

COMING MOTOR CAR IS GOING TO HAVE SERVICE BUILT IN

Solution of Repair Problems Will Be Found in the Auto Itself—R. M. Ash Outlines Willys-Overland Ideal.

How to keep the car you drive out of the repair shop when you need it for the business trip or on the Saturdays and Sundays you planned to spend in the country with the family has long been an owner-worry.

That the real solution of the service problem will be found shortly in the construction of the motor car itself is the interesting prediction of R. M. Ash, sales manager for Willys-Overland here.

"The light weight popular car of tomorrow," says Mr. Ash, "will have its service built right into it. Today the purchaser of any car expects to undergo certain service adjustments, repairs and so forth after his car goes into use. Tomorrow he will ask that most of this sort of service be built into the car before he buys it."

SELECTION AND TESTING

"And this can be done with the careful selection of material and the right balancing of parts in a car of right design. Manufacturers who retain leadership will check these important details as never before. They will be certain that their car is right before the public passes judgment.

"Take, for example, the two years of tests made by the Willys-Overland company after the completion of its new car which will soon be on the market. Every detail was put through tests equal to the average life strain before it was approved for the car.

"Owners nowadays have very definite ideas about the qualities a car should have. You appreciate that fact when you watch prospects looking closely into the design of the car under consideration."

FROM THE GROUND UP

"To get actual light weight, which in wear," continued Mr. Ash, "nearly everyone knows that a car must be designed light weight. It can not merely be a heavier car shaved down in weight."

"Willys-Overland engineers approximate from the start that the light weight car to meet the requirements of comfort and economy must be a newly designed car from the ground up—new chassis, new body, new springs are the result. The new Overland is bound instantly to commend itself to the discriminating motor car buyer because it is actually a new type of car—a direct answer to the list of requirements every motorist has."

SIMPLE AS A DRAWING

"Service is built right into it. The chassis, for instance, is as simple as an outline drawing. There are only five units to assemble in the car and the feature of the new design (making a car more accessible and more easily get-at-able than any car I have yet seen) is the new cantilever spring suspension which introduces an absolutely new riding comfort and an entirely new protection for the car.

"These elements combine to keep the car in uninterrupted use, free from the usual garage and repair bills. We believe this car will help solve the service problem in the way I have indicated."

FLOAT TOO HEAVY.

In case your carburetor drips constantly and the float chamber is flooded, inspect the float and float valve for trouble. The float may be heavy through having soaked up a small quantity of gasoline.



On Time

A million workers make the trip to and from work a pleasure and recreation by riding a bicycle.

Do you? They live in the clean, quiet suburbs where living costs are less, and let their wheels save their car fare. They arrive on time.

Do you? They earn more money because the healthful exercise of riding enables them to do better work and more of it.

DO YOU? RIDE A BICYCLE

We have a fine selection of Bicycles on hand for men, women and children.

A Man's Bicycle... \$45.00 to \$62.00
A Woman's Bicycle... \$45.00 to \$52.50
A Girl's Bicycle... \$31.00 to \$38.50
A Boy's Bicycle... \$31.00 to \$45.00

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MOTOR BUSES, LONG ESTABLISHED ON STREETS OF EUROPEAN CITIES, TAKING PLACE OF NEW YORK TROLLEY LINES

Mayor Hylan of Metropolis Declares That Day of Surface Street Car Is Gone Forever—Suffering Broadway.

Broadway, New York, the costliest and best known street in the world, is to do away with its street cars and have motor buses exclusively for passenger carrying on the street surface. Mayor Hylan of New York City has declared that the day of the street surface car has gone forever. He favors the establishment of bus lines everywhere in the five boroughs and the complete eradication of the street car lines, tracks, traffic blocking by crowded cars, and everything associated with them.

New York was the last big city to abandon the ancient horse car line, but about the first to adopt the underground cable and trolley systems for surface cars.

ALWAYS TORN UP

The buildings, maintenance and constant repairs for these made the fortunes of many contractors and "the men higher up, and kept Broadway constantly torn up for years before the subway came to continue the noise and nuisance for a further dozen years.

Perhaps no street in existence has been torn up, put back again, excavated and rebuilt so many times over a period of 40 years, while business concerns patiently paid rent and taxes, and suffered, until the general migration uptown left whole sections of the great thoroughfare deserted and practically dead.

Magneto-equipped motor buses are running profitably in most of the big cities of Europe, notably London, and Paris, for 15 years. Their records of cost, miles and passenger carrying have proved them better in every way than the surface trolley cars and the savings in the cost of laying tracks, roadway, construction and repairs are enormous.

PUBLIC CLAMORS

Although trolley lines are still used in the suburbs and interurban service these also are giving way to the advance of the more popular motor bus, which in England, particularly before the war, made long trips into the country for hundreds of miles and journeyed in every direction.

The mayor was impressed by the reports and by the success and profitable growth of the Fifth Avenue motor buses of New York in the last thirteen years; by the clamor of the public for better service, and the demands of the Interborough subway, surface and elevated lines for increased fares.

"During the last five years the New York, Chinatown and Coney Island "sightseeing" cars, carrying about 50 passengers each, have steadily increased in numbers. These proved the possibilities of carrying ever increasing numbers of passengers through the crowded cars and byways of the great city and far into the country.

CITY TRUCKS WILL COME

The mayor further states that while he is not at the moment contemplating any city owned motor truck service for the markets, to help bring about reduced prices of food and closer touch between the farmer and public with the markets, it will undoubtedly become possible as soon as the new Hudson river tunnel for vehicle traffic is completed.

The entire street railway system of the state of New Jersey is controlled by the public service corporation of New Jersey, and they have, after repeatedly raising the fares, adopted a zone basis of fares. In some cases this means as much as 35 cents for a single fare—yet motor buses in New Jersey and elsewhere carry millions of passengers for 5 cent fares, and earn magnificent profits for their owners.

Porter is the first covering the motor express routes coming into New York City. Full data for each are being collected. This data will include such details as the tonnage carried, system of management, profits made, types of service rendered, and the relation of the territory covered. This same information will then be secured for every other section of the State.

BEHIND OTHER STATES IN THE UNION NEW YORK PLANS TO USE MOTOR MORE

Dr. Eugene H. Porter, New York State Commissioner of foods and markets, has started a survey of the existing rural motor truck express routes in New York state and the possibilities of extending this comparatively new means of transportation for the marketing of farm products, in his opinion a very large saving in the cost of transportation and distribution of foodstuffs can be effected by the establishment of motor truck routes to bring food directly from the farm to the market place of the city. A great amount of waste, resulting from delay and unnecessary handling, can be eliminated. New sources of supply can be opened up through the establishment of new market outlets for rural districts now having inadequate transportation. The farmer who grows vegetables and fruits on a very large scale may be able to have his own motor truck for bringing his goods to market, but the small farmer cannot afford to own and operate a motor truck, and it is unprofitable for either of them to give up their time from productive work on the farm to bringing small quantities of food stuffs to market.

The survey begun by Commissioner

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SCHOOL DAYS

Ride a bicycle. Save time too and from school. Get the exercise. You will be able to give better attention to your studies after this healthful exercise in the morning and feel well all day. All the boys and girls should RIDE A BICYCLE. We are exclusive agents for the following makes:

Iver-Johnson, Heavy Service, Indian, Racycle, National, Rami and Lorraine Juveniles.

You young fellows attending High School and living outside of Boise should ride a 1919 INDIAN MOTORCYCLE. Come in and let us show you the latest.

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Tires and Sundries, Key Fitting, Gasoline and Oil, Lawn Mowers, sharpened, Repair Work a Specialty

SMALL ITEMS THAT PLEASE CAR OWNERS

Tom Bowler Declares Inexpensive Devices That Overcome Petty Annoyances Are What Add to Popularity of Car.

Salesmen have learned through experience, according to Tom Bowler, Lexington motor car dealer, that the devices intended to eliminate that or that minor trouble or inconvenience are almost as much appreciated by the average buyer as the larger and more expensive improvements.

"These little refinements help in the sale of many cars," says Mr. Bowler. "Anything tending to make the automobile fool proof, or tending to reduce the labor of caring for the car, especially are appreciated."

There are the oilless bushings used wherever the construction makes them possible on the Lexington car. Once installed they need no further attention. They eliminate squeaks and rattles and save hours of tedious work for owners of the Lexington car.

There is the non-metallic universal joint which requires no lubrication; the "one-finger" brake which is what the name indicates. It takes the pressure of only a single finger to operate it.

To give additional comfort, the upholstery on the Lexington has been made a little deeper. These are only some of the more striking improvements that have been made.

A touch is added here and another there until it would seem there is nothing that can be added. Lexington engineers, who during the war devoted much of their time to developing and experimenting, are always adding additional touches to what already seems to be a perfect creation, as far as automobiles are concerned.

AUSTRALIANS LIKE

AUTOMOBILE GOODS MADE IN AMERICA

The record of achievement of American-made automobile goods in foreign lands is mounting merily, the latest report being a letter from New South Wales, Australia, regarding the place the product of the United States Tire company has won in the affections of business men there.

"Robinson Brothers of Kempsey operate a motor stage line. They have 12 stages, each seating 16 people. They make a round trip every day of approximately 250 miles. They are all equipped with chain treads on the front and nobby cord tires on the rear. The cars are Cadillacs.

"The company has had such good luck that they have discontinued the use of any other tire except United States on their cars. In the Northern river districts where these cars are running there are also three other companies operating stage coaches, and 75 per cent of their tires are the United States brand."

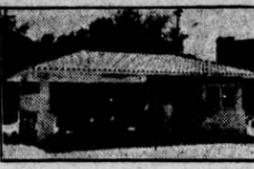
CAREFUL TOP MENDING.

To mend a tear in the top it is best to use woolen yarn to draw the edges together, after which a top of material similar to that of the top is applied with rubber cement, set by the vulcanizer.

Keelen Line Filling Stations ARE STANDARD FOR SERVICE

All Alike—All Giving Superior Service

All Keelen Stations are built exactly alike as per the illustrations herein. They all give uniformly good service, a service that's assured through regular supervision by the management. Why fill at a station just because it happens to be when these lines stand ready to do your every bidding. You'll appreciate the different kind of service as do hundreds who will accept no other.



Golden Crown Paraffine Oil

There's as much difference in lubricating oils as in people's faces. Some Oil is made to sell. Golden Crown Paraffine Oil is sold to serve. It augments power and eliminates carbon. It's really so good that after you have once used it you will buy no other. Why not a trial?



You'll Never Know Until You Try. Have You Filled at One?

There's an old saw that says, "I'll do anything once." If once you fill at a Keelen Station we'll take our chances on where your future business goes. Of course, unless you give us the opportunity to show how superior our service is it could be the best in the world and never benefit you. You get the gas you pay for here and all manner of free service. The next time out give us the opportunity to show you.

KEELEN LINE, INC.
General Offices
908 Bannock St.—Boise.

the farmers of the community that they serve. A co-operative express line of this kind was started by the farmers in Hartford county, Maryland to bring milk and other commodities into Baltimore. It has proved so successful that the farmers have purchased several additional trucks and have established a purchasing department which buys for members supplies at wholesale prices. The farmers all over the country are becoming interested in this movement. New York has been behind other states in its development of the motor truck express idea, but with the assistance of Commissioner Porter and his department there will undoubtedly be a great impetus to the

movement in this section of the country. It is Commissioner Porter's plan to take up the technical problems of operation of the motor truck lines, and, with the co-operation of Cornell University and the National Automobile Chamber of Commerce, to work out standardized systems of management. It is his purpose to develop the motor truck route from the country to the city market, not merely as an agency of transportation but also as an agency for looking after the personal interests of the farmers in the handling of their products.

In Sweden the public houses are closed on Saturday—payday—while the savings banks are kept open until midnight.

CARE OF INVESTMENT ALWAYS EMPHASIZED BY OAKLAND DEALER

To get people to consider the purchase of an Oakland car as an investment that should be scientifically figured out and properly safeguarded, is one of the chief aims in each sale of the popular car by members of the Sharmen Automobile Company.

"The purchase of an Oakland Sensible Six does not mean an expenditure which will not yield returns, and instead of buying a car, the purchaser is really investing in an article which will yield dividends in transportation, comfort, convenience, health and pleasure, not to mention time saving and countless other advantages which come from the ownership of a sturdy, dependable car such as the Oakland," declares Manager G. O. Goodwin.

"The investment should be figured over a period of years, because the average owner will use his car from two to five years, and there is great probability that this period will increase, since the present policy of the leading manufacturers is to stabilize designs and avoid freakish lines.

"That period of years will depend, largely, however, on the care which the car is given."

Winter Storage of Batteries

If you do not expect to use your car during the winter why not have it taken care of by people who make a specialty of Storage Batteries. We have a proposition that will interest each automobile owner. We will store your battery for the winter either wet or dry at a very moderate cost to you.

And should you need a new Battery remember we sell the Columbia for any make or model of a car, the one Battery with a definite guarantee.

Form Adv. 519B

Guarantee No. 1965

THE Columbia Storage Battery

Type Serial

Date Purchased

Owner's Name

Address

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 fail 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 80 per cent of its original Ampere hour capacity, or by replacing said battery with another battery with such capacity and in good operating condition.

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