

Enthusiasm For Albuquerque Run Six Silver Cups Are Hung Up

ALBUQUERQUE is enthusiastic over the proposed reliability run of El Paso and New Mexico cars to the New Mexico state fair, October 6 to 11; the roads are already in good shape, but will be improved, and there will be at least six silver cups offered for the competing cars.

This information comes to The Herald from mayor D. K. E. Sellers, of Albuquerque, who returned to his home from El Paso by way of the valley route, after making arrangements here for the coming run. He found the distance from El Paso to Albuquerque 290 miles and most of it good; some of it exceedingly fine. He says the Albuquerque Journal will offer a companion cup to The El Paso Herald for the run and, as the fair association and three dealers had already offered cups, this means that six cups will be hung up as trophies.

The El Paso Automobile club will soon have a meeting to begin making preparations for this run. The indications are that a large number of cars will enter from El Paso, Silver City and Deming, leaving El Paso, and that Las Cruces and other towns above El Paso will also join with a number of cars. As the reliability run, and not a race, the cars will not be stripped, but will enter just as they are driven every day of the run. This will enable the families of the car owners to accompany them.

Letter From Col. Sellers. The letter from Col. Sellers follows: "I am pleased to report my safe return to Albuquerque, after a most de-

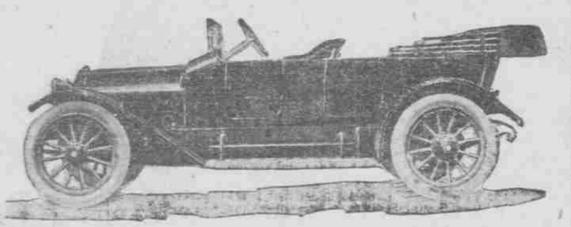
lightful trip from El Paso, by way of Las Cruces, Elephant Butte dam, Engle and Carlsbad, to Albuquerque. "I find the road logs 290 miles, and without any sand or rocks whatever. Between Engle and Carlsbad, there is a distance of about three miles where many high dirt centers are encountered but which would be easily remedied without much cost. There is about three miles of rather rough road between Las Cruces and Engle, which Dona Ana county road commissioners tell me they will immediately have improved.

"I heard much enthusiasm all along the line. At Las Cruces some 35 or 40 attended a meeting called for the purpose of meeting me and nearly everyone contemplated making the trip with the El Paso club. I also found that arrangements could easily be made to take care of perhaps 300 people at Cutter, Elephant Butte and Engle, which is within a radius of 12 miles, for the all night control station, and which would make a distance of 117 miles for the first day and 173 for the second day. However, 30 miles of the second day is over a splendid road that can be traveled as fast as desirable.

"Albuquerque automobilists are exceedingly enthused over the prospects of your visit and stand ready to substantiate every statement I have made. "As soon as I can compile the data on the log taken, I will send you a copy from El Paso, and the Albuquerque papers will publish the log from Albuquerque to El Paso. I am also pleased to say that the Albuquerque Morning Journal will take much pleasure in offering a companion cup to that of The El Paso Herald for the El Paso club's reliability run.

"I returned from the round trip to El Paso with the same air in my tires. I did not open my toolchest on my trip."

Overland 1914 Cars Are Now Out



The New Overland '14.

Many Improvements in New Models Are Announced by the Factory.

AUTO HORSEPOWER TOTALS 25,000,000

TOLEDO, Ohio, Aug. 22.—Specifications of the new models of the Overland car, reveal a line applying three body designs to the same chassis construction. In keeping with the policy of the Overland company, not to announce new models to the public until prospective buyers may view the new product in the show rooms of the dealers, this announcement, through the first public description of the Overland line, finds all Overland dealers in the possession of sample cars.

Motors in This Country Produce More Power Than All the Engines of the World. An interesting statistician in "Motor" has figured out that all the automobiles registered in the United States average 25,000,000 horsepower. No branch of America's great industrial activities, with the one exception of the total power of all of the steam locomotives on every railroad in this country combined, can even compare with this enormous figure of horsepower.

The 1914 Overland cars are not radically different from those of the season just past, although they show differences in a number of points, the changes being in the matter of dimensions and added equipment rather than in other respects. A brief review of the details shows that the motor is very similar in construction to that of Model 69, of which 40,000 were built during the 1913 season.

Niagara Falls—one of the original sources of the world's power—is far beyond conception to the ordinary mind, can boast of less than one-eighth the total power that would result from combining the power that could be developed by the motors in the automobiles of this country. In other words, within a radius of less than 500 miles of Niagara there is enough power concentrated in the motor cars to make this proud work of nature flow backward at a much faster rate than it flows toward the sea at present, and many moons would not pass before Lake Ontario would be perceptibly drained.

The motor is somewhat larger, 4 1-2 x 4 1-2 inches, and has been improved by the adoption of a constant level splash lubricating system. The push rods can be removed without disturbing the push rods, being held in place by drop forged claws. The operation of the push rods is made almost noiseless by the use of the 1913-14 season.

The aggregate power of our country's armored navy is approximately 25,000 horsepower, or only 1.3 percent of the total automobile horsepower. When one speaks of the industrial interests in this country, he generally pictures in his mind immense mills and manufacturing plants that are surpassed by nothing in the world. This is perfectly justified, yet should he be able to combine all the motive power, in every last one of these mills, into a single source of power which is used for manufacturing purposes in the United States, he would find that he would fall short by nearly seven million horsepower of that in the motor cars operating on our streets almost every day of the year.

In order to compensate for the lower volatility of present day gasoline, the intake manifold has been given a smaller diameter. The universal joint is larger than last year to compensate for the increased power.

NEWSPAPERS FOR AUTO PUBLICITY It has been learned by the Mail Order Journal that E. S. Jordan, advertising manager for the Thomas B. Jeffery Co. of Kenosha, Wis., manufacturer of the Rambler automobiles, has completed a tour of the country to learn the desires of the company's local dealers regarding its advertising.

The three-quarter floating Overland rear axle remains the same as before, as also does the braking equipment. A roomy cowl dash touring body, seating five passengers and finished in dark green with light green striping and nickel and aluminum trimmings is mounted on a wheelbase of 114 inches. Its doors are U-shaped, rear wide, and hinged at the front on disappearing hinges, so that the sides of the body remain without projections.

Mr. Jordan's research resulted as did that conducted by Fred G. Aulsbrook, vice president and advertising manager of the Diamond Gelatine company. Mr. Aulsbrook made a similar tour some months ago, finding dealers handling his company's goods insistent upon his company using newspapers for advertising purposes, instead of the magazines.

At the rear of the front seats, where the passengers' feet occasionally come in contact with the finished body surfaces, a protector strip is provided. The steering wheel is 18 inches in diameter and the steering post carries a carburetor adjusting lever within reach of the driver's hand.

REDDISH COLOR SHOWS LAMP IS BURNED OUT If the electric lamp in your head dash, or tail light burns with reddish color instead of the pure white that it did when you first put it in, it is played out, and it is time to replace it with a new bulb. This should be done, not only to give a better light, but to save money, as the lamp is consuming more electric current and giving less light. Unless the lamp is one of the Tungsten or Tantulum types, you must not expect more than 600 hours' service out of it. This will surprise a good many people who think an electric light bulb is good for a lifetime. The filaments of the electric lamp are like the wick of a kerosene lamp; they become charred and finally burn away and must be replaced, but of course after a much longer use. So if you want good lights with a moderate amount of current consumed watch your lamps carefully and replace when the red color appears.

TUCSON GETS TWO PLAYERS FROM SHERMAN, TEXAS, TEAM Tucson, Ariz., Aug. 22.—The strongest Tucson baseball team, known as the Tucson Regulars, has secured two players from the Texas-Oklahoma league. They are C. A. Deardorff, pitcher, P. Lawrence, infielder. They have been playing with the Sherman club. Manager Sullinger, of the Regulars, is in the Salt River valley negotiating a series of games with Mesa, Tempe, the Phoenix Maroons and the Phoenix regulars.

Grass, he says, is being used along the sandy stretches and this makes the road firm in many places. They have not yet solved the problem of keeping the grass on the road when the wind blows but he thinks if some dirt was placed on top of it that it would serve the same purpose as under present conditions.

Announcing Series Nine COLE THE standardized Cole's roll of honor consists of the Timken Detroit Axle and Bearing Company, the Northway Three-Point Suspension Motor Manufacturing Company, Mayo Radiator Company, Dayton Engineering Laboratories Company's Electric Lighting, Starting and Ignition System; Detroit Steel Company's Springs, Hydraulic Pressed Steel Company's Frames, Firestone Tire and Rubber Company's Tires and Demountable Rims, Stewart-Warner Company's Speedometer, Taylor Manufacturing Company's Tire Pump and Stromberg Motor Company's Carburetor. AND in making their announcement as a preliminary, the Cole people declare they are talking economic standardization and not mechanical standardization. THEIR line for the coming season consists of a four and six cylinder model, which are identical in construction and design throughout. THE frames on both models are of the double drop type permitting of small turning radius and low center of gravity and at the same time giving proper clearance for Timken bearings throughout, a new feature on the rear Timken being the nickel steel housing to insure complete rigidity. LONG grain hand buffed leather is used in the upholstery with deep flexible springs and genuine curled hair. THE front and rear doors, following European design, on the four and five passenger cars in the four cylinder models are extremely wide, 24 inches, while on the six and seven passenger bodies on the six cylinder models they are 24 inches in front and 26 inches entering the tonneau. THE windshield is of the rain vision type securely mounted and made a part of the body.

Longwell Auto & Truck Sales Co.

120 San Francisco St.

J. J. LONGWELL, Manager

PHONE 170

Building An Auto Road From Van Horn Across To Carlsbad

El Pasoan Says Good Progress Is Being Made—Primm-Hall Party Makes a Trip West in a Car—Senator Holt and Party Motor Down From Las Cruces

J. P. Freeman is back from Van Horn and reports good work being done on the 94-mile road through Culberson county and on to Carlsbad, N. M. He says that all the brush has been cut from the road and the stones cleared away. Men are now engaged in grading and dragging the road.

State senator H. B. Holt, of New Mexico, drove a party of Las Cruces men down to El Paso Friday afternoon, in his five-passenger Kissel Kar. They spent the afternoon in town and returned to Las Cruces Friday night, accompanied by Senator Holt, Theodore Rouault, Jr., and Fred S. Hess, of Las Cruces, and J. P. Sattley, of Los Angeles.

They expect the truck about Sept. 1. J. M. Cooksey, of Toyah, Tex., bought a two-passenger Buick '11' and had it shipped down to him this week. Mrs. H. Myers, of Deming, N. M., was in town during the week in a five-passenger Buick '11.' W. D. Newton, of Las Cruces, bought a five-passenger Ford during the week and drove it back home. Chas. M. Arnold, of Alamogordo, N. M., bought a five-passenger Ford. R. F. Young bought Dayton Phillips's five-passenger Ford last week. Dr. J. S. Moir, of Deming, N. M., bought a five-passenger Reo this week and drove it home. A. H. Mahoney, of Clint, Tex., bought a new two-passenger Metz car to its collection during the week. D. A. Carpenter bought a two-passenger Reo this week. W. A. Townsend bought a new five-passenger Reo. L. L. Johnson has a five-passenger Pathfinder.

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