

WHY AUTO PRICES ARE ON DECLINE

Enormous Production and Standardization of Manufacture Forces Reshaping This Market.

CARS ARE AS GOOD AS EVER

By GEORGE L. SULLIVAN.

A striking feature of the past spring has been the sharp reduction in the prices of several leading "makes" of automobiles. Manufacturers who have been keeping watch of tendencies in the automobile market—on the theory that it was, in a way, a barometer of consumer demands—must have speculated at its rapidly changing aspects.

Briefly phrased, our old friend, Saturation Point, has been issuing his rules and regulations. Automobile manufacturers who have created large plants and, by liberal advertising, have laid the ground work of prestige for a big future output cannot let go. If they cannot sell a "class" car at a "class" price, they must forget their pride of place and go where business is.

I do not think there ever has been an opportunity like the present one for manufacturers to watch, right out in the open for all to see, the vital play and interplay of the forces of market making.

About a year ago, at the time the creolcar threatened to invade the automobile market, a very shrewd observer of automobile conditions in this country made this remark:

"The trouble with us in this country is that we began to build automobiles at the top of the pyramid of prices. The little section at the top of the pyramid was quickly filled. Then makers began to realize that the nearer they approached the base of the pyramid in prices the wider they increased their angle of possible customers, and with every reduction of \$10 or \$20 in any model they made it possible for a constantly increasing proportion of Americans to purchase automobiles."

Automobiles since their first manufacture, or more correctly after a period covering two or three years immediately following the inception of the industry, have had a constant tendency to drop in price. The betterment of the product has kept constant pace with its downward trend in price, so that today it is possible to buy an automobile fully equipped, with everything that the owner may desire, at about one-third the price he would have been asked for a less perfect product even five years ago, and to which he would have had to add as extras, and at an additional expense, such things as windshield, top, horn, speedometer, etc.

With every succeeding season the public asks itself how much lower the automobile can go and still be worth buying. Enormous production and standardization of manufacture have been largely responsible for the reduction in price. It is obvious that when a manufacturer turns out 200,000 units all exactly alike, his overhead per unit and cost of materials and labor are very low in comparison to similar charges against any one of a number of models.

This multiplicity of models was the cause a few years ago of nearly everything one very large manufacturer who was very well known. When the reorganization committee took hold of the proposition they insisted that the number of models should be reduced from over sixty to twelve. Today that concern is in a more healthy sound condition than ever before.

The reduction of price this year has made a very deep impression on the buying public. A car that has been selling for two seasons at \$1,075 has been reduced to \$750. It is identical in the same car. Another model selling at \$1,550 has been reduced to \$1,150. This, too, is identical in the same car as at the higher price. This reduction has been duplicated in many instances.

This question must inevitably arise in the mind of the man who paid \$1,550 as to whether or not he had furnished the manufacturer, distributor and dealer an unjust profit. And this question may be truthfully answered "no," because at the time he purchased his car the cost of production at the factory was proportionately higher than at the present time.

Another question which comes up to every thinking man at the present time is this: What is the significance of the present reduction in price and what will be its effect in the purchase of an automobile? The first significance of it has been touched on above, i. e., the ability of the manufacturer to produce at less cost and his willingness to give his purchaser the ability to buy a better product at less cost.

Probably the next significance of it is the effect it will have on the second-hand car market. The dealer will suffer some intrinsic lack of profit, perhaps not in percentage but in actual money, which will force him to efforts toward a greater sale. At the same time it will make him very cautious about taking in second-hand cars as partial payment for new cars. This will result in the owner of a second-hand car being dissatisfied with the deal offered him by the dealer and he will decide in many instances to run his present car another season at least.

On the other hand, it will bring into the market a great host of people who have long desired to own an automobile and who now find it within their power to purchase a new car. In other words, the angle of the pyramid will have progressed near enough its base to have included them in its purchasing power.

This has been shown already. There is a New York dealer, who, about April 30, was entirely out of cars. The product of the factory had been exhausted. Following this, there were weeks without any cars to sell. Then came the new models, much in advance of the usual date of introduction. The result was an overwhelming rush to purchase. On one day he reported that he had for delivery between then and July 4 over 100 orders and that he had turned down in the ten days previous twenty-five orders for cars rather than accept them and disappoint his customers later on deliveries.

He is known everywhere as possibly the shrewdest retail sales manager in New York. He said: "I have been selling automobiles for ten years. I have never known anything like the present rush for cars. We are literally selling them over the telephone and we have just closed the biggest year in our history. Several other makers have also enjoyed banner years."

Another man in the automobile industry

who is a deep thinker along production lines says that the plans of the largest manufacturers who turn out 5,000 and less cars a year, call for the production of close to a million cars in this country this season.

What the insurance companies would call "actuarial figures" show that this country can absorb between six and seven hundred thousand new cars every year.

This observer points out that the production of a million cars means a production of one car for every one hundredth person of the entire population of the United States—man, woman and child. Based on the average life of a car of three years, and taking into consideration the growing tendency for a man to keep his car more than one season, these figures would provide one new car a season for every thirty-third person of the entire population of the United States—man, woman and child. He predicts an enormous over-production and it is not expected that foreign conditions will better themselves sufficiently soon to make the foreign market a dumping-ground for any of this surplus.

Already some of the larger manufacturers have grasped this fact and have curtailed their original plans for enormous productions. In one case a concern making 10,000 cars this year announces 75,000 for the coming year, but have cut that to 50,000. Even with these reductions, this man thinks that there will be a great overproduction.

Every year the automobile is coming to be more certainly a utility. The man who drives fifty miles into the country of a Sunday afternoon and fifty miles back is not nearly as numerous as the exception of the enthusiastic brand-new owner, as he was a year ago. He is going back to his golf, his tennis, his gardening or his quiet Sunday at home, and the car stands in the garage or is used to bring his guests from the station only.

A striking instance of this, which is developing all over the country, is observed in a very small Jersey town. This year eight men, whose average income is not over \$4,000 a year, have purchased automobiles. They are used almost entirely by the women of the families to run over to the country town for shopping and to the neighboring golf-course for a round of golf. But these cars are used very little by the men. Perhaps not more than once a week for the mere sport of riding somewhere and coming back.

I look to see automobile selling and advertising proceeding from now on with some degree of certainty as to possible demand. Every well-wisher of the industry can ask nothing better than that automobiles be sold on their utility basis, for being so sold, they will in the main be sanely sold.

British Prize Crew Taken Into Port by German Officer

WASHINGTON, Aug. 7.—The story of how a British prize crew of an officer and four men was taken into a German port by one German petty officer on the American bark Pass of Balmaha was told in a cable report to the State Department from Ambassador Gerard at Berlin. The seizure of the ship and the fate of the crew had previously been told in news despatches.

The Pass of Balmaha with 5,000 bales of cotton from New York for Archangel, had been held up by a British cruiser between the Faroe islands and Iceland, and a British prize crew placed aboard to take it to Kirkwall. Soon after the cruiser disappeared a German submarine halted the bark and the British prize crew concealed themselves in the cabin. The submarine commander ordered the American ship into Cuxhaven and placed aboard one non-commissioned officer.

The Pass of Balmaha was eleven days making the passage from the Faroe islands to Cuxhaven, during all of which time the British crew remained below and were prevented from coming on deck by the captain of the ship, who said he was afraid "trouble would follow" any attempt on their part to overcome the German officer.

Eleven carloads of Bull tractors, fifty-five Bull tractors, from the headquarters plant at Minneapolis have gone to Fremont to be ready Monday morning for the National Farm Tractor demonstration at that place.

The Bull tractor is handled by the Bull-Block Machinery Supply company of Omaha. This is one of the largest shipments of tractors from any one house that has gone forth to do battle on the 1,000-acre field at Fremont for a week to demonstrate to the farmers the advanced method of having gasoline instead of horseflesh do the heavy work of the fields.

OMAHA PEOPLE TO JOIN THE LLANO SOCIALIST COLONY

Mr. and Mrs. J. E. Shafer and Mr. and Mrs. E. E. Vaughan, Omaha socialists, will leave within a few weeks for Llano, a socialist co-operative colony, forty miles northeast of Los Angeles, where they expect to make their future homes. Mr. and Mrs. Shafer will ride through in their automobile.

Llano is the name of the site of the Llano Del Rio company, organized by Job Harriman, who figured in Los Angeles politics. It is stated the colony has water sufficient for cultivation of 4,000 acres. The plan is to secure 1,000 families for the colony.

The scheme contemplates establishment of community factories and the sale of food supplies and merchandise at actual cost to members of the colony.

BAND CONCERT TODAY AT RIVERVIEW PARK

The following program will be rendered this afternoon at Riverview park by the First Regimental Band of Uniformed Rank of Knights of Pythias band: March—Montezuma; Overture—Festal; Two Rags—(a) Happy Feelings; (b) Omaha's Teaching; The Hornet; Cornet Solo—A Perfect Day; Bond of Love; Solo—J. A. Thomas; Valse Lente—Voluptue; Hoffman March—El Cantabile; Sousa Selection—Merrily We Roll Along; Euthropian Lamentation—Solo; Yule Went Away; Solo—R. Johnson; Spanish Serenade—Solo; Trudier Quartet from "Rigoletto"; Verdi Patriotic Airs.

The extreme simplicity of fastenings—no button or hook—makes it the ideal outing garment!

SUITS WERE \$10.00 TO \$12.50, NOW \$6.95 SUITS WERE \$15.00 TO \$16.50, NOW \$8.95

Summer Girl Dresses DRESSES WERE \$5.00 TO \$6.00, NOW \$2.95 DRESSES WERE \$7.00 TO \$8.00, NOW \$3.95

We Develop your films free of charge when order is left for printing.

Sunday, August 8, 1915

BURGESS-NASH STORE NEWS FOR MONDAY.

Phone Douglas 137

This Store Is As Fresh Every Morning as the Dairy Maid's Pans In the Cool, Spring Milk House Under the Trees

Your Satisfaction

IS THE most important part of every transaction with us. It means the present and future patronage of yourself and friends. It means a constantly increasing business for us.

You can see from this why we keep your interests ahead of everything else. It's good business as well as good principle. We want you to feel at all times that this is your store—conducted in your interest as much as ours—and that the splendid service and stocks you see here are our legitimate means of gaining your good will and securing your business.

Our confidence in steadily improving business conditions, and the increasing demands which we expect to be made upon this store, have caused us to plan generously for the big Merchandising Months now at hand—with larger stocks, wider assortments, better facilities and a more complete service than ever before.

BURGESS-NASH COMPANY August 8, 1915.

We Want You to Make Use of This Store's Conveniences

THE Postoffice, Information Bureau, place to pay telephone and electric light bills, the Bank, where you may cash checks, the Writing, Reading and Rest Rooms, check stands, etc. They are all for your benefit, comfort and convenience.

"Meet Me in the Cricket Room"

WHERE we can enjoy its cool, refreshing restfulness. It's certainly a pleasant retreat these hot afternoons. The light lunches as well as the soft drinks in the Cricket Room are par-excellence, and the service is most pleasing.

Canning Season

AND we are well fortified and ready for the demand. Mason fruit jars, pints, 45c doz. Mason fruit jars, quarts, 40c doz. Fruit jar rubbers, 10c quality, 3c doz. Fluted jelly moulds or jelly glasses, 25c doz.

A WORD ABOUT NEW TAILORED SUITS

THE first of the Autumn Tailor-mades—Coats are a new length, and though sometimes very straight and box-like, they are also full and ripply if you wish. And there is skirted newness, too! Whipcord is here again, and so, too, is the much favored gabardine and wool poplin and, of course, serge. African brown is one of the new shades, and then there are deep blues and blacks.

These "specials" for Monday are not only the most popular weaves, but the price has been clipped generously.

\$1.00 BLACK MESSALINE SILKS, 69c A most favored weave, 36 inches wide, and of a good, firm texture, rich black lustre. \$1.00 quality, at 60c a yard.

\$1.00 BLACK CHIFFON TAFETA, 79c For dresses, separate skirts or coats, 36 inches wide, a remarkably good quality at \$1.00 a yard, Monday, 79c a yard.

BLACK CREPE DE CHINE, \$1.19 42 inches wide, not the usual slippy quality you get at this price, but heavy and firm.

These \$2.50 to \$3.50 LINGERIE BLOUSES in the Clearway Sale Monday at \$1.00

ASTONISHING, indeed, are these blouse values that go into the clearway Monday. They're the broken assortments from our regular \$2.50, \$3.00 and \$3.50 lines, including a wide range of pretty styles. The offering includes: Embroidered voile blouses that were \$2.50, now \$1.00. Organdie blouses that were \$3.50, now \$1.00. Batiste blouses, lace trimmed, were \$3.00, now \$1.00. Handkerchief linen blouses, were \$3.50, now \$1.00. High or low neck, long or short sleeves; all sizes represented, from 34 to 44.

Soiled Lingerie Waists That Were \$1.00 Now 50c Including voiles, organdies and batistes; variety of good styles.

\$5.00 Standard Make Corsets \$3.00

SEVERAL good styles included, low or medium bust line, in brocade or batiste, from our regular \$5.00 lines, \$4.00 Monday. BRASSIERES AT \$1.00 and \$1.50

Dainty Summer Dresses That Were \$10.00 to \$15.00 in the Clearway, Monday at \$3.95

THE best part of it all is, you will have eight to ten weeks' wear out of them yet, for the summer has just arrived or we miss our guess. But we must provide room for our Fall lines; that's the reason for reducing the price so greatly.

Palm Beach Suits

Natural Palm Beach shade, also black and white shepherd checks, made in the smart belted effects, plain tailored, and many other pretty models, finished with pockets and belts.

SUITS WERE \$10.00 TO \$12.50, NOW \$6.95 SUITS WERE \$15.00 TO \$16.50, NOW \$8.95

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Interest Is Widespread in This August Sale of Furs

20 to 33 1/3% Under September Prices

WOMEN have been quick to realize that, owing to existing conditions in the fur market, it is decided economy—aside from being a splendid investment—to anticipate their fur needs during this August Sale, and the result has surpassed our most sanguine expectations.

FASHION SAYS FURS FOR PRESENT WEAR Everywhere you go in the smart circles you see furs, and the future vogue of furs was never so emphatically forecast.

Back of Every Piece of Fur Sold Is the Burgess-Nash Guarantee of Quality, Authenticity of Style and Thoroughly Satisfactory Wear.

Furs Stored Till November 1st. Should you desire, you may make your selection now and we will carefully store them for you until November 1st, upon payment of only 25 per cent of their value. You thus not only secure first choice from our large stocks, but take advantage of these extraordinarily low prices without the necessity of making full payment for the furs until they are actually needed.

- Hudson Seal Coats, \$55.00 to \$350.00. Russian Pony Coats, \$25.00 to \$45.00. Persian Lamb Coats, \$100.00 to \$250.00. Black Lynx Muffs, \$20.00 to \$45.00. Black Lynx Scarfs, \$12.00 to \$40.00. Hudson Seal Muffs, \$8.00 to \$25.00. Hudson Seal Scarfs, \$4.00 to \$16.50. Genuine Mink Muffs, \$15.00 to \$55.00. Genuine Mink Scarfs, \$7.50 to \$67.50. Hudson Lynx Muffs, \$4.00 to \$15.00. Hudson Lynx Scarfs, \$2.50 to \$10.00.



Drugs and Toilets Apparel for the School and College Miss Coats, Suits, Skirts, Dresses

- Pebeco Tooth Paste, 50c size, 29c. Jap Rose soap, cake, 5c. Isobell's face powder, 50c size, 19c. Babcock's corymbis talcum 12c. Williams' talcum powder, 10c. Sloan's Liniment, 25c size, 18c. Hill's cascaraquina, 25c size, 12c. Bath caps, 75c values, 42c. Bath caps, 1.00 values, 59c. Bath caps, 35c values, 19c. Sani-Flush, 25c can, 17c. Household ammonia, 1 quart, 13c. A large 1.50 chamots and 50c auto sponge, special Monday, \$1.

Decisive Savings in GOOD Furniture

IN THE BURGESS-NASH AUGUST SALE FURNITURE suitable for any room in the house, either in odd pieces or an entire outfit, and the saving advantages average from one-fourth to one-third the regular price.

- \$35.00 PARLOR SUITE AT \$26.50 Three-piece parlor suite, consisting of settee, arm chair and rocker, in mahogany finish, cane back, plush seat, was \$35.00, now \$26.50. \$15.00 Living Room Chair, \$11.00 Jacobean oak living room chair, with cane seat and back, was \$15.00, now \$11.00. \$25.00 Mahogany Rocker, \$19.00 Antique mahogany rocker, with cane seat and back, was \$25.00, now \$19.00. \$10.00 Mahogany Chair, \$11.50 Mahogany chair, with cane back and seat, was \$10.00, now \$11.50. \$28.50 Mahogany Chair, \$19.50 Solid mahogany chair, with cane seat and back, was \$28.50, now \$19.50. \$62.50 DRESSING TABLE, \$40.00 Solid mahogany dressing table and desk combined, was \$62.50, now \$40.00. \$36.00 DRESSING TABLE, \$22.00 Quarter sawed oak dressing table, triple mirror, was \$36.00, now \$22.00.

BURGESS-NASH BASEMENT STORE

Clearaway of Women's Sample Skirts For Fall and Winter Values to \$10, for \$4.95

THE offering includes a variety of weaves and styles for Fall and Winter wear. Samples from lines intended to sell to \$19.00; Monday at \$4.95.

SILK SPORT COATS, WERE TO \$10.00, MONDAY AT \$4.95

Sizes for women and misses, in green, old rose, blue and gold, just the garment for wear evenings now. Were \$10.00; Monday, \$4.95.

GARMENT LENGTHS OF NEW FLANNELS AT A SAVING OF 33 1/3%

- Monday will be a splendid time to anticipate your needs for Autumn. 15c WHITE FLANNEL, 9c Yard wide, snow white, soft, but firm flannel, Monday at, yard, 9c. 10c TWILLED FLANNEL, 7 1/2c The regular 10c grade; snow white, 27-inch twilled flannel, in garment length at, yard, 7 1/2c. 6c WHITE OUTING FLANNEL, 4c The regular 6c grade, snow white outing flannel at, yard, 4c. 12 1/2c STRIPED OUTING FLANNEL, 9c Yard wide fancy colored striped outing flannel, in garment lengths, regular 12 1/2c grade, at, yard, 9c. 10c OUTING FLANNELS, 7 1/2c The regular 10c soft fleecy outing flannels, in fancy checks, stripes and all the new, pretty gray patterns, in garment lengths, yard, 7 1/2c. 10c STRIPED EDEN FLANNELS, 5c Fancy striped Eden flannels, in garment lengths, 10c quality, yard, 5c.



Enamelware

ONE table of gray enamelware, including pudding pans, covers, lipped saucepans, wash basins were to 39c, for 10c. One table of gray enamelware, including coffee pots, preserving kettles, roasting pans, collenders, Berlin kettles, were to 49c, for 15c.

Woodenware, 1c

One table of woodenware, including roller towel bars, salt boxes, coat and hat racks, each 1c.

Corsets, 69c

From our lines to \$2.00, assortment of good styles.

BURGESS-NASH COMPANY "EVERYBODY'S STORE"