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## VALUE OF TRAINING IN AUTO INDUSTRY

### FOR EFFECTIVE OPERATION

Skilled Men Required in Many of the Varied Lines in Which Cars Utilized; Other Things

(By H. Clifford Brokaw, technical advisor, New York City West Side Y. M. C. A. Automobile School).

In the wide range of labor opportunities which the automotive industry offers to the public, operating might be termed one of the major classifications. This involves the many types of professional drivers of cars.

Trucks of which 374,317 were produced in 1924 with a wholesale value of over \$317,000,000 are increasingly becoming a factor in freight transportation. The amount of freight carried by motor trucks runs well over 1,000,000 tons. But every truck must have a driver and over 2,000,000 trucks are now registered in this country. To be a good truck driver calls for real skill. Truck driving often secures one of his own in a short time. Later he may have a fleet of trucks. The trucking business has no end of possibilities as a creditable vocation.

**Traffic Managers Needed**  
 The traffic manager represents a chance for one to perform a useful part of the world's work. Since the motor truck is increasingly displacing less than railroad freight car loads, the automotive industry appears to have created new opportunities for traffic managers. Over 150 railroads are now using motor vehicles for short hauls. This is a great day for men who can qualify to direct motorized transportation.

There are over 60,000 motor busses operating on our highways, almost as many as electric railway cars. In 1923, the number of busses owned and operated by street railways companies increased about 400 per cent. In New York City 300 motor busses of only one company carry 52,000,000 people a year. Everyone of these busses must have a skilled driver. Back of every bus is someone in the bus operating business. Here is another field for wide-awake men.

**Taxicabs Now Necessary**  
 Taxicabs were once considered a luxury, almost a wasteful extravagance—only for parties, weddings, and gala events. But now they are used as a means of ordinary conveyance.

There are about 10,000 taxicabs in New York City. Every car should have an expert driver. The steps from driving a taxi to owning one, to owning a fleet of them, to having a well established taxi business are not at all impossible to the go-getter.

Fifteen years ago a Chicago man attempted several times to organize a taxi service, but without success. The cost of the maintenance of the limousine type of cabs which were used was too great to operate on a low rate, and without a low taxi rate it was impossible to operate a cab company at a profit.

## Chicago Taxi Service

Finally, in 1916, the lower priced cab service organized a separate corporation to test the new policy and to determine which policy would prove most profitable.

The limousines of the old company still continued at the high rate. Forty cabs on the new style were sent out at the rate of 25 cents for the first half mile and 5 cents for every quarter of a mile thereafter. These new cabs were well built, able to stand 24 hours service if necessary, lighter in weight and of smart appearance with leather upholstered seats, foot warmers, rugs and other modern conveniences. They were kept scrupulously clean.

**Taxis Busy 90 Per Cent Time**  
 It was considered a good day for the old cabs if they averaged 40 per cent of the time on paying work. The new company averaged 90 per cent. Within six months the number of cabs increased from 40 to 80 and in the next two years, the latter half of 1917—300 cabs were operating. At the present time there are 1,700 cabs of this company carrying 20,000,000 people a year. The old cab company is now devoting its time to the manufacture of new cabs.

This story illustrates how, while while this field has been greatly developed, there are still big opportunities in it for big men.

## COAL IN ILLINOIS COVERS WIDE AREA

Sixty-Seven Per Cent of the State Is Underlaid With This Fuel

Sixty-seven per cent of Illinois is underlain with coal which runs, in many places, as much as 20,000 tons to the acre, remarks the Illinois Chamber of Commerce in a recent bulletin. It points out that the New Orient mine, at West Frankfort, made a world's record when it recently brought up 12,825 tons of coal in an eight-hour day. Coal in Illinois cannot possibly be mined out in several hundred years, the bulletin adds.

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## The Highland Park Transfer and Storage Company

wishes to announce that it has discontinued its branch office in Pratt's United Cigar Store, 37 S. St. Johns Avenue, Highland Park.

In the future all orders for

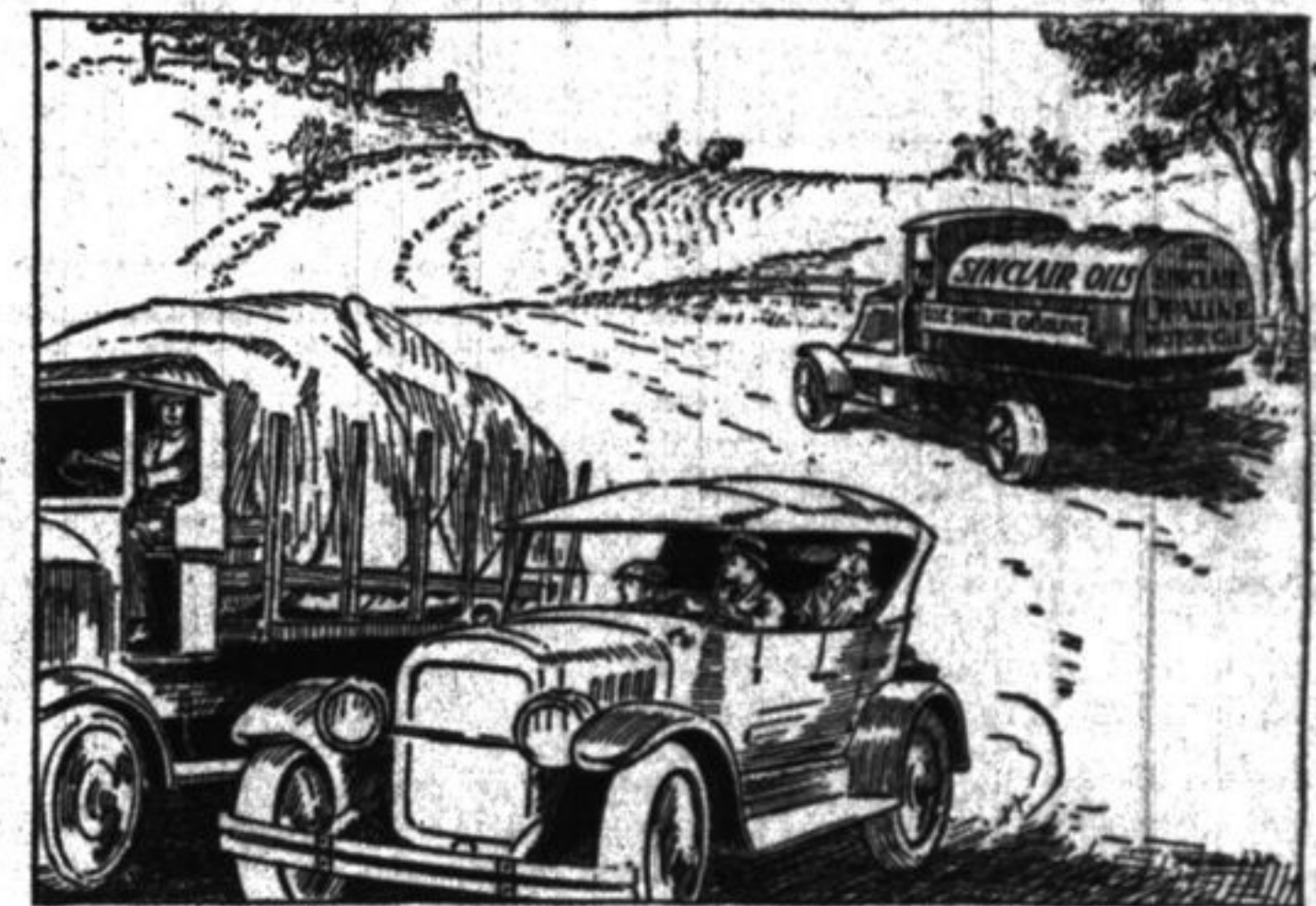
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BUY IT IN A HANDY DRUM—THERE'S A SAVING

## A Service Without Limitation



YEAR by year the telephone equipment wears out and has to be replaced at prices much higher than the original cost of the old plant. This adds constantly to the average investment per telephone, on which a return must be earned. The company's revenues must keep up with this rise.

THE electric speaking telephone is fifty years old this year. The first conversation was held in 1876.

Those who can look back to a time when there was no telephone service can recall the inconveniences and long delays which were often associated with the most important affairs. But the younger generation could scarcely imagine a world in which there were no telephones.

The instrument invented by Bell and developed into a great utility by his successors has become the most useful of all modern devices to promote convenience.

In our modern day the uses of the telephone are absolutely without limitation.



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