

## WHERE AUTOMOBILE SOJOURNERS MAY TARRY IN NATURE'S LAP WHILE AT BOISE'S DOORSTEP

The tourist season of 1919 brought a new problem to communities all over the country. An unprecedented amount of travel by rail was more than outdone by a movement of automobiles never known before. It seemed as if all the 6,000,000 motor cars in the United States were used by their owners to see America first, and then loaned to neighbors to do the same thing.

And coincident with this volume of travel, the housing problem presented itself to the country as never before. Not a city or village north, south, east or west but was crowded. Houses for rent became scarcer than hen's teeth, and rooms in hotels were at premiums. The conditions that beset hostilities when large conventions are held seemed to become chronic everywhere. The traveling salesman had to learn new tricks of the road to enable him to be sure of a place to lay his head at the several stopping points on his territory. Amateur travelers, so to speak, less wise than the commercial men, had to hang themselves up on nails when they stayed overnight away from their own firesides.

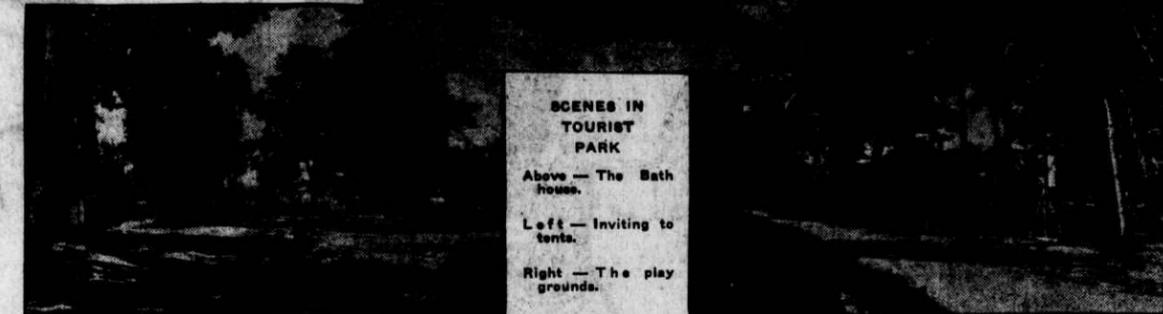
### AMERICANS TURN GYPSY

And yet the travel increased. Railway passenger trains could not begin to carry the easterners who came west to visit the national parks. The number of motor cars that brought their parties to the Yellowstone, the Glacier, the Yosemite, Crater Lake and other scenic wonders of the great northwest were legion.

So began a spontaneous craze for camping out. Just as, 50 and 100 years ago, the westward-bound stream of humanity built into "prairie schooners" the requisites for pitching camp and feeding the campers, so did modern inventive skill provide portable beds, dining tables and refrigerators for automo-

biles. And as the motor pilgrims visited along their transcontinental routes, they took to the roadsides and byways and trout streams, where they could be found. In 1919 Americans turned gypsy.

Then it became incumbent upon the hospitable western communities to entertain these innumerable parties who had solved their hotel problems



SCENES IN  
TOURIST  
PARK

Above—The Bath house.

Left—Inviting to tents.

Right—The play grounds.

but still came to bide overnight. Convenient camping grounds were as essential as garages and gas filling stations. If Sunday school picnic grounds could not be made permanently available to tourists, sign-posted, watered and made easy of access, some new place must be found to care for the countless motor car guests.

### BOISE BECOMES HOST

Boise was one of the early ones to recog-

nize the call to the town spirit of hospitality and establish a tourist camping ground close to market and readily accessible to highway travelers. It was not left to chance. The Commercial club and the city government went directly at the core of the problem and secured a beautiful 20-acre park right at the doorstep of the city, where visitors could camp in a grassy, wooded haven on the bank

of the river, just a short run from gas station, grocery and theater.

On the north bank of the Boise, just off the state highway across the railway tracks, Boise Tourist park was established and began an era of popularity. Free to all visitors, it was Boise's offering of conveniences and comfort to make the stay of auto visitors as pleasant as they could hope to

effort and donated to the use of tourists at Tourist park, is a unique and most welcome addition. It is equipped with the most modern electrical cooking devices, porcelain kitchen sink, a washing machine, stationary laundry tubs, shower baths and electric lights—and natural hot water! Hundreds of visitors have exclaimed in delighted astonishment when they found all these.

### CLUB AND UNIONS JOIN

It was the combined project of the Boise Commercial club and the labor unions that gave this luxury to Tourist park. Service of hot water from the Boise Artesian company and of electricity from the Idaho Power company were secured, funds were donated by individuals to buy building and plumbing materials and other equipment—and the labor was "thrown in." Commercial club members and labor union members took their evenings off, drove out to the park and—just built the house. It was completed and dedicated to its hospitable purposes Sept. 19. A few nights ago a smoker was held at the Commercial club, with the members of the Boise Trades and Labor council as guests, to celebrate the spirit of friendly co-operation by which the two organizations added the final touch to Tourist park.

In four months of the 1919 season, over 2,000 automobile parties enjoyed the natural beauties of Boise's wooded auto hotel. In the fortnight or so that remained of the season after the completion of the kitchen and bath bungalow, half a thousand travelers enjoyed the showers and an electric-cooked meal at the park. When the nomads begin burning gas again in 1920, Boise Tourist park will draw and delight thousands and thousands of happy, dusty travelers.

## SURE THAT PRICES WILL NOT DECLINE BUT MAY ADVANCE

Boise Distributor of Oldsmobile Cars and Trucks Gives Out Guarantee That Models Will Not Change Nor Values Fall.

This is the time of year when various rumors are afloat concerning the policies of some of the larger automobile manufacturers. In spite of the fact that we are living in a new motor age, a relic of former years survives in a feeling among prospective purchasers that some advantage may be gained by waiting until spring to buy the new model cars. They think prices may decline or models change.

The King Motor company, Oldsmobile distributors for this territory, is in receipt of an official statement from the Oldsmobile works which effectually dispenses of any such presentiment on the part of Oldsmobile clients. Following are the two paragraphs which contain the kernel of the bulletin:

"First—Present list prices on all Oldsmobiles, including passenger cars and trucks, are guaranteed by this company against decline during the life of the present selling agreements, which expire June 30, 1920.

"Second—Our manufacturing schedule up to July 1, 1920, has been arranged so that materials purchased and models will be continued indefinitely; and this company guarantees the continuance of present models without any change whatever during the life of the present selling agreements, which expire June 30, 1920.

With the freight and war tax included the following prices on Oldsmobiles will prevail in the Boise district: The eight-cylinder, seven-passenger touring car, four-passenger Pacemaker, \$2150. The six-cylinder, five-passenger touring car and three-passenger roadster, \$1650. The six-cylinder coupe and sedan, \$2290. The Economy truck with express body and top and cord, \$1250.

It will be noticed that there is no guarantee made against an advance in price, and the indications are that it may be necessary to make substantial advances within the next 90 days. With this information before him an Oldsmobile owner has absolute assurance that the price will not decline and that there is a possibility of an advance. Mr. King states that either immediate or quite prompt deliveries can be made on nearly all Oldsmobile models at the present time.

### PLANNING AERO SHOW AFTER 5 YEAR LAPSE

After an interruption of five years because of the war the association of aeronautical industries has planned the sixth annual international show of aircraft, which it is expected will be held at the Grand Palace in Paris December 19 to January 4. The exhibition will be of particular interest this year. The four years of war were marked by the most brilliant aerial exploits which gave evidence of the improvements that have been realized in aerial locomotion.

While the price of copper in Japan shows an upward tendency, this is said to be entirely due to the rapid reduction of the present supply, rather than to any great improvement in the general industrial situation causing a great demand.

## OFFICERS AND DIRECTORS OF WILLYS CORPORATION; ESTIMATE OF EARNINGS

The executive personnel which will direct the financial and industrial activities of the Willys corporation for the ensuing year has been announced by John N. Willys, president.

In addition to President Willys, the officers are: J. R. Harbeck, vice-president in charge of New York executive office; C. O. Mininger, vice-president in charge of Electric Auto-Lite division operations; J. Allan Smith, vice-president in charge of New Process Gear unit operations; Jay V. Hall, vice-president in charge of motor car production; E. P. Decker, treasurer, and C. B. Mertz, secretary.

The board of directors is composed of John N. Willys, Edward F. Swift, F. S. Wheeler, J. R. Harbeck, Charles Stolberg, C. O. Mininger, J. Allan Smith, Jay V. Hall, C. B. Mertz and J. E. Keperly.

**HARBECK HAS LIGHT SIX**  
The corporation's major operations, the building of a new light six-cylinder motor car at its recently acquired plant in Elizabeth, N. J., will be under the executive charge of J. R. Harbeck.

Mr. Harbeck is vice-president of the American Can company and general manager of the munition operations of the company.

Jay V. Hall, vice-president in charge of motor car production, will, as his title indicates, be in complete charge of production of the new light six-cylinder car. Mr. Hall formerly was sales manager and a member of the executive committee of the Oldsmobile works, a General Motors company unit.

He will be assisted by D. F. Edwards, who for two years was assistant to the president of the General Motors company and one of the members of the executive committee of the Oldsmobile works. Mr. Edwards later had charge of operations of the Gair Pressed Steel company, Lansing, Mich., exclusive manufacturer of steel specialties for the automobile trade. He comes directly from this company to assume his new position as assistant to General Manager Hall.

**AT ELIZABETH PLANT**  
D. S. Devoe, for many years works manager of the Oldsmobile works, has been appointed manager of the Willys plant in Elizabeth, N. J. His connection with the production of successful motor cars dates back a number of years.

Frank H. Schuman, until recently superintendent of the Buick Motor Car company's motor plant, has been named assistant works manager.

F. Sergardi is chief engineer of the Elizabeth plant. Mr. Sergardi formerly was identified with the F. I. A. T. Motor company of Turin, Italy, and for the last four or five years has been chief engineer of the Oldsmobile works.

P. L. Battay, consulting engineer of Willys-Overland, Inc., is in complete charge of all plant engineering and construction work. He formerly was vice-president and general manager of Price & Company, Chicago. In that connection he was identified with the construction of some of the most modern industrial plants in the United States.

**OVER GEARS AND TOOLS**  
Robert E. Naylor, formerly superintendent of the gear department of the Hudson Motor Car company, has been assigned for a similar position in the Willys organization.

A. R. Koles, formerly chief tool engineer of the Hudson Motor Car company, has been placed at the head of the tool designing department.

A. D. Kinsey, formerly works manager of the Racine Manufacturing company, Racine, Wis., will be in charge of sheet metal works and stampings.

M. W. H. Wilson, formerly assistant

to the general works manager, Cadillac Motor Car company, Detroit, comes to the corporation as superintendent of maintenance and equipment. During the war period he served as works manager of the Wright-Martin Aircraft corporation's Long Island plant. Mr. Wilson laid out the new Cadillac plant now in course of construction.

Robert C. Hones, until recently assistant superintendent of the pressed and sheet metal department of Dodge Bros., Detroit, has been selected as superintendent of the pressed and sheet metal department.

**EARNINGS FIVE MILLION**  
The management of the Electric Auto-Lite division of the Willys corporation operating plants at Toledo (Ohio) and Poughkeepsie (N. Y.) will continue under the direction of C. O. Mininger and his associates, who during the last few years have advanced this organization to a leading position in the automobile starting and lighting field. The New Process Gear division will continue under the management of J. Allan Smith.

Earnings of the various units of the Willys corporation for the current months are reported to be at the rate of approximately \$5,000,000 per annum, or four times the dividend requirements on the 8 per cent preferred stock recently issued.

Conservative estimates based upon the amount of work contracted for indicate that the New Process Gear and Auto-Lite divisions will produce profits next year in excess of \$6,000,000. It is estimated that the earnings from the new light six-cylinder car for the first year's production will reach \$15,000,000.

### EL PASO TO PHOENIX ROAD RACE WINNER IS 8-YEAR-OLD BUGGY

A racing car with a unique career was driven to victory by Hugh Miller recently in the road race from El Paso to Phoenix. This Pope-Harford aut started its useful existence as a business and family car in 1911 and not until 1914 was it groomed for a racer. Rated by the Society of American Engineers as a 22-horsepower gas buggy it won at 37.5 miles per hour in a road race for Mr. Miller. Besides winning him a silver trophy cup it also carried \$3550 to his pocket. Two years later he figured in another road race, losing by a small margin.

Recently it was put in trim for the race from El Paso to Phoenix, came through as a winner with 41.3 miles per hour. As the saying goes "Improving with old age"—or maybe it was the Diamond Cords which gave it added "zip."

At any rate Mr. Miller has only kind remarks for the performance of the cords, which carried him over the rough malapal rock stretches without a single blowout. It seems resiliency was another marked feature of the cord victory. "In none of my other races," says Mr. Miller, "did I ever ride a free from bumps and jars as I did this one."

### HORSE CAB VANISHES FROM PARIS STREETS

Just prior to the war in 1914 there were approximately 4000 horse-drawn cabs in Paris. It had been predicted then that the automobile would ultimately usurp the place of these horse cabs, forcing the historic cabman out of business. The result of the war has been to bring this about, as cab horses and even the cabs themselves were of war service. A recent Paris report said that only about 675 of these cabs had taken their place on the boulevards since the war's close. These were not being patronized.

### OIL SUPPLY SHORT.

There are no known commercial substitutes for gasoline or lubricating oils. The domestic output of these does not meet the present consumption. Of the original available petroleum supplies underground we have consumed 40 per cent. These statements, made by Van H. Manning, director of the bureau of mines, department of the interior, have been made to the public to emphasize the great need in the petroleum industry for extensive research.

"It is true," says Manning, "that there are vast oil resources in foreign countries which can probably meet demands for the next ten years. Predictions beyond that period are not safe. Our efforts must be turned toward obtaining perfection in processes and mechanical equipment. In 1918 the value of the output of crude oil and refined products in the United States was \$2,500,000,000, and certainly the petroleum industry can afford to spend more than has been spent heretofore in research to discover new methods and perfect those now in use to make the recovery of oil and its utilization more efficient."

## FORESEES CONTINUED SHORTAGE ALL YEAR

Recently a statement was issued by the president of the Cadillac Motor Car company to the effect that the present ratio of demand over supply would prevail in 1920. This statement is given further emphasis by the assertion of Lynn McNaughton, general sales manager for Cadillac. Mr. McNaughton's statement made last week by Mr. McNaughton has been received by G. O. Goodwin, manager of the Shurman Automobile company, distributors of Cadillac automobiles. Mr. McNaughton's statement gives an interesting forecast, especially to persons owning Cadillacs or contemplating the purchase of one.

"The month of October recorded the largest production for a similar period in the history of the Cadillac Motor Car company," said Mr. McNaughton. "Nevertheless reports from our dealers and distributors make it plain that even this huge output fell far short of supplying cars to all those who wanted them."

"It is gratifying to us that this should be the state of affairs, but at the same time it is somewhat embarrassing. It seems to be a condition which we are powerless to remedy, no matter to what volume we build up our production."

"This process of building up Cadillac production has been going on steadily ever since the armistice a year ago. At that time the company was engaged very largely in war work with a very restricted output of cars for public consumption. The release of our activities from the war sphere enabled us to reconvert our factories, as rapidly as possible, to our present lines. In spite of the speed with which motor car production was resumed and increased our dealers have been almost swamped under the volume of orders."

"So far as we can see into the future this condition will not be materially altered during the next year. It appears that those who are now fortunate enough to get a Cadillac when they want it are those who sensed the situation several months ago and acted accordingly. We doubt many people who want Cadillac at a certain time next year will take steps in advance to secure themselves against disappearance of the subject."

The Banger (Mo.) high school will have a complete moving picture equipment. This will be used to show films supplied by the educational department of the government covering a wide range of subjects.

## Maxwell is but another name for Quality

THE goodness, the efficiency, the quality in previous Maxwells created a demand for the current Maxwell which 100,000 cars (the number now being built) cannot satisfy.



100,000 axles is constructed. Consider the vast use of capital it requires to turn them out—300 a day.

This shows a rare liking for Maxwell; and the appreciation that every dollar devoted to its manufacture has been wisely expended.

Think what the making of 100,000 axles means, the making of 100,000 frames, 100,000 engines, 100,000 clutches, and 100,000 transmissions.

Think of the great saving that comes with the purchase of so many materials.

Consider the accuracy that follows as one after another of

Estimate the confidence the Maxwell executives had in the Post-War model to rest the future of the Maxwell name on a year's production like 100,000.

They knew; 300,000 previous Maxwells had told them; the public was their judge.

You can look for high engine efficiency, or merely comfort, or long mileage on gas and tires, or improvements the war developed, or style, or value—you'll find it in the Post-War Maxwell.

Price, \$985 f.o.b. Detroit.

## Bannock Motor Sales Co

DISTRIBUTORS  
MAXWELL CARS AND TRUCKS.  
216-18-20 South Tenth St., Boise, Idaho. Phone 28

