

Jitney Bus Interesting Folks of Many Cities

Future for This Type of Transportation Predicted by John N. Willys, Maker of Overland Cars.

LINES SPRINGING UP ALL OVER THE COUNTRY

Enthusiasm excited by street railway interests may be for a short period in the development of the jitney bus, but it will never be able to supersede the more popular means of transportation, says John N. Willys, president of the Willys-Overland Company, in the course of an interview on the "jitney" question at his winter home in Pasadena, Cal.

"The public in this country is just waking up to the possibilities and advantages of motor transportation. In London the electric lines known over here as trams are owned and operated by the London County Council, and are extremely jealous of its abilities and has branched out into numerous patterns of schemes. As soon as the motor bus became a factor in transportation ten years ago the council began existing every effort within its grasp to suppress the motor bus, but in the interest of the huge investments in which that body had involved the taxpayers in the construction of electric street railways.

"The public, however, rallied to the defense of the newer and more popular means of transportation, and today, notwithstanding the fact that the council owns the street railways, it is facing considerable handicaps as a result of motor competition. The council stands by the motor buses and refuse to see them utterly dealt with.

"In England the jitney business is not so well defined to the possibilities. There have been dozens of bus services established between smaller towns. Out of London lines run in all directions carrying passengers into the country. These services have never before been available to the rank and file.

"It is true that a great protest has gone up from the exclusive owners who heretofore have practically monopolized these rural districts, but the authorities have been wise to the motto, 'the greatest good for the greatest number.'

"At the beginning of the war a tremendous movement took foot to nationalize motor bus transportation, and compete more and more with steam railways, which in their suburban passenger traffic already are being hit by motor competition. In historic old Oxford the trams have entirely disappeared from the streets.

"In London it has been demonstrated that the motor bus can without attaining dangerous speeds, so completely outstrip the electric street car in the transportation of passengers as to make the latter unattractive to the public. The street car gets tied up every time it crosses a street, and the motor bus does not on the track. These delays make schedules extremely slow and uncertain.

"On the other hand, despite the fact that the bus itself weighs from 7,000 to 10,000 pounds, it accelerates quickly, runs smoothly and delivers its loads of passengers with the ease of a feather.

"But the foreigners have never understood the advantages which America has in its motor bus. The American motor bus is a light car, of jitney bus transportation for the reason that prices at which automobiles sell over there and the cost of upkeep of the light car are not so high as in this country. The jitney bus is a heavy car, of the type which is used for the transportation of passengers, and the cost of upkeep is not so high as in this country. The jitney bus is a heavy car, of the type which is used for the transportation of passengers, and the cost of upkeep is not so high as in this country.

cost or the original investment carried as a fixed charge.

"Such concerns as the Overland, which places before the public a high grade car at a moderate price, are naturally the user replacements at a correspondingly low cost. But this is still not all, for the car is a work of art, part upon a car made by the methods which are employed in a factory such as ours is a comparatively inexpensive operation, because such parts must necessarily be interchangeable in order to permit these cars to be manufactured at such low prices.

"Mr. Willys is of the opinion that manufacturers of moderate priced cars will soon be turning their attention to the production of a special type of automobile which will give better than the standard touring car used to-day for jitney purposes. At present the jitney car makes a splendid outlet for second hand cars and promises to solve a most complicated problem for the automobile industry.

Here it is in Portland, Me.:
THE "JITNEY" IS HERE.
 A "jitney" is a motor bus. It carries passengers along a given route for 5 cents. This bus runs on Congress street from Monday Hill to Union street. You step from the curb directly into the jitney bus. The jitney stops at a store or place along its route you may desire, and you step directly onto the curbing again. No mud, no fuss, no delay—the quick way.

Signal the driver, pay your fare and announce your stopping place as you enter. Jitney Bus Co.

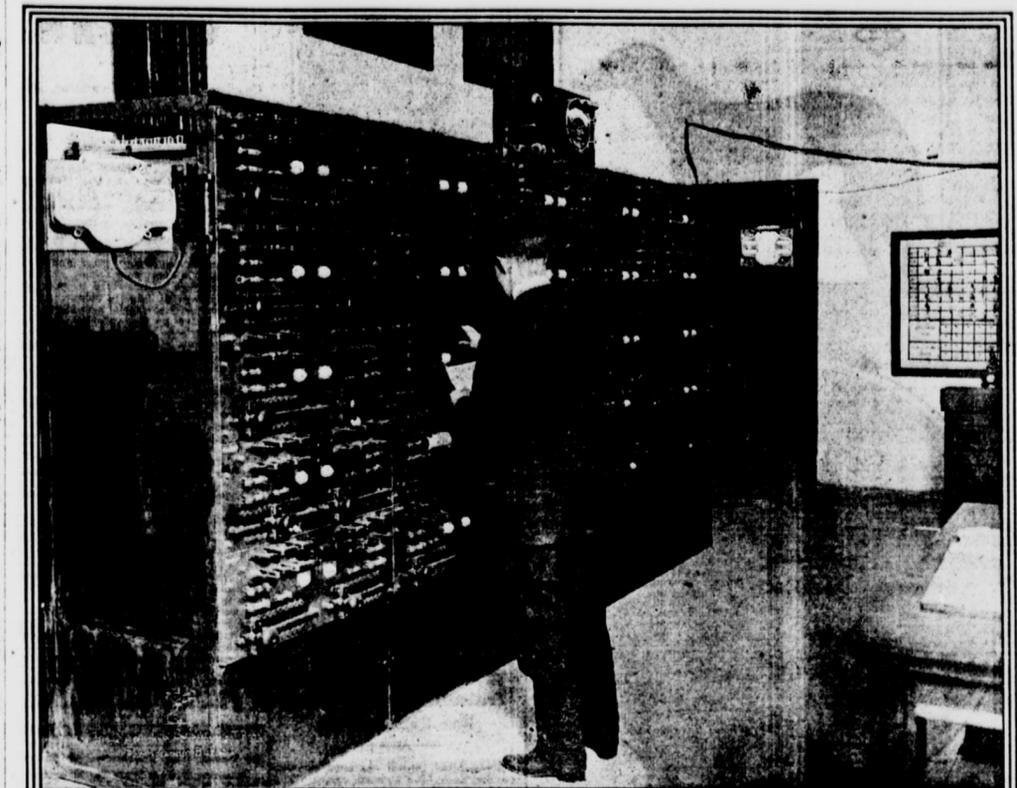
Orders for \$75,000 worth of jitney buses were received during the past week by the J. J. Jeffery Company. Among these was one for 20 passenger motor buses for the University Bus and Taxi Company, which is an official hotel bus company for the Panama Exposition at San Francisco. These buses are built on the 1 1/2 ton standard chassis, and the bodies were all made at the factory of Kenosha. Just outside of Chicago. They have seven feet clearance inside, so that traffic already are being hit by motor competition. In historic old Oxford the trams have entirely disappeared from the streets.

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LARGEST CHARGING BOARD IS IN NEW COOPERATIVE ELECTRIC GARAGE



The new cooperative electric garage of the New York Electric Vehicle Association at Central Park West and 62d street has a number of features, particularly in its electrical and charging equipment. The charging board is probably the largest of its kind ever built and controls 48 charging outlets of varying capacities. The meters have a capacity of 200 kilowatts, almost enough to warrant a special panel in a generating station, and six 750,000 c. m. cables carry the service into the building. These cables have a combined capacity of 3,200 amperes at 120 volts, or 400 kilowatts.

SAXON ENDLESS CHAIN.

It Speeds Up Product in the Factory, Says Harry Ford.

An electrically driven endless chain which will carry Saxon cars through the various assembling departments with greater speed is the latest innovation at the plant of the Saxon Motor Company in Detroit, described by H. W. Ford, president of the company, who was here last week. The Saxon factory which is being completed this company will have the most up to date and efficient assembling plant in Detroit.

Plans for this "endless chain" system have been approved and it is expected that the system will be completed within two weeks. This chain will carry the machines through the different stages of assembling from the time that a Saxon is nothing more than a frame, axle and set of wheels until it is ready to be driven to the loading dock.

The speed with which this continuous chain operates may be varied to suit production requirements. One of the novel features will be that the cars will run on their own wheels from the start until they are ready for shipment as a finished product.

This progressive move on the part of the Saxon company is due chiefly to the demand for the new roadster and six models, of which an output of 25,000 cars is planned for this year. The Saxon factory which the Saxon company has taken is so laid out that it lends itself readily to the installation of this continuous chain. The assembling buildings are one story high, so that the new system may be worked more efficiently than if it were tried in a two or three story building.

Another interesting feature just adopted at the Saxon factory is the use of specially built tractors for hauling the cars. The tractors are equipped with trailers and operated by Saxon men. Each morning these tractors and trailers are loaded with parts for the different departments. Each load comprises the exact number of parts to be used in its production, the idea being to haul the materials from a central stock room located in the factory around to the different departments.

WILLIAMS AT HEAD OF GARFORD PLANT

All Willys Trucks to Be Manufactured Under This Name in the Future.

The manufacture of Garford and Garford Utility trucks has been started by the Garford Motor Truck Company, whose factory at Lima, Ohio, is said to be probably the largest plant devoted exclusively to the manufacture of trucks in the world. As announced a few weeks ago, the Geiger-Jones Company of Canton, Ohio, has purchased the motor truck interests of the Willys-Overland Company, which consisted of the manufacture and sale of both the Garford and Willys Utility trucks.

This entire line hereafter will be manufactured under the Garford name, the Willys-Utility becoming the Garford Utility. This enlarges the Garford range of capacity until it covers practically every need for commercial vehicles from the smallest to the largest practical size.

The Utility truck has a carry capacity of 1,500 pounds, while the Garford will be built in one and one-half, two, three, five and six ton sizes.

The new company headed by E. A. Williams, Jr., has taken over the Lima factory, together with all vehicles on hand and the service stations in the Eastern States. It starts with ample equipment and financial resources to place the organization in a leading position in the manufacturing world.

Mr. Williams, who has a wide reputation in the truck industry, was formerly connected with the Willys-Overland company, having been in charge of several of the factories operated by that company outside of Toledo. He has been active head of the Willys-Overland company since December, 1913. By dividing his time between Lima and New York the last ten months he has succeeded in more than doubling the sales of Utility and Garford trucks in the East.

Other officers of the company are Joseph B. Immler of Canton, associated with the Geiger-Jones Company, vice-president and secretary, and A. Stull of Lima, treasurer.

The organization already is firmly established both in the manufacture and sale of motor trucks. The Eastern sales organization of the Garford Motor Truck Company is complete. The Garford sales and service organization in New York occupies a large eight story brick structure on West Forty-second street. Complete salesroom and service stations are also maintained in Brooklyn and Newark, under the general supervision of the New York branch.

The Boston branch has a large and well equipped six story building in Boylston street. The salesroom occupies a large part of the first floor, while the balance of the building is used for furnishing service to Garford owners. A large building is also maintained by the Philadelphia branch. R. E. Taylor has been placed in charge of the New York and Boston branches, with H. C. Whitney at Philadelphia. Both these men are well known in the truck industry and have been in charge of the same territory for some time.

The engineering department of the Garford organization already has been transferred from Elyria, Ohio, where the work of that department is now being carried on. Special machinery designed and constructed for building Garford trucks has been installed. The operating force of the Lima plant will be materially increased within the next two months.

In relinquishing its hold on the truck business the Willys-Overland company does so only because it desires to concentrate its entire efforts on the big Toledo plant. The plant at Elyria, Ohio, where the Garford trucks formerly were built, henceforth will be employed in the manufacture of Overland parts.

25,000 Come Selling Goods.

The importance of Studebaker as a customer is demonstrated by the number of calls made in 1914 by salesmen wishing to interest Studebaker in their wares. There were 25,000 such visitors to the Detroit office.

PROBLEM OF USED CARS.

"Observance teaches me that the used car problem is becoming more and more serious to the dealers in new cars," says R. E. Ingersoll, manager of the Eastern Branch of the Reo Motor Car Company.

"The time is coming when dealers in cars of established merit will be compelled to organize for protection against the operations of dealers who handle over-priced cars of inferior worth and standing, either that, or the public must be educated up to the understanding that the amount allowed for the old car is not of first importance.

"Ten years ago," says Mr. Ingersoll, "not five per cent of the purchasers of new automobiles had old cars to exchange. Five years ago it had come to pass that fully fifty per cent of all deals in new cars were on an exchange basis. Today ninety per cent of my car sales are for an allowance on some sort of a used car. These percentages are, I believe, very conservative, although they of course do not apply to purchasers of small cars in the five hundred dollar class, but they do unquestionably apply to all cars selling for one thousand dollars and over.

"If, therefore, traders have come to be so nearly universal, surely this is about the most important problem dealt with in new cars have to wrestle with.

"It is a well known fact that many automobile manufacturers are today putting up their cars with the best in their mind, namely, to appeal to those who have used cars for exchange. These manufacturers have their cars priced clearly the utmost of automobile that it is possible to purchase for a certain amount of money.

Mr. Reeves expects delivery of the Chandler car within the next few weeks and will be added to the list of notable cars being put out by the Reo Motor Car Company, which is in a position to judge most clearly the utmost of automobile that it is possible to purchase for a certain amount of money.

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Alfred Reeves Buys a Chandler.

A car sale most gratifying to the Reo Motor Car Company was the purchase of a Chandler by Alfred Reeves, general manager of the Automobile Chamber of Commerce. Mr. Reeves, because of his long association with the automobile industry and various executive positions, both with the old Reo and the present Chamber of Commerce, of which body he is the manager, is in a position to judge most clearly the utmost of automobile that it is possible to purchase for a certain amount of money.

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SPEED NOT IN DEMAND.

Automobile Users Call for Comfort, Says Conover T. Silver.

The running of the various speed classes at this time of the year always brings up the part which speed alone plays in the ultimate sale of cars. It cannot be denied that safety and sanity in the operation of a motor car are essential to a continuation of the success of the automobile industry and the tendency in this direction is borne out by an examination of the method of the great bulk of the manufacturers, stable construction and the utilization of every mechanical improvement and refinement rather than an effort to provide tremendous speed are in the minds of these manufacturers the demands of the public in motor cars.

Commenting on this, T. Silver, president of the Overland Distributing Company, says: "The speed mania has had its day. Those who think that speed is one of the biggest essentials in a car represent a small minority of the motoring public. Their pleas for speed are being ignored by the majority of manufacturers who produce cars that appeal to the solid, substantial public. The need of safe time is actually being placed and ease of operation rather than speed.

"The policy behind the Overland is to build cars for the pleasure and business of the great majority of the American public rather than for the joy rider or the speed merchant. No business except that of racing demands abnormal car speeds, and any one who has ever ridden at say sixty miles an hour knows that there is no real enjoyment at more than thirty or forty miles.

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OWEN BUYS INTEREST IN HARRY S. HOUPPT CO.

Magnetic Car Maker Takes Holdings in Local Agency for Mitchell.

A most interesting trade news announcement of the past week was that Roy M. Owen has bought a substantial interest in the Harry S. Houpt Company, the Eastern distributor of the Mitchell car. In this connection it might be stated that the Houpt company has taken over the distribution of the Owen magnetic car in the Philadelphia district. These announcements followed a visit made by Messrs. Owen and Houpt last week to the Mitchell plant in Racine, Wis. Owen was so favorably impressed with the Mitchell cars and their next season's line that a deal was quickly closed giving him a big interest in the Harry S. Houpt Company, and at the same time the Racine factory officials gave the Houpt company a considerably enlarged territory for the sale of Mitchell cars. With possibly one or two exceptions Mr. Owen has made more money out of the deal of motor cars than almost any one connected with the industry. For nearly ten years he took the entire output of the Reo factory and intelligently made a fortune for himself and the Reo factory. Recently Mr. Owen has spent his time developing the Owen magnetic car with a thousand speeds, and now that the Owen magnetic car is ready for the market he decided to join Mr. Houpt in the development of sales for the Mitchell car.

HOW TO GET AN ORDER.

Find Out If Your Client Has a Hearse to Wash—Then Wash It.

"Lots of things have been written about what a salesman must do to be successful, but I doubt if it was any book of rules that inspired the good-year salesman who recently put over a 'fast one' in northern Illinois," says an official of the Goodyear Tire and Rubber Company.

"There was only one prospect in the town—a combination undertaker, liveryman, automobile and accessory dealer. When the salesman called the Protean business man, arrayed in overalls, was assembling an automobile engine—a rush job.

"I haven't time to talk to you," was his declaration. "As soon as I get this engine together, I've got to wash the hearse and beat it to a funeral. So don't delay me."

"The salesman pondered a moment, then he asked: 'How long will it take to wash the hearse?'"

"Forty-five minutes," was the brief reply, and he lightened a refractory nut.

"Well, if I wash the hearse will you give me the forty-five minutes?" asked the salesman, chuckling. "I've got to wash the hearse and beat it to a funeral. So don't delay me."

"Then they repaired to the office and after a brief session the Goodyear salesman left with a pair of red hands and an order for \$112 worth of accessories."

USED CAR MARKET IS SHOWING A SHORTAGE

List Editor Finds the Demand for Almost All Lines Is Brisking Up.

BY HENRY CALDWELL.

The shortage in used cars never fails to show itself in the market this week. There was quite a number of small cars, and a few of the more desirable individual models were showing pretty lively to those who wanted, and very few were to be had. A gentleman who had been looking for a used car for some time, told me he had just bought a five car loads out of Boston, and that he was now in New York for the highest market.

The results of the used car department of the various agents I am daily seeing are that so many high class used cars are being sold, that the market is showing a shortage for used cars. Many of these cars are being sold at prices which are well above the market value. This is a sign that the market is showing a shortage for used cars. Many of these cars are being sold at prices which are well above the market value. This is a sign that the market is showing a shortage for used cars.

TIRES MUST BE GOOD TOO.

Price Alone Not the Determining Factor, Swander Says.

"Popular prices on tires are as desirable as on anything else the public buys," said E. Swander, local branch manager of Firestone Tire and Rubber Company, and it is a striking illustration of what scientific manufacturing methods and the stupendous scale and economical distribution can do that such a tire as the Firestone can be sold at the price of the ordinary.

"The tire which is sold at a low price will never satisfy the experienced buyer of tires. When you think of it you will realize that in no other line of goods is the price of the tire so important as in tires. They go right from the hands of the dealer to the car, and the dealer is not in a position to make a profit on a tire which is sold at a low price.

"There is an old saying by a famous maker of quality goods, copyrighted, I believe, that 'the price which really remains long after the price is forgotten.' True words were never spoken—especially in tires.

"The car owner has a keen recollection both of good and bad tires. That is why dealers who are in the tire business should be careful to sell only good tires. Popular price alone does not hold the customer. The 'kick-back' of one sale of a poor tire may destroy the profits of many.

"Firestone prices are reduced as scientific efficiency in our factory and economy in distribution are developed. The only fixed factor is quality. That we keep at the maximum and no price movements in the tire world ever have or ever will induce us to change it. The volume of Firestone tires is sufficient evidence that the buyers approve the policy.

Good Studebaker Averages.

Twelve Studebaker delivery cars in California have averaged fourteen and seventy-five hundred miles per gallon of gasoline, and 22.65 miles per gallon of lubricating oil for 15,000 miles. They average 13,500 miles per set of tires and the operating cost per mile was \$0.336. This is indeed a remarkable performance.

RECORDS FOR NASSAU TIRES.

Casings Used by Rests Covered Two Events Without a Change.

Nassau tires which were on the Peugeot car which Rests drove to victory in the Vanderbilt Cup and Grand Prix automobile races at San Francisco made a remarkable record, in that the same four casings went through both races without change. The tires had a severe test, both because of the smallness of the circuit, requiring many turns, and the poor quality of the surface. These tires will have a very long life.

On Wednesday when Rests drove in the Grand Prix of California, when the driver finished, Rests wired to J. S. Kirk, Jr., New York manager for the Theonid Rubber Company, "I just won the Vanderbilt Cup race, using the same Nassau tires identically with the Grand Prix." This is truly wonderful. Nassau tires are really remarkable and I am proud to share the honors with them."

Halph de Palma, Bob Furman, Ralph Ford and E. V. Ribbenbacher have been some of the great pilots who use Nassau tires. It was on Nassau tires that de Palma won the Elgin National last August without a tire change in 305 miles, using three of the same tires that went through the same mile "Coke trophy event of the day before."

IT COSTS HIM NOTHING.

Detroit Man Finds Cost of Tracking Comes to That.

"At least one Kisselcar truck owner is to have his truck for less than nothing," says Russell L. Eng, metropolitan distributor of the Kisselcar. "The truck is being sold for less than nothing. Well, here is an instance: H. P. Kantzler of Detroit owns a 1,500 pound Kisselcar truck which is kept going in his plumbing business from 7:30 in the morning until 3:45 in the afternoon. Its superior speed and reliability gives it a ground covering advantage over three ordinary horse driven rigs. This is a record which in itself handsomely justifies the truck.

"But Kantzler has found that a good truck not only saves time and money but can be turned into actual cash profits as well. Every morning from 4 to 6 he leases his truck to a newspaper for wholesale deliveries and in the afternoon from 4 to 6 to a packing company which requires extra haulage equipment during those hours. The amount received for this service more than pays the running expense of the vehicle."

Goodyear Cord Tires

An 11-Year Development

In 5 Ways Excelling the Best Rival Productions

All-Weather Tread



Plain Tread

For Electrics and Gasoline Cars

Goodyear has made Cord Tires since 1904. Our Cord Tire of today is an 11-year development. It now sets the high mark in this type.

In the five ways listed below it excels any other Cord Tire built here or abroad.

Our average oversize is 30 per cent, compared with rival Cord Tires. That means nearly one third more air capacity. And air is what carries the load.

Ours are the only Cord Tires in No-Rim-Cut type—with no hooks on the base to "freeze" into the rims.

Goodyears are built with from 6 to 10 cord layers, according to size. That means extreme endurance.

Goodyears alone are held secure by vulcanizing 126 braided piano wires into each tire base.

No other Cord Tire has an efficient anti-slip tread. Goodyears have our regular All-Weather treads—tough, double-thick and resistless.

The Last Word

For 11 years our experts have been improving these Cord Tires. Scores of our best men have worked on them.

The Goodyear Tire & Rubber Company, Akron, Ohio



GOOD YEAR
CORD TIRES
The Maximum Type

30 Per Cent Oversize
No-Rim-Cut Type
Six to Ten Layers
126-Wire Base
Anti-Slip Tread

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