

AUTOMOBILE MAN IS REAL OPTIMIST
F. W. Vogler of Northwest Auto Company Returns From Trip East

There was recently printed in the daily press an interview with Mr. F. W. Vogler, president of the Northwest Auto company, of Portland, who had just returned from an eastern trip. This interview was most optimistic in its tone as to business conditions throughout the east and it expressed a firm belief that the west would share with the east in the increased prosperity caused by abundant crops and the extraordinary demand for many of our products.

Mr. Vogler was particularly impressed by the favorable attitude of eastern bankers toward the automobile business which has now become one of the leading permanent industries of the country—indeed, one of the great banks in New York City has been running a series of advertisements in the New York papers calling attention to the fact that the automobile has become a great public utility, making the prediction that with good crops this fall, every expectation of the automobile manufacturer as to increased sales will be fulfilled and expressing the desire to see every farmer, merchant and professional man in possession of a car, first, for his use in his industry, and second, for his pleasure.

Mr. Vogler in commenting upon this, says: "It has been humorously suggested that a large percentage of automobiles is sold to the farmer, who, while previously a good savings bank customer, now becomes a customer of the man who sells gasoline and makes repairs. The real truth is that the automobile has long since ceased to be merely an expensive luxury and is now an economic necessity as well to the farmer as to the department store or in any occupation where expedition or economy can make its use valuable."

"By means of the automobile the outlying country is being brought closer to the big cities and the values thus created more than offset any ordinary expense which the owners of automobiles may incur either in the way of daily upkeep, depreciation or wear and tear. What is gathered from the ground and capitalized certainly reflects the general prosperity of the entire community, and though it goes into automobiles, graphophones and pianos really puts into circulation new wealth and the country benefits in consequence."

"The production of automobiles in 1914 amounting to 435,000 cars will compare with probably 525,000 cars in 1915, and the prospect of increase for 1916 over 1915, is even still larger. The anticipated reduction in profits per car will unquestionably be more than compensated for by the increased volume of business."

The Northwest Auto company of Portland, of which Mr. Vogler is the head, has contracted for 1,000 Reo cars for the coming year which is an increase over the number sold during the present year. Out of this 1,000 cars, orders have already been taken for 500 cars even before the announcement of the new prices. It is certain that orders will come thick and fast for the remainder of the allotment in Mr. Vogler's territory now that the new prices have been named.

Mr. Vogler speaks enthusiastically of the new Reo and in every statement he is squarely backed by the factory. In talking over the new models, Mr. Vogler says: "The public who is acquainted with the rigid Reo standards of excellence in materials and manufacture, as well as the Reo integrity in selling, will be surprised at the new Reo prices, which it must be universally conceded are the greatest values ever offered in automobiles. As a matter of fact it wasn't necessary, in order to sell Reos, either to make them any better or sell them any lower, but it was possible to do it, therefore it has been done. The great buying public wants a car at a popular

price and Reo dealers the country over have agreed to sell Reo cars on a small or margin of profit than obtain with other cars. Therefore, the factory has set a price that has caused a sensation in the selling of automobiles."

The new Reos have not been reduced in weight on account of the reduction in cost. Reo cars are light cars, but the same high quality and the same amount of materials are put into the cars as formerly.

Another reason for the lower cost of the Reo is the high degree of efficiency obtained by retaining the same manufacturing and executive personnel of the factory and the further fact that the Reo models have long since passed the experimental stage.

Mr. Vogler would be glad to increase his factory quota of Reo if it were possible to obtain them for the demand for this remarkable car is so great that the buyer who secures one may consider himself indeed fortunate.

RIDES A WEEK IN A NON-STOP MAXWELL AUTO

Sensational Feat by U. S. Bergh, Fresno, Cal., Newspaper Man—Crowd at Finish Applauds "Wonder Car" and "Wonder Observer" Too.

Fresno, Cal., Sept. 11.—The feat of S. U. Bergh, a Fresno newspaper man, in occupying almost continuously for a week, a seat as observer in a Maxwell "stunt" car, is put forward as a bold bid for a world's record and a prominent berth in history's hall of fame.

The car was the first of the new model shipped from Detroit to the manufacturer's representative in Fresno. In order to give the general public and the members of his selling organization in adjoining territory a view of the car, the dealer determined to put it on the road. To demonstrate the sturdy quality of the car, the hood was locked and sealed, and the run made a non-stop affair, under observation. The Fresno Herald assumed charge of the trial and assigned Mr. Bergh, a member of its staff, to see to it that the motor should neither be stopped nor touched for repair or adjustment.

Mr. Bergh fortified himself for the week by a good sleep and slid into his seat at the appointed moment—Saturday at noon. For all day Sunday and until Monday night he asked for no relief. The Maxwell traveled continuously. On Monday night he was relieved for a few hours by a newspaper friend, it being expressly stipulated that no supplies were to be installed during Bergh's absence.

Back on the job, Bergh stuck out for 24 hours more. Now and then he would catch a few moments rest but invariably a stop would find him wide awake, ready to check any installation of supplies and keeping an eagle eye on the odometer. Most of his meals were eaten, with the crew, in the car and while traveling the roads of Tulare and Kings counties.

On Wednesday Bergh's employer offered him relief from the remainder of the trip but the observer's heart was in his work.

"I'm feeling fine," he declared. "I'm having the ride of a lifetime. Give up this seat? Not on your life! I'm going to be the first man in the world to ride a week in an automobile."

And so the run proceeded to its end. The car made repeated visits to Visalia, Porterville, Hanford and other neighboring cities. Day and night over rough roads and over smooth-city pavements and country lanes, the Maxwell glided tireless and buoyant. Drivers were changed every four hours but Bergh rode on and on lolling at ease in the deep cushions.

As the end of the week drew nearer, interest in the combined feat of the non-stop "Wonder Car" and the non-sleep "Wonder Observer" steadily grew. To inform the various newspapers along the route, Bergh secured a portable typewriter on which he wrote bulletins of mileage and supply consumption.

A big crowd saw the end of the run and cheered car and Bergh to the echo. Bergh took the final readings, denoting that the car had run over 2,000 miles, averaging better than 26 miles to the gallon of gasoline, and went over to the Herald office to turn in his story. He then bathed, ate a square meal and went to bed, complaining gently that the mattress seemed a bit hard when compared to automobile up-



Here Are the New REO Models and the New REO Prices
Look at the Cars, Consider the Values, and When Your Astonishment Has Somewhat Abated, Read Carefully the Explanations of How These Sensational Prices Were Made Possible

SPECIFICATIONS

New Reo the Fifth, \$875.

Wheel Base—115 inches.

Springs—Front—Semi-elliptic—38" x 2" with 7 leaves. Rear—three-quarter elliptic. Lower section—44 1/2" x 2" with 7 leaves; upper section 22 1/2" x 2" with 7 leaves.

Front Axle—I-beam, drop forged, with Timken roller bearing spindles.

Rear Axle—Tubular—semi-floating, Timken roller bearings at differential—Hyatt High Duty roller bearings at wheels, pinion integral with stub shaft—two universal joints in propeller shaft.

Tires—34" x 4" front and rear. Non-skid on rear.

Motor—Vertical, four-cylinder, cast in pairs, modified L type with integral head, with inlet valve in head. Valves mechanically operated and protected.

Cylinder Dimensions—4 1/2" x 4 1/2"

Horsepower—35.

Cooling System—Water jackets and tubular radiator, cellular pattern.

Lubrication—Automatic force feed by plunger pump with return system.

Carburetor—Automatic, heated by hot air and hot water.

Ignition—Combined generator and magneto, driven through timing gears with 100 ampere hour storage battery.

Starter—Electric, separate unit, six volt, connected to transmission.

Transmission—Selective swinging type with single rod center control.

Clutch—Multiple dry disc, faced with asbestos with positive instant release.

Brakes—Two on each rear wheel, one internal, one external, 14" diameter drums—service brake interconnected with clutch pedal.

Steering—Gear and sector with 18" steering wheel.

Control—Left-hand drive, center control—spark and throttle on steering wheel with foot accelerator.

Positive—Thief-proof locking device.

Fenders—Drawn sheet steel of latest oval type—shield between running boards and body—close fitting, quick detachable under pan—aluminum bound, linoleum covered running boards.

Gasoline Capacity—16 gallons.

Body—Five-passenger—streamline touring car type with extra wide full "U" doors, front and rear. Genuine leather upholstery. Deep cushions and backs.

Finish—Body, Golden Olive, running gear, black; equipment nickel trimmed.

Equipment—Fully electric lighted throughout; improved 5-bow, one-man mohair top with full side curtains; mohair slip cover; clear-vision, rain-vision, ventilating windshield; speedometer; electric horn; extra rim with improved tire brackets; pump; jack; complete tool and tire outfit; foot and robe rails.

Price—\$875, f. o. b. Lansing, Mich.

WE FEEL WE MUST EXPLAIN to our more intelligent readers why and how it is possible to place such cars in your hands at such unheard of prices.

FOR WITHOUT THAT EXPLANATION without reasons so logical they must satisfy you—you could not accept these values as genuine.

OF COURSE THE PRICE, ALONE would not astonish—might not even interest you. For mere price taken by itself, indicates nothing to the intelligent buyer.

BESIDES YOU'VE BEEN SURFEITED with announcements of "big cars at little prices"—this year more than ever before.

MOST MAKERS SEEM TO HAVE lost their heads in the fierce battle of price competition. As a result you've seen price reductions that we think must have indicated to your mind clearly one of two things—either that the value was not there last season or couldn't be this.

SO MERE PRICE—EVEN THESE sensational new Reo prices—would interest you only mildly if at all.

BUT KNOWING AS YOU DO, REO standards of excellence in materials and manufacture; knowing as you do the Reo reputation for making only cars of sterling quality; knowing and estimating as you will, Reo integrity in selling as well as in making, you must marvel at these prices.

FOR TAKEN WITH THE QUALITY of these two famous Reo models, these prices represent, we verily believe, the greatest values ever offered in an automobile.

BOTH REO MODELS—the Reo Fifth, "The Incomparable Four," and the Reo Six—have long since passed the experimental stage. Both have been tried and proven—and not by factory testers, but by thousands and tens of thousands of owners, and in every land.

IT WASN'T NECESSARY either to improve the quality or to reduce the price—except that it is and always has been the Reo desire to give Reo buyers greater value than could be obtained elsewhere and just as much more as our greater experience and superior facilities could give.

BUT IT WAS POSSIBLE—and that was sufficient.

A COMBINATION OF FACTORS—and conditions that are, we believe, unique with Reo, made these prices for these quality cars possible.

NO, PRICES OF MATERIALS had nothing to do with it—prices of no important materials are lower, while prices of many are higher now than a year ago.

ONLY WAY COST OF MATERIALS in a car can be reduced this year is by reducing quality of materials—using inferior or substitutes.

YES, THERE IS ANOTHER WAY—the simple expedient of reducing the amount of materials. In other words, reducing the weight of the car.

FOR IT IS A FACT THAT YOU CAN reduce the cost of an automobile twenty-five percent by simply cutting the weight down that much. Some do—to the danger point we believe.

REO CARS ARE LIGHT CARS—but not light to the point of flimsiness. They are as light as may be without sacrifice of safety or durability.

SO THAT EXPEDIENT of cutting down the amount of materials that go into the car was not to be thought of, any more than was the other of using materials of inferior quality or substitution.

IN THE MAKING OF REOS this year we are using—not better because they are not to be had—but the same quality of materials as formerly. So that isn't the reason for the lower price.

COST OF MAKING, IS HOWEVER somewhat less thanks to the fact that in many ways we have been able to reach a still higher degree of efficiency.

ONE BIG ITEM IN COST REDUCTION of these two models was the fact that both had passed the experimental stage.

IT TAKES AT LEAST THREE YEARS to perfect any new automobile model.

ANYWAY IT TAKES THAT LONG to get a car to the point of perfection where we are willing to offer it to Reo buyers and back it with the Reo guarantee.

THE MOST IMPORTANT factor in the reduction of manufacturing cost and at the same time the making of a better product, was to be found in Reo itself.

NEVER SINCE THE DAY REO WAS incorporated has there been a single change in the personnel of the executive organization.

THE SAME PRESIDENT presides who occupied the chair at the first meeting of the Reo.

THE SAME GENERAL MANAGER directs; the same engineer designs; the same expert handles the funds; the same purchasing agent buys; the same factory superintendent oversees; and finally, the same men direct the sales, who have handled these important departments since the first Reo was designed and made and sold.

ALL WE'VE LEARNED WE'VE KEPT right in the Reo organization.

AND IN THE FACTORY—do you know there are scores of men in the Reo factories today working on these latest Reo models who worked on the very first Reo? Hundreds who have been here six to ten years.

SO THERE AGAIN WE CAN SAY "All we've learned we've kept." Every man has become a specialist—is an expert—at his particular task.

REO DEALERS ARE RESPONSIBLE—however, the credit is theirs—for the biggest item. For, but for the unprecedented action and the hearty co-operation of hundreds of Reo Distributors we could not have placed these cars in your hands at these prices.

LIKE THE FACTORY ORGANIZATION the Reo Dealer Organization has been with us from the first. Many of the principal Reo dealers have sold Reos exclusively ever since the first Reo was made.

WELL, THIS SEASON WE WERE confronted with a problem—price competition to an extent greater than ever before.

OUR DEALERS INSISTED that, even though fortified with Reo quality and prestige, still they could not wholly ignore price competition.

WE CONTENDED that price did not matter, that it fooled no one—or at most only a small percentage of buyers and they not the most desirable.

WE SHOWED THEM that the cost of making Reos could not be materially lessened without reducing the quality—and our plan was to improve the quality wherever and whenever possible.

WHY, WE REO FOLK wouldn't want to be in business if we couldn't feel we could make better cars this year than last; next year than that.

WE SET OUR OWN STANDARDS and will always ignore those of others—at least when they trend downward.

BUT THEY PROTESTED that the average buyer saw only the price tag. That while he saw the reduction in price, he did not notice the reduction in quality—in value. So they wanted a competitive price on Reos as well as Reo quality in the product.

THERE WAS ONLY ONE WAY it could be done—that was if the dealers would agree to handle Reo cars on a smaller margin of profit than is the rule with other cars. We told them if they would agree to that we could set a price on Reo cars that would create a genuine sensation.

AND THEY AGREED! It is an unprecedented action we believe. And that the hundreds of Reo Distributors assented to the plan was due to another unique condition—namely, the extremely low cost of selling and of giving service on Reo cars.

A CANYASS SHOWED this remarkable fact: That the average cost of the dealer's guarantee on a Reo car—the cost of keeping it in perfect running order and its buyer thoroughly satisfied—was less than six dollars per car per year!

JUST COMPARE THAT with the cost of maintaining some makes of cars!

WHY, ONE OF OUR DEALERS who handled two other lines last season—but who says, most emphatically, he will handle Reos exclusively hereafter—tells us that the average cost to him per car on one of those lines was \$60 and on the other \$49—while Reo averaged in his case \$4.75 per car per year!

AND THAT WASN'T ALL. The factor that Reo Distributors consider most important is the customer—satisfied or the reverse. For you must know that though that dealer spent \$60 to keep a certain car running he still could not keep the man to whom he had sold that car satisfied—not even by taking it back and standing the full loss itself.

HE COULD NOT REIMBURSE him in dollars for the delays, the disappointments and the aggravations he had suffered.

SO REOS WILL BE SOLD in the future on a lesser margin from the dealer to user (and factory margin has always been as close as was safe) than any other automobile in the same class or of higher price.

AND YOU AS A REO BUYER get the full benefit.

Reo Motor Car Company, Lansing, Mich., U. S. A.

NORTHWEST AUTO CO., Inc.
Distributors for Oregon, Washington and Idaho

Anderson & Son

Great Western Garage Salem, Oregon

Motorcycle and Bicycle Repairing

We repair all makes of machines, all work done by skilled repairmen, best work and the lowest prices. Give us a trial and you will be convinced.

Agents for Excelsior and Dayton Motorcycles; Savage and Iver Johnson Bicycles—A high grade bicycle for the same money you pay for cheaper grades.

Morse & Ramsden

221 S. High Street. Phone 1687

THE BLACKSMITH OF THE TWENTIETH CENTURY

Let us take you back to your boyhood days and stand with you in the old-fashioned blacksmith shop, "under the spreading chestnut tree."

The "village blacksmith," too, was a forger, but instead of using a steam hammer operated by an engine as strong as a locomotive, his fashioning strokes were made with a hand hammer. He had to guess at the heat of his forge. He had to determine the "treatment" by the color of the heated metal, or by some other trick of the trade of which he was supposed to be a master.

Today, in the drop-forging shops of the Studebaker factories, engineers know to a degree, by electrical apparatus, just exactly how hot the steel is before they chop it with the hammer. They know, exactly, to an ounce, the pressure that a hammer weighing tons will exert upon the surface of a piece of

JEFFERSON MILLS START UP.

After several months work by expert mechanics the Jefferson flouring mills started up Thursday. Thousands of dollars worth of the latest improved machinery has been added and this mill is now one of the most up to date in the valley. No mill can turn out a better flour than ours. The enterprising spirit which caused the company to spend a large sum in order that their patrons could be given the very best in that line should be appreciated by our people.—Review.

If it's for sale, a Journal Want Ad will sell it.

DOUBLE WEDDING FOLK.

Four young people, living in the Salt Creek and Buel neighborhoods, stole away to Vancouver, Washington, last Thursday, September 23, and a double wedding was the result. The first intimation their friends in Polk county had of the affair was when the Portland papers the next day printed the list of marriage licenses issued at Vancouver the day before. The parties to this little romance were Peter G. Kittleson and Miss Anna O. Schulson, and Joseph Ray Higway and Miss Nora E. Kittleson. As the names would indicate, two of this wedding party are brother and sister. They are son and daughter of Mr. and Mrs. Ole Kittleson, residing at the top of Butler hill. Peter's bride, the former Miss Schulson, is a daughter of Henry Schulson, one of the prosperous Salt Creek farmers, while Nora's husband is a son of J. W. Higway of Buel.—Dallas Itemizer.