

MOTOR BUS IS A GROWING FACTOR OF CONVEYANCE

Will Tend to Stabilize Conditions of Interurban Traffic.

In entering the field of urban and interurban transportation the motor manufacturers feel that they have a product that will stabilize in large measure existing conditions brought about by shifting of population and increased cost of operation. This was the opinion expressed today by Windsor T. White, Chairman, National Motor Truck Committee, National Automobile Chamber of Commerce, in commenting on the fact that over a score of important street trolley companies are using motor buses and that altogether there are over 20,000 buses in use.

Lord Northcliffe, the British publisher, stated while in New York a short time ago that he could not understand why Americans had not been more active in utilizing the motor bus," declared Mr. White. "He pointed out that American cities in this respect are far behind those in Europe. In London, for example, gasoline driven buses are handling heavy traffic and providing during the peak hours of the day practically pleasant and ideal service.

There is little doubt but that shortly organized bus lines will be found in the majority of American municipalities. England has heralded their efficiency.

There are many benefits to be derived by having the street railway companies, which are essentially conveying companies in the last analysis, take cognizance of this trend and operate buses in conjunction with their own lines. They will be able in this manner to give service on streets parallel to congested trolley tracks and thereby make possible a faster trolley service. At some of the congested points the buses would make possible short cuts between factories and the principal residential districts with the avoidance of transferring large numbers of rush-hour patrons, for it is well known that additional street cars, when if available, cannot be run on already congested tracks. Few of the motor buses might very well, therefore, operate over the congested routes during the peak hours of the day. In this manner not only would the trolley companies conserve their capital investments, but they would gain the good will of the riding public.

In the light of these facts it is imperative that municipalities, counties and States continue active preparations for this winter's snow storms. The removal of snow is equally as important as the construction of new highways, for unless the roads are kept open at all times their large utilitarian value is lost to the business interest of the country. Inadequate provision for snow removal in this country in 1920 caused a business loss of \$500,000,000. The loss in this city alone, estimated by the Merchants' Association to have been \$60,000,000 in five days. We should profit by the experience.

While it is felt that it would also be found increasingly advisable as we went on to harness short line railroad properties with motor buses equipped with flanged wheels. One prominent railroad company in the north is operating on a strip of road in miles long gasoline motor buses in place of steam locomotives. The operation of one of these cars for a round trip cost \$2.00, which includes repairs, labor, gas oils and lubrication. The same trip with a steam locomotive costs from \$1.00 to \$2.00. He called attention to the fact that over a dozen other railroads of this class of operation have already adopted such equipment.

CONDITIONS IN AUTO INDUSTRY ARE CLARIFIED

Manufacturers Have Adjusted Their Affairs and Settled Prices for Coming Year.

"Automobile distributors and dealers are to be congratulated, I believe, on their prospects for the improved conditions promised for 1922," says C. B. Voorhis, Vice President and General Sales Manager of the Nash Motors Company. "The New York Automobile Show is always a barometer of motor car business, and already the show has given evidence of better business, and there is every promise of a good motor car year ahead."

"Not only are general conditions improving but the automobile situation itself has been very much clarified. The well-established automobile manufacturers generally have been adjusting their affairs and settling their prices for the coming year. This show also has seen the bringing out of a number of new models. These new models will effect a stimulation of sales."

"Starting in the new year with a new line of models at new prices gives the dealer assurance. He knows what he has to sell and at what price. He is assured that he can sell to his customers now and have both himself and his customers satisfied next spring. It is equally satisfactory to the automobile buyer. There is no reason for him to wait until spring or summer. He can buy now with confidence that his car will not be out of date a few months from now, and if he is buying from one of the companies which has adjusted its prices he can be equally sure that his purchase is a good investment."

"All these things mean the well established dealer handling a line of cars of known value can look forward to a profitable year."

"We at the Nash Motors Company and, I believe, manufacturers generally, have gained a good experience from the past year and are planning to exert all our experience and resources in helping our dealers more than ever before."

"It is an axiom that no industry can be stronger than its retail selling organization. Unless automobile dealers generally are successful the automobile industry as a whole is going to fail. Manufacturers and dealers to the dealers new cars, better cars, and at prices which give a value above that of pre-war standards. Accordingly, the dealer who has a good stock, who has a good, clean stock and who is conducting his business on right principles, we believe, is just on the eve of real prosperity."

"We know that we and our distributors and dealers are well equipped for conditions as we see them and we look forward with confidence to the automobile year of 1922."

42 REFINEMENTS ON NEW COLE MODEL

The most important of the forty-two refinements and improvements which are included in the new Cole Model 890 are: Constant clearance pistons, new frame, new braking system, clutch that operates with the touch of the foot, thermostatic control of engine temperature, adjustable spring shackles, spring mounted radiator, new radiator tie bar, redesigned oil pump and timing gears, new reliable, new front fender construction, special provision to prevent squeaks between sheet metal parts and body and, in addition, a large number of special features which may be added to this model at a slight additional cost which were not available on previous models.

Three stock 890 Aero Eight cars were taken to the Indianapolis Motor Speedway and put through a series of acceleration tests ranging up to sixty miles an hour. The motors were then disassembled and all pistons changed, no one piston being returned to its original cylinder. The cars were then run through their paces again, and it was found that the variation between the timing of the runs with the factory installed pistons and the mixed up sets was only 3-5 per cent. At no time was there any sign of slipping or sticking.

In order to emphasize the improvement in the performance of the engine the results of an acceleration test are noted. In this test the following figures were made: From a standing start to fifty miles an hour in 22 and 2-5 seconds, from three miles an hour to forty in 16 and 4-5 seconds and from ten miles an hour to fifty in 18 seconds.

DURANT CHASSIS.

The Durant four is built on a 150-hp. wheelbase and it has ample body room, with fittings and finish that are cheap.

The main units of the chassis include a valve-in-head engine, a dry clutch, three-speed transmission, two-joint drive to an Adams axle. The frame is of the semi-rigid type, owing to the use of a tubular member which prevents the frame from twisting.

The chassis design is such that any part may be quickly removed or added within a minimum of time. The crank shaft is a three-bearing type and the pistons and rods are of steel construction.

COLUMBIA HAS ATTRACTIVE NEW MODEL ON EXHIBIT

"Challenger" Has Racy Lines—Specially Designed Non-Collapsible Top.

One of the lowest priced six-cylinder cars being exhibited at the show is the Columbia Motors Company's new Challenger touring car. This car has been one of the Columbia line for nearly three years. This year, however, such noteworthy changes have been made in the car that it is practically a new creation.

The new Challenger is given a very racy effect by a specially designed non-collapsible top. The side lines of the top follow very closely the body lines of the car. There is no side-wise projection of the top where it meets the windshield.

The new model has deep drawn crown fenders, the same as the other cars in the Columbia line and they improve the appearance of the car greatly. These fenders are of very heavy metal and are not easily bent, preventing to a large extent that bane of motorists, "dinged" fenders.

The familiar three louvers which have so long distinguished Columbia cars are gone and in their place is a many-louvered hood, with the louvers running almost straight up and down. This makes for a much more graceful front end of the car.

The body is painted a Brewster green light, with light red striping—a pleasing combination. The color is unusual on car bodies, yet is dignified. The fenders and running gear are painted black, affording a harmonious contrast with the green. The car is equipped with Hayes wire wheels and cord tires.

NATURE put much of the food value of the wheat in the outer coats. Ralston gets its ruddy color, and great food value from using the whole wheat—not just the white part. It gets its delicious whole wheat flavor in the same way.

Try Ralston
The whole wheat food you never tire of.



NOT every confectioner sells the finest candy, not every butcher sells Ferris Hams and Bacon.

For sixty years, these old fashioned products have always appealed to people of good taste. Naturally, you will find them sold by high class dealers.

If your butcher doesn't carry Ferris Hams and Bacon, send us his name, we will see that you are supplied.

F. A. Ferris & Co., Inc.
New York

FERRIS HAMS & BACON
A little higher in price—BUT!

AUTO SHOW IS STARTING POINT FOR BIG YEAR

Gray Official Says the Motto of All Manufacturers Is "Let's Go."

New York's Automobile Show is the starting point for one of the most substantial years in the automotive industry, according to Frank L. Klingensmith, President of the Gray Motor Corporation and former Vice President and Treasurer of the Ford Motor Company.

"The spirit of practically every

manufacturer at this show is summed up in two words, 'Let's go!' This is the time automobile men have been looking forward for a long time. I believe this is the beginning of one of the soundest financial and business periods that this country has seen in many years.

"Dealers in turn are reflecting this spirit, and we find the buying public in the same frame of mind. People realize that the motor car can be the most economical method of transportation.

"Despite the work of calamity howlers, it is very apparent that people have money and are ready to invest it in sound automobile values.

"During the past year I believe that the price situation has held up the buying of a great many cars, but it seems to me that the bottom has now been reached so far as price concessions are concerned. Manufacturers have liquidated to a great extent all of their high priced inventory and commitments. Manufacturing is now on a sound and economical basis.

"One thing, however, is certain—that is, the public is following the trend of the times and looking as never before for inexpensive and yet comfortable transportation—an auto-

mobile that combines convenience, efficiency, low first cost, low upkeep and economical fuel consumption."

Since 1857
When mother's milk fails, a baby food proven successful by test of 63 years.

Borden's EAGLE BRAND Condensed Milk

BIG WAR ON PRICES

IN THE METROPOLITAN DISTRICT

FINEST CREAMERY BUTTER 35c Lb

Direct from the Choicest Creamery Districts

BREAD 5c Loaf

SUGAR 4 1/2c Lb

Lowest Price in Seven Years

6 KIRKMAN'S SOAP 25c

Save 8c

Shaker Salt 7c Pkg.

Save 3c a package

Premier Salad Dressing 29c Lge Bot

Save 8c a Bottle

Pink Salmon Save 3c Tall Can 8c

Mazola Oil Save 3c Pt. Can 19c

Jell-O Save 3c Pkg 7c

Strained Tomatoes Iona Brand Save 3c Can 5c

Pride of the Farm Catsup Save 3c Bot 15c

Ali Baba Jr. Dates Save 3c Pkg 7c

BOKAR COFFEE SUPREME
A&P Sole Distributors

ORANGE PEKOE TEA
1/2 Lb. 12c | 1/4 Lb. 23c

20 STORES OPENED IN THE U. S. A. THIS WEEK
8 STORES OPENED IN THE METROPOLITAN DISTRICT

352 South First Street (Cor. Grand Street), Brooklyn, N. Y.
640 Knickerbocker Avenue, Brooklyn, N. Y.
127 Grand Street (Between Gates Avenue and Linden St.), Brooklyn, N. Y.
274 Grand Street (Near Greene Street), Brooklyn, N. Y.
196 Howard Avenue (Cor. Chesnut Street), Brooklyn, N. Y.

8-8 Lawrence Avenue, Lawrence, I. I.
600 Ft. North of Long Island Railroad Station, 431 Amsterdam Ave. (2d floor N. of 80th St.), N. Y. City.
15 Jewett Avenue, Fort Richmond, N. J.
786 Mt. Prospect Avenue, Newark, N. J.

THE GREAT ATLANTIC & PACIFIC CO.
The World's Largest Grocery House—4981 Stores in the U. S. A.

HEARN

FOURTEENTH STREET Founded 1827 WEST OF FIFTH AVE

FRIDAY SATURDAY
Two-Day Sale Toilet Requisites

This sale affords a good opportunity to buy all at one time, the many needs for perfect grooming and comfort. You will find your favorite brands represented in this list, wherein every item is reduced to give unusual value.

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|---|---|
| 60 ct. size Elcava Vanishing Cream or Witch Hazel and Cold Cream.....46 | IVORY TINT ARTICLES |
| 50 ct. size Orchard White Soap.....25 | \$1.46 Ivory Tint Frames. 1.00 |
| 10 ct. Olive Soap.....10 | \$1.46 Ivory Tint Buffer...84 |
| 5 ct. Big Chief Soap, doz.....10 | \$2.96 Ivory Large Hand Mirror.....2.86 |
| 6 ct. Quick Suds Laundry Soap.....4 | \$2.96 and \$3.46 Ivory Hair Brushes.....2.36 |
| 36 ct. Large Bar White or Green Castile Soap.....25 | \$20.46 Tuscaloid Fancy Pattern Toilet Sets—11 pieces.....15.96 |
| 25 ct. Woodbury's Facial Soap.....18 | \$13.23 Ivory Tint Toilet Sets—11 pieces.....8.96 |
| 96 ct. Olive Oil Castile Soap.....74 | \$2.96 Ivory Tint Clock—American movement guaranteed.....2.23 |
| 10 ct. Physicians' and Surgeons' Soap.....8 | 46 ct. Ivory Tint Jewel Boxes.....36 |
| 23 ct. Johnson Foot Soap.....19 | \$1.54 Ivory Tint Hair Brushes.....1.18 |
| 25 ct. size Peroxide.....17 | 74 ct. Ivory Tint Dressing Comb.....54 |
| 23 ct. Cuticura Soap.....19 | 46 ct. Ivory Pyralin and Ivory Tint Glass Line Salve Jars.....ca. 1.8 |
| 10 ct. Remner's Peroxide Soap.....6 | 23 ct. Ivory Tint Manicure Files, Hooks, Knives.....1.8 |
| 10 ct. Palm Olive Soap.....7 | 42 ct. Nail and Hand Scrubs—wood, with handles.....30 |
| 8 ct. size Hearn's Blue Mottled Laundry Soap.....5 | \$3.50 Marvel Whirling Spray.....2.39 |
| 7 ct. size Hearn's Borax Laundry Soap.....5 | \$1.23 Red Rubber Water Bottle—No. 2.....84 |
| 8 ct. Hearn's Complexion Soap—containing palm olive oil and coconut oil.....6 for .40 | \$1.36 Metal Water Bottle.....1.18 |
| 50 ct. size Pebecco Tooth Paste.....31 | \$1.36 Rubber Lined Traveling Cases.....96 |
| 25 ct. Kolyon Tooth Paste.....17 | \$1.46 Rubber Sheeting—1 1/2 yard wide.....1.12 |
| 60 ct. Forhan's Tooth Paste.....34 | 46 ct. Sanitary Aprons.....36 |
| \$1.00 size Pyrrhocide Tooth Paste.....68 | \$2.23 Rubber Set Shaving Brush.....1.84 |
| 50 ct. size Pepsodent Tooth Paste.....35 | 19 ct. Men's Dull Ebony Finish Comb.....14 |
| Boristat Tooth Powder.....21 | \$2.23 Bath Curtain.....1.74 |
| Boriclar Tooth Paste.....17 | \$5.00 Knickerbocker Combination Shower and Bath Brush.....3.96 |
| 25 ct. Vent-Aseptic and Clingfast Imported Tooth Brushes.....17 | 5 ct. Bob White Toilet Paper.....6 for .21 |
| 15 to 34 ct. Sample Tooth Brushes.....12 | |
| 60 ct. Hays Hair Health.....32 | |
| \$1.20 Hays Hair Health.....62 | |
| 75 ct. size Sulphur and Sage.....44 | |
| \$1.00 size Wyeth's Sage and Sulphur Dandruffing.....67 | |
| 60 ct. size.....36 | |
| 81.00 size.....62 | |
| 50 ct. Walnutta Hair Stain.....36 | |
| 50 ct. Mulafied Coconut Oil.....32 | |

FRIDAY SATURDAY
Gift Shop Attractions Japanese Tea Sets Special, 10.00

Twenty-one pieces of the charming iridescent ware which makes a tea table the centre of cheer and admiration. Colors are blue, pearl, maroon, yellow and cocoa. Set consists of six each of plates, cups and saucers and one cream pitcher, sugar bowl and teapot.

Japanese After Dinner Coffee Sets—rose, blue, green and yellow—six cups and six saucers—coffee pot, cream and sugar bowls.....4.50

Smaller Sets with only two cups and saucers.....2.50

Lamps, Separate Shades and Candles shown in the Gift Shop are individual in style, of varied colors and quite inexpensive for their novelty.

French Shop (located in Gift Shop) keeps you in touch with the latest novelties and chic conveniences which the Parisienne creates.

Book Shop (located in Gift Shop) suggests delightful new books for readers of every taste, and age. Politics, travel, fiction, and age stories are all there in a most attractive selection for your choosing.

FRIDAY SATURDAY
Two-Day Sale SHOPPING AND TRAVEL BAGS

These Sale prices make replacing your worn bag with a new one surprisingly inexpensive. Assortments are new, complete and attractive.

Hand Bags—velvet, duvetyne and leather—all the desirable styles—metal and fancy frames—were \$4.87.....3.50

Leather, Duvetyne and Velvet Hand Bags—some with inside change compartment—colors and black—were \$5.27.....2.17

Cowhide Leather Boston Bags—double handles—some lined with leather—were \$4.37.....3.77

Crepe Grain Suit Cases—24 or 26 inches—1 1/4 inch cowhide straps—protected corners—short fold—were \$12.00.....9.97

Cowhide Travel Bags (split)—were \$5.00.....2.27

Red Ticket Lots of LUGGAGE
Hand Bags and Suit Cases
Reduced to wholesale cost—lots too small to itemize but wonderful values
See Pages 13 and 27 for other Hearn Advertising

SUNNYCORN

The Instant-Cooked Breakfast Cereal

A Satisfying Breakfast

A steaming hot, creamy dish of delicious SUNNYCORN is a real breakfast, nourishing and satisfying. And so easy to make—it cooks thoroughly in 2 minutes. Get it today; serve it tomorrow.

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Geneva, N. Y.