

### JITNEY AUTO BUSES WITH 5 CENT FARES INTRODUCED IN CITY

Eventually Expectation Is to Utilize 500 Machines in Competition With Cars.

#### ARE SUCCESS ELSEWHERE

In California Transportation Companies Suffer Serious Out in Business as Result.

Portland assumed a new transportation problem this last week when the "jitney" auto buses began business in competition with the street-cars of the city. The auto buses charge 5 cents a trip, the same as the streetcars, and the first few days business shows plainly that the business is as profitable in Portland as in Los Angeles, San Francisco, Pasadena and half a dozen other cities where they have been placed in operation.

According to M. C. Boothe, president of the company operating the cars, it is planned eventually to have no less than 500 automobiles engaged in the work. Already nearly 100 are engaged in the business and transfer privileges are being allowed.

The central starting point of the new service is on Sixth street, between Alder and Morrison.

At the beginning of the week the machines were put on nine of the lines paralleling the streetcar tracks and covering the principal traffic center lines of the east and west sides. Later other lines, less patronized will be figured in the service.

While the auto bus service has been a pronounced success wherever it has been tried out, it has seriously interfered with the street railway company's business, and particularly in Southern California the transportation corporations have made strong protests against the operation of machines without regulation of some sort.

In Pasadena, for instance, they have cut so deeply into the receipts of the street railway line that the company threatened to take up its tracks and quit business on some lines. As a result citizens have taken up the proposition of making the auto people pay for the privilege of operating on the streets, fearing for one thing that the company might carry out its threat and leave the residents at the mercy of the self-scheduled "jitney."

The street railway companies in California also point out that in addition to the fact that the auto buses run when business is rushing, and leave it alone when business is poor, they carry no insurance against accident. On these two grounds mainly they rest their case in demands for regulation.

Whether the same problems will come up in Portland remains to be seen. The 5 cent auto bus is an actuality, and a busy one, at that. People have taken readily to it; and, in the language of the poets, says the auto man—"I am not the one to worry."

### Well Known Man Will Be Manager

Fred W. West, Who Accepted Job in Factory Recently, Back in Portland Again.

Fred W. West, for three years manager for the J. W. Leavitt company in Portland, who left for the east recently to accept a position in the factory, is back again in Portland. He arrived early last week, in response to a telegram from E. E. Gerlinger, offering him the management of the E. E. Gerlinger Motor Car company, and has taken over his new duties.

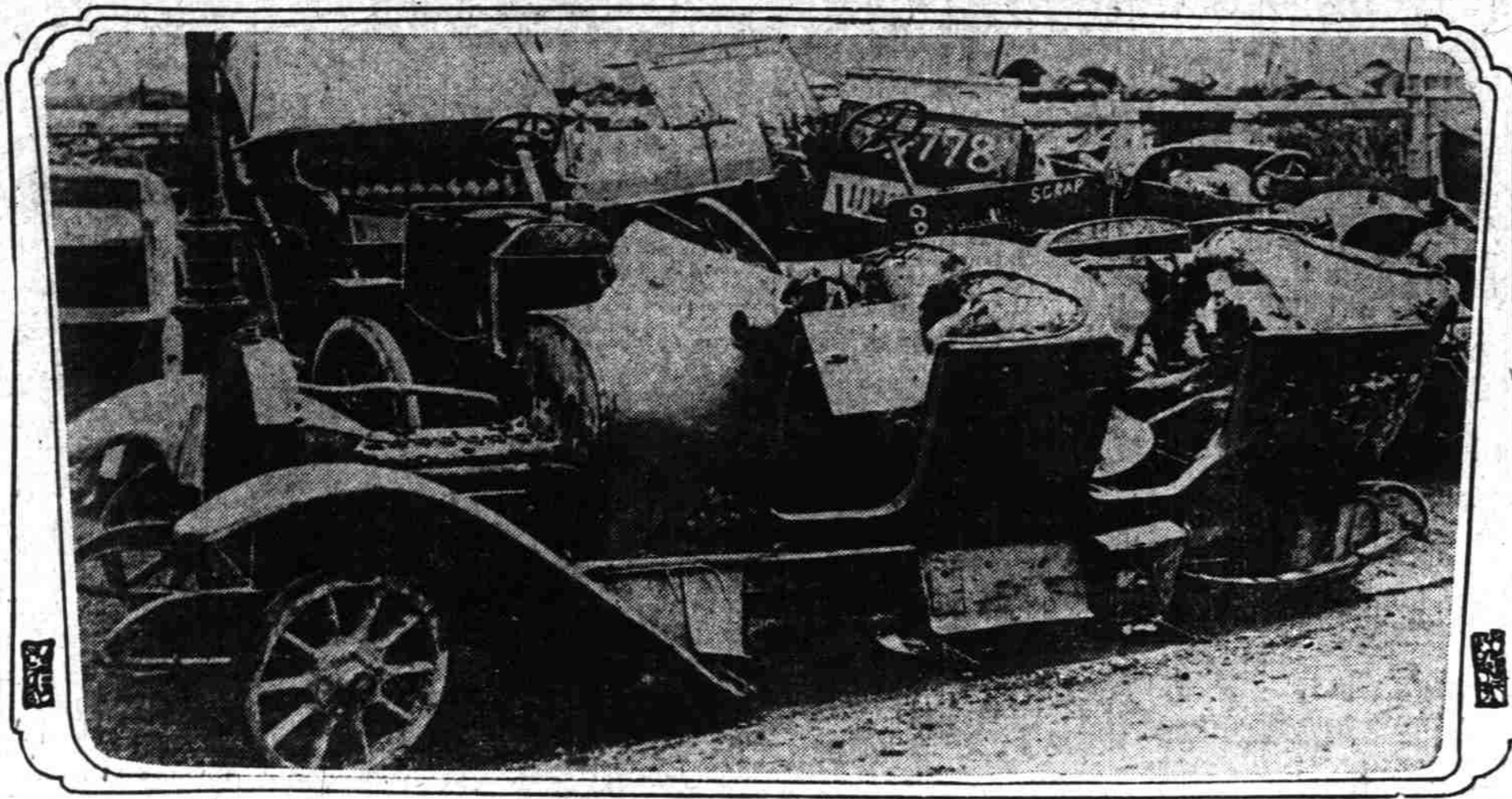
Mr. West is well known in Portland, and here many friends who have been keeping the wires hot congratulating him on his return to the Rose City.

"I am glad to get back to Portland," said Mr. West, "because I have many friends here and like the response to my position. I had in the east was satisfactory. I consider a position in Portland more so."

"I anticipate a big selling season. In fact, the inquiries for machines that have already reached my desk in regard to the King Eight indicates that the market is here in Portland. Our first shipments of the King will arrive in Portland about the middle of the month through the state at large within a very short time following their arrival."

Without the need of a man to steer it a new motor plow when it is started in a furrow will continue in a straight line until stopped.

### EUROPEAN WAR IS RESPONSIBLE FOR EXPENSIVE JUNK



Small section of a huge pile of scrap heap, composed entirely of automobiles which a photographer recently snapped in Belgium. It explains why so many American cars have exported recently to warring Europe during the last few weeks, and presages a continuation of the business. This picture shows machines that were either captured by the French or abandoned by the Germans. They were too badly shattered for further use, and so were relegated to the scrap heap.

### FOUR MILE COURSE FOR BIG AUTO RACES PRACTICALLY READY

Vanderbilt and Grand Prix in February Expected to Develop Record Breaking.

San Francisco, Jan. 9.—Save for a few minor alterations the four mile course over which the Vanderbilt and Grand Prix races will be run, the roadway is all ready for the big February events, according to Manager W. L. Hugson.

Already some fast laps have been made over the course, which suggests that some record breaking going will be indulged in. The entire course has been changed from gravel to an asphalt surface. The roadway is from 40 to 70 feet in width and there are two right angle turns and at these the 70 foot width obtains. In addition there are two half turns, two gradual curves and one hairpin.

The grandstand is to accommodate 25,000 in addition to space given over to parking for machines and the points along the course where pedestrians will be allowed to witness the contest.

Swiftest Machines on Hand. Already entries are being made in the big races which will be held February 22 and February 27 respectively. Among them are three of the swiftest speed creations ever turned out by an automobile factory.

They are the Mercer trio, one of which is to be piloted by Eddie Pullen, winner of the last Grand Prix race held at Santa Monica, Cal., this year, and winner of the recent Corona race. In the latter event Pullen broke all world's road race records by averaging 87 3/4 miles an hour in the 300 mile event. Pullen also holds the record for the Grand Prix races, having shattered all previous marks on the Santa Monica course. The Mercer team had an exceptionally successful year in racing and the team will strive to defend the gold cup as well as win the famous silver trophy in the Vanderbilt. Pullen's team mates have not yet been announced by the Mercer company.

Oldfield to Be on Hand. Another trio of entries recently made which insures some great competition is the Maxwell team. The veteran Barney Oldfield will head this squad, Billy Carlson, the Pacific coast crack, having one of the others. Prior to the present year, Oldfield had never enjoyed much luck in road races, but his recent victory in the Los Angeles Phoenix desert road race broke his streak of bad luck and Barney is out to prove that he can be as much of a star in road racing as in his old game of mile track work.

Earl Cooper, who ranks second to De Palma in the number of road races won, will be at the wheel of a Stutz, his team mate being Gil Anderson. The

Stutz will be in both big races. De Palma, who has more than the usual incentive to enter the Vanderbilt Cup this season, has not yet made his entry, but is preparing for the event. He has won the famous silver trophy twice and a third victory would make it his permanent property and thereby upset the history of the Vanderbilt Cup.

The last Pacific coast appearance of the King racer, owned and driven by Arthur Klein, is to be in the Vanderbilt Cup and the Grand Prix races. Klein, now at San Diego, is to go to San Francisco tomorrow to prepare for the big events on the exposition course. Immediately the San Francisco events are over, Klein is to go east to the King factory and build a car for the Indianapolis 500 mile race. Klein's new King is to be an eight cylinder creation, with 270 cubic inches piston displacement. The car is to weigh 1750 pounds.

### Valley Roads Are In Good Condition

Improvement That Has Taken Place in Past Few Years Is Strikingly Demonstrated.

The present good conditions of the roads in the Willamette valley is evidence of the material improvement in road conditions in this state within the past few years, and Portland motorists will appreciate the report of J. L. Irvin of Albany, who came to Portland December 23, and drove home in a Buick touring car.

Mr. Irvin left Portland at 12:35 p. m., and reached Albany at 5:30 p. m., going by way of Tualatin, Dayton, Amity, Independence and Corvallis.

The traveler described the trip as the best he had ever enjoyed between Portland and Albany, and declares that the roads were in fine condition; in fact so good that he was not compelled to change gears but twice on the journey: first at the top of the hill near the cemetery, after leaving south Portland, and again at the short turn in the road, just beyond the bridge at Dayton.

Will Give Satisfaction. The new lightweight Maxwell car

### SALE OF 875,000 CARS IN 1915 PREDICTED

Figures Computed as Result of Interviews With Big Men in Industry.

New York, Jan. 9.—Leading automobile men of the United States, in forecasting the annual sales business for 1915, figure that approximately 875,000 cars of American manufacture will be sold during the next 12 months. Of course, all of these will not go to buyers in the boundaries of the United States of America, but at that the overwhelming number will never leave the States.

This figure was arrived at by interviewing the various big men of the industry, who attended New York's fifteenth annual show, which closed last night in the Grand Central palace, after a week's run.

Quite incidentally, some figures denoting the size of the automobile industry were secured. And here they are: There are 1,500,000 cars in use; cost price, \$1,500,000,000. Of commercial vehicles, there are 100,000 in use. Last year, up to June 30, there were 435,000 cars produced in that single year. The value of 1914 cars is \$425,000,000. Every year about 9,000,000 tires are worn out. In the whole of Germany there are 92,000 automobiles, while in New York city, 44,628. There are 60,000 chauffeurs in New York state.

Chicago had 11,000 cars in 1911, 26,000 in 1914. There are 15,500 automobile dealers in the United States. One half the automobiles owned in Iowa are owned by farmers and in Wisconsin one third. This year's sales will total 875,000 cars.

Will Give Satisfaction. The new lightweight Maxwell car

### LOCAL MOTOR OWNERS FAVOR ESTABLISHING AUTO 'THEFT BUREAU'

Establishment of Such Institution Would Enable All Garages to Keep Watch.

#### CLUBS WILL COOPERATE

Expected Network Would Result as Deterrent to Stealing of Cars.

Local motor owners, particularly those who have suffered at the hands of auto thieves, are strongly in favor of the organization in the northwest of a "theft bureau," modeled along lines adopted recently by the Automobile club of southern California.

The establishment of such a bureau, it is pointed out, would be a matter of ease in the northwest, where every large city already has an automobile club, and the spirit of cooperation is apparent.

By the adoption of the southern California system, the loss of an auto would be reported immediately to the bureau, and the various branches throughout the northwest would then be provided with a description of the machine, its number, etc. The information in turn would go to the several garages and gasoline stations, with a result that hundreds of pairs of eyes would scan the countryside for the missing machine.

Here is the way the new bureau, the first of its kind in the world, operates: Special officers operate the bureau, and branches are established throughout southern California, with headquarters in San Diego, Pasadena and Long Beach. A network of telephone wires carries the news of thefts first to the main office in Los Angeles, and from there they are relayed out to the various stations.

Each member of the auto club in

addition has been requested to act as a private detective to apprehend any "gangs" operating in Los Angeles or nearby cities, and to communicate at once with the theft bureau in case of finding a thief hotheaded.

### MOTORCYCLE RIOT GUN

The war in Europe has given the manufacturers of the Indian motorcycle an idea for a new field of utility for the handy two wheeler, with a result that they have just completed a model combination of a motorcycle, and an automatic field gun for riot service.

The idea was suggested by the extensive use of the motorcycle by the French and English for courier service and scouting duty. The newest product of the Hendee factory is a motorcycle and a side car chassis on which a rapid fire rifle is mounted. It is apparent that such a combination is superior to horse drawn vehicles, when such factors as speed, ease of handling, cost and operating radius are considered. The machine is made to carry two persons if necessary, one to operate the gun and the other the motorcycle.

#### FIGURES ARE INTERESTING

Some interesting sales figures are shown in the report just made by the Ford Motor company.

During the months of August, September, October and November last, there were 9200 motor cars sold in California. Of these, 4936—or more than half—were Ford cars.

Reports from other districts are interesting, showing the large proportionate increase of Ford sales in those districts. For example: In Kaufman county, Texas, from October, 1913, to October, 1914, 81 motor cars were sold. Of these, 46 were Ford. C. R. Livingston, Ford dealer in McCook, Neb., reports that in October, 1914, he sold 6 Ford cars; in November, 7 Ford cars; and in December, no cars. In October, 1914, he sold 22 Fords; in November, 20, and in December, up to the third, 2 Ford cars. This shows an increase of about 300 per cent over sales for the corresponding period of last year. Re-

### TRAINLOAD OF AUTOS WELL UPON ITS WAY TOWARDS PORTLAND

Forty-one Rock Island Cars Left Factory on Last Day of 1914.

The Buick special train is now well on its way and will be distributed in the Pacific northwest this week.

At 1 o'clock p. m. of the last day of the year of 1914, a special train of 41 Rock Island cars, containing 195 Buick automobiles, left the Buick factory, consigned to the Howard Automobile Co. for distribution in the Pacific northwest.

The train reached Joliet, Ill., on January 2, and as it was run on a daylight schedule over the Rock Island lines, did not reach St. Paul until the 6th.

From St. Paul the daylight schedule will be adhered to over the lines of the Great Northern railway to Seattle, Wash.

The distribution of the carloads on the train are as follows: Moscow, Idaho, 1; Albany, Astoria, Baker City, Independence, Salem and The Dalles, Or., one carload each, with two carloads to Pendleton and seven carloads to Portland.

In Washington, Auburn, Bellingham, Ellensburg, Hoquiam, Ritzville, Stanwood, Sunnyside, Tacoma and Vancouver, will each have one carload. Colfax and Everett will each receive two carloads; Spokane five carloads, and Seattle seven.

The total value of this enormous shipment of first class freight is \$240,035.

The freight bill alone will amount to from \$18,000 to \$20,000. Mel G. Johnson, manager for the Howard Automobile Co., will meet the train at White Fish, Mont., and accompany it through Idaho, across Washington and to Portland.

Ports from other sales territories show the same proportionate gain.



# The PENALTY OF LEADERSHIP

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass or slander you, unless your work be stamped with the seal of genius. Long, long, after a great work, or a good work has been done, those who are disappointed or envious, continue to cry out that it can not be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced, argued angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains—the leader. Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live—lives.

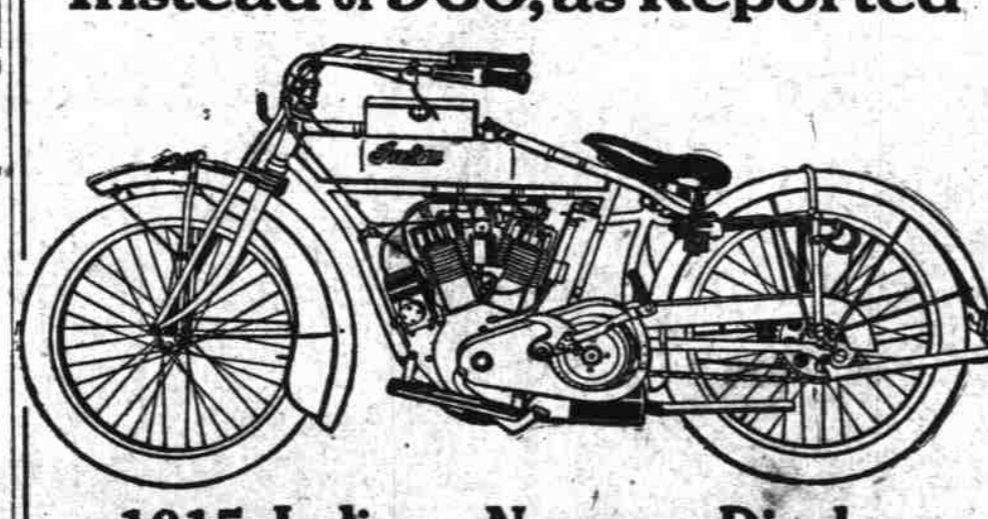
## Here Are the Facts

Several of the first reports of results in the New Year's Motorcycle Endurance Run did injustice to Mr. L. G. Olson, who rode an

### INDIAN

Mr. Olson's Indian checked in at the finish in perfect condition, though he was penalized for checking in a few seconds late on one lap on account of his stopping to help a rider of another make of machine to light his lamp.

Mr. Olson's Score Was 992 Instead of 960, as Reported



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