubles, just as a Cord tire does.

Drop in and let us tell you its remarkable performance record after over four years of service.



Willard Service Station NINTH AND EVERETT, EAST BURNSIDE AND SEVENTEENTH.

# Velie

## PERFORMANCE

VELIE charm and beauty and snap have won for Model 48 a national reputation as the Authoritative Style. The season has shown again, as in other years, that Velie Style is matched by Velie performance. The Velie takes the grades and all other hard going with sureness and ease that give you a new experience of motor capability.

Every detail of construction and equipment is far better than expected in a car of the Velie price. Combined with all these advantages is the saving and satisfaction due to the Velie's internally heated vaporizer developing full power from low grade fuel. Six models, open and closed. Let us demonstrate for you.

D. C. WARREN MOTOR CAR CO. DISTRIBUTORS 58-60 N. 23d Street

VELIE MOTORS CORPORATION, Moline, Illinois

Model 48

## TRUCK MADE HERE ADDED TO COAL COMPANY'S FLEET.

Diamond Coal Co.

This 2 1/2-ton Karavan truck, recently delivered by E. D. Van Dersal to the Diamond Coal company, is equipped with Sewell cushion wheels. The manufacture of Karavan trucks is a new Portland industry, the Karavan factory being at the Mease-Martin Iron Works on the east side. Mr. Van Dersal is president of the Karavan company.