

BOISE, IDAHO, SUNDAY, OCTOBER 19, 1919

DELIVERY SITUATION MUCH IMPROVED

SAY BOISE DEALERS; EVERY FIRM HAS SOME CARS; PRICE ADVANCE PREDICTED

Serious Car Shortage of Last Several Months Is Relieved, Temporarily at Least—Purchasers Who Intended Waiting Till Next Spring Advised That Present Condition May Not Contine and That Prices May Raise.

The car shortage which has made it practically impossible for dealers to make automobile deliveries within any reasonable time at all, has been relieved. The relief may be but a temporary one, and the improved conditions may be only local, or Boise may be especially favored just at present. But the fact remains that local distributors can now assure purchasers that they have their cars in a short time, and in many instances at once.

Whenever this is the case it is time for the prospective purchaser to make his decision and seize time by the forelock, if he wants the use of his new acquisition "in the present now." For motor cars do not slump in price whenever production, or distribution, rather, catches up for the time being with demand. On the other hand, at the present high scale of prices generally, and in the face of labor and material conditions admitted to be precarious the country over, it is certain that advances will be expected.

INQUIRIES DAILY. Both these points were touched upon by E. G. King of the King Motor company, in speaking about the fall and winter prospects of the trade. He believes prospects are better for sales in the next few weeks, at any rate, than they have been for months, because practically every local dealer now has stock in his show rooms for the buyer to see.

"For a long while this season, which was a hummer," said Mr. King, "it was almost impossible to get cars and trucks. We simply sold what we could get, and the public begged for more. It became known that deliveries were next to impossible and so the impression stayed even after the condition was relieved.

"It has been relieved, and nearly every dealer has a car or two he could deliver at once. But every day we are asked when we might hope to get a shipment. So recently was there a local famine, and so little has been said about the change in this condition, that I have no doubt many prospective purchasers have simply decided it is out of the question to get a car before spring and so are putting it off until that time.

MAY RAISE 15 PER CENT. "But just now, it seems to me, is the right time for the user to get his 1920 car. He can see the very machine and try it and take it home when he wants it. If he waits till spring, perhaps he can get it when he wants it, perhaps not. And there is a probability, a certainty in my own mind, that prices are bound to advance 10 or 15 per cent before next spring. It may be even more than that."

These suggestions have been repeated and endorsed by many other Boise distributors of motor cars and trucks. The opinion is not unanimous, but nearly enough so to be stated as the facts. The delivery problem is not as acute as it was two or three weeks ago, and the present is a good time to buy.

"The situation has eased up, and we are mighty glad of it," says C. R.

DETROIT HAS GROWN AWAY FROM ITSELF

Average Doubles in Last Four Years and Still Increases—Working Population Makes Housing Problem Acute.

Detroit has grown away from its natives. It has become a melting pot. Whereas it used to be called the City of Canrades, it is now a City of Strangers, and the automobile business has done it.

Publishers of the yet unmarked directory estimated the present population the other day at more than 1,000,000. In 1918 the population was 888,659, and in 1910 it was 465,768. The population in 1900 was 285,294.

The automobile industry took complete control (it started in 1899) and with it came mechanics from every section of the globe. Detroit's average in 1918 stood at 26,726.4, in 1918 it reached 51,761.50, and recent prediction placed it at 100,000 in another year.

The Ford plant alone covers 50 acres and still is growing. More than 50,000 men and women are employed. Fully 40,000 new workers came to the city in the last year, officials estimated.

With this extraordinary growth has come a housing problem city officials find hard to solve. Rent, it is estimated, has increased 100 per cent, as have food and clothing. Hundreds lived in tents and hastily constructed garages this summer, and hundreds more made temporary homes in one and two-room apartments. Hundreds of families live apart—the husband here, wives and children elsewhere—because homes were not available, reports to the Home-seekers' association show.

Detroit now is a city of workers. Well-paid mechanics with steadily increased wages are able to pay high rents, real estate men say.

A visit to the several downtown parks any evening will find many men and women seated on the benches alone, reading. Ninety per cent of them are reading want ads in the newspapers; 75 per cent have turned to the "houses, rooms for rent and apartments" section. A few only are looking for work. Hour after hour these men and women sit without saying a word. They are all strangers. The moving picture shows a good business later in the evening.

Adelmann of Adelmann Bros. "For some time it has been a question with many dealers how they could stay in business. It doesn't help much to sell cars that are on the other side of the Rockies if you can't get them here. One dealer who sells our car down on the coast absolutely could not get a single car for 30 days. We thought we were going to be in the same boat. Yes, deliveries can be made now."

NOT SATISFIED. Grateful for the present improvement but still not satisfied, expresses the attitude of the Grebe Auto company. "We can deliver cars now. It's a true," said C. T. Grebe, "but not as many as we can sell. The situation looks a lot brighter than it did, but it might be a good deal better before salesman would complain." That goes, of course, for most of the local distributors.

"It's always best for a purchaser to order his car in advance," is the opinion of the head of Cranston & Co. "Always best for a buyer to have money to pay for his car in cash. The dealer doesn't want to have stock on hand too long, and would rather have too few than too many cars available for delivery. But it is a fact that deliveries can be made more promptly at present than for some months past."

ONE REAL OPTIMIST. W. H. Biggs of the Gordon Motor company is not only pleased at the way automobile can be sold and delivered now, but optimistic for the future. "Dealers and public can share their gratification over the present situation," he says. "It is good, and it is going to be better. We believe everybody is better satisfied when cars can be delivered from stock, and it looks as though that ought to be possible now for some time. It may be good business to talk shortage all the time, but we don't see it that way. I believe there are two or three makes of cars which really are short just now in the local market, but as a general thing we have simply decided our firm has cars to show, to sell and to deliver. And of course, there is no time like the present to get what one wants, if he wants what he wants when he wants it."

BRITISH MARKET IS SAFELY CONTROLLED BY AMERICAN CARS

No Tariff Short of Prohibitive Would Keep Them Out, Says English Manufacturer—More Value for Money.

American manufacturers have seized upon the automobile market of Great Britain and have things pretty much their own way, according to H. G. Burford, an English manufacturer of commercial vehicles, who is agent for passenger cars made in the United States. On his return to England from a recent trip to America, when he visited the manufacturing centers of the country, he was credited with the following statement:

"The present British tariff will not keep American cars out, and a tariff of 100 per cent wouldn't. The only thing that would save the British manufacturer would be total prohibition, and that is unthinkable. In fact, I believe the present tariff will not last long. The labor party here is demanding radical free trade and they are bound to govern the country before long.

HUGE PRODUCTION WINS. "Of course, there will always be a market for the British luxury car, but I am convinced America cannot get a foothold in an ordinary everyday car for the plain man.

"America, by reason of her immense home market, and therefore her capacity for quantity production is able to turn out cars in immense quantities at the lowest possible cost—in fact, at 50 per cent of the English cost. She has cars to swarm the market. For instance, I understand her production this year will be 2,000,000 cars.

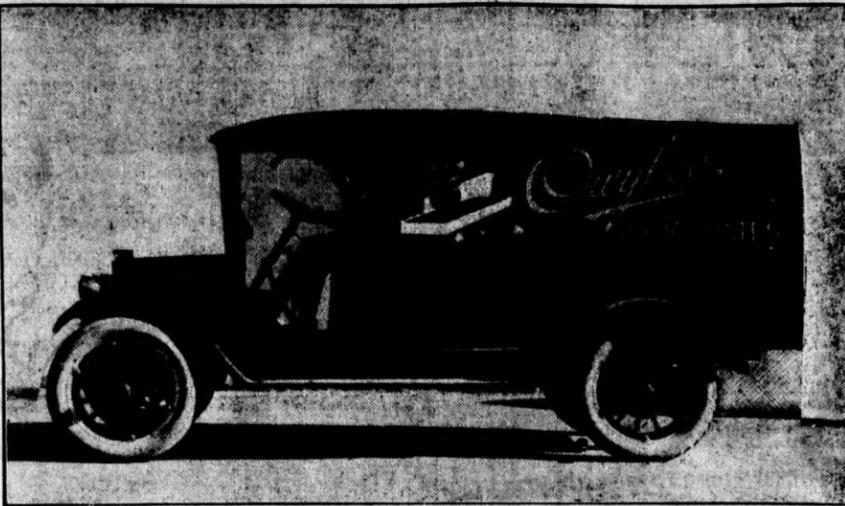
"It is said America will absorb all these, but suppose American manufacturers set aside only five per cent for England, what happens? England's capacity for absorption is estimated at 80,000 to 70,000 a year. That simply means the American car will wipe out the market, for no one can say today that the American car is not a better value for the money than the best English car.

ENGLISH TOO CONSERVATIVE. "It is all the English manufacturer's own fault. Instead of going for quantity production, quick sales, and small profits, he is out for the smallest possible production and the highest possible profit.

"It is not the workman's fault. The British workman is as good as any, if well paid and decently treated. If the employers had all gone out for big production at the lowest price after the armistice and concentrated on export they could have held their own.

"Now they have sacrificed their opportunity and America has the motor trade of the world in her hands."

IDAHO CANDY COMPANY'S BEAUTIFUL NEW OLDSMOBILE DELIVERY CAR PURCHASED FROM KING MOTOR COMPANY



Another of Boise's large concerns adopts Oldsmobile Economy Truck for hauling and delivery purposes. The above truck, with special panel body beautifully lettered and finished, instantly indicates the progressiveness of its owners. After careful consideration, the Olds Truck seemed best suited to their requirements on account of its large pneumatic tires, ample power with gasoline economy, and electrical lighting and starting system.

DESPITE UNIFORMLY HIGH STANDARDS IN CAR BUILDING MODERN PURCHASER SHOULD INQUIRE FURTHER THAN PRICE

Trend Among Auto Buyers Seems to Be Toward Body Styles, Comforts and Conveniences—Most Machines of Today Represent Good Principles, but Actual Performance and Service Are Still Best Standards.

Men closely connected with the manufacture and distribution of motor cars have noticed a peculiar trend during the last year or so. This has been a change in the buying public's attitude toward automobiles in general, says the Portland Oregonian.

People who use motor cars seem to have come to the idea that their choice should almost begin and end with things like the body of styles, the upholstery and the various items which contribute to the comfort and convenience.

They seem to forget that the one really big factor which has to do with their comfort and convenience is the chassis, and that if a chassis is right they are sure to get the greatest usefulness from their cars at the lowest cost.

DEVELOPMENT STAGE. In all justice it should be said that motor car buyers are not wholly to blame for this attitude; it doubtless has come upon others unconsciously. The progress and development of the automobile may be said to be responsible. In the earlier days of the motor car, when it was in a more or less experimental stage, men bought no car until they were convinced by their own investigation or otherwise that it was about the most dependable to be had within their means.

But that period of uncertainty, if you please, was of short duration. The motor car made long strides into a state of development which had dependability for its watchword—which, of course, was exactly as it should be. Fundamental principles were found, and they are fundamental today.

There was argument as to the number of cylinders, the kind of clutches, the best oiling systems and so on. Each manufacturer, perforce, settled these matters according to his own designs and cars which were reliable and gave good service.

MACHINERY LAST THOUGHT. The buying public was quick to sense this. One car appeared to be about as good as another, so far as reliability was concerned.

The matter of buying a car largely became, first, a question of price, and after that a question of a number of other things. Last, consideration was given to the machinery.

In spite of the fact that motor cars today are generally dependable, economical in varying degrees, and so on, the other fact remains that the automobile is essentially a piece of machinery which, speaking by and large, is expected to stand more ill use and receive less care than any other expensively built machinery in the world.

Just as the chassis—the machinery—is the foundation of the owner's satisfaction, his comfort and his convenience. All three of them rest finally upon the service he gets from the machinery. Does that fall in a large way, or in a succession of annoying small ways, the owner gets no satisfaction, comfort or convenience.

NO TWO CARS ALIKE. It is true, of course, that the automobile has been perfected to a remarkable degree—if the word "perfected" can be used to describe something that probably can never be made fully 100 per cent perfect. But that does not of itself presuppose that all buying caution should be cast bodily to the winds. Working from identical designs and identical specifications, no manufacturer will produce engines that will render identical performance.

In buying a motor car it is still a good thing to study what is hidden away under the shiny hood and the car's reputation, it is still a good thing to take into account the manufacturer's reputation, it is still a good thing to make some study of the car's history and the opinion of the owners.

When the buyer has satisfied himself on this score—when he is convinced that the piece of machinery he is about to buy is the best he can get for his price, or for any price if

that is merely a detail—then it is time to look to other things.

People who buy motor cars should remember, for their own good, that a dashing body style, fine upholstery and a superlative finish are but small compensation for a piece of machinery which does not perform satisfactorily.

The motor car investment, primarily, should be an investment in machinery.

Virtually all the jade now mined comes from Burma, though New Zealand is a producer of some note. China takes nearly the entire output. In Burma the privilege of mining it has been held by the same Indian or Shan tribe for many generations. The method employed is the crudest. The Chinese prefer jade which is of a dark green color, free from all mottles, and jade of this grade is worth its weight in gold.

FEDERAL ROAD AID TO STATES PLACES VIRTUAL OBLIGATION UPON LATTER TO HELP COUNTIES IN BUILDING SYSTEM

President Jameson of American Automobile Association Declares it Unfair for Commonwealths to Sidestep Responsibility—Inter-county Highways on Lines of Important Travel Are First Consideration.

Washington, Oct. 18.—That Federal Aid funds should hereafter be expended only upon roads which are included in an inter-county system of main highways, is becoming a fixed policy in many states, despite the fact that the present road act does not require such use of the money.

Pennsylvania, Virginia, Ohio, Indiana, Illinois, Wyoming and Washington are states which recently have practically decided to confine their Federal money to roads that count in well defined state systems.

STATE SHOULD AID COUNTY. "If the national government is to continue the policy of appropriating federal funds to the 48 states for highway improvement a positive obligation should be placed upon the states to give aid to their county units," asserts President David Jameson of the American Automobile association, which organization devoted its country-wide energies to the passage of the Federal Aid Road act and urged such legislation at a time when it was far from popular.

"If it is the correct thing—and we believe that it is—for the wealthier and more settled states to give assistance through the federal treasury to the less populated and undeveloped parts of the country," argues Jameson, "this national co-operation carries with it an obligation to the state to function as a commonwealth in the form of inter-county roads built and maintained entirely at state expense."

TAX MONEY FOR UPKEEP. "While it has been found necessary in some states to employ automobile registration money in floating state bond issues, this should not be done except as a last resort, simply because there is need of yearly maintenance funds and these are best supplied by the registration and other taxes col-

lected from motor car owners. The total of this money for the whole country now exceeds \$50,000,000.

"Matching federal money with county money is an unfair acceptance of the Federal Aid Road act, which its sponsors expected would call for state dollars and an insistence on the part of the secretary of agriculture that such must be the case. When the time comes for a renewal of the road act and its partnership with the several states, the A. A. A. will contend that additional appropriations should be safeguarded by holding the joint money to the main inter-county highways. It is only on such a basis that more federal money can be justifiably taken from the national treasury. The help is from the nation to the states and in turn the states should aid the counties.

URGES TOWNSEND BILL. "And beyond this partnership there is the now logical demand for a federal system in charge of a federal commission, the general principles of which are embraced in the so-called Townsend bill, introduced in the senate by the new chairman of its Post-offices and Post Roads committee. It will be remembered that Senator Bankhead, the preceding chairman of this committee, was the prime mover in the passage of the Federal Aid Road act. It is our hope and expectation that congress, at its regular session, beginning in December next, will find early occasion to take up this meritorious measure, behind which are all national bodies that have to do with highways improvement."

For the first time in the history of Hongkong, China, and that part of the far East generally, some attempt to regulate the employment of women and children and to prevent overcrowding in factories is being made.

Advertisement for Columbia Storage Battery. Includes Form Adv. 519B, Guarantee No. 1965, and text: 'THE Columbia Storage Battery IS HEREBY GUARANTEED, when shipped from an authorized Service Station, as follows: To contain full number of plates specified in type number. To contain plates of full dimensions and thickness as published. To be free from inherent defects in workmanship and material. AT ANY TIME WITHIN ONE YEAR from date above: To be capable of developing at least 80 per cent of its original rated and catalogued Ampere hour capacity. Should said battery be returned to any authorized Columbia Storage Battery Service Station, and fall to fulfill the terms of this guarantee. WE HEREBY AGREE TO MAKE GOOD this guarantee at our own expense, either by restoring said battery to good operating condition and at least 50 per cent of its original Ampere hour capacity, or by replacing said battery with another battery with such capacity and in good operating condition. NATIONAL CARBON COMPANY, Inc. San Francisco, Cal.'

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