

BRITISH MOTOR MANUFACTURERS WOULD STEM AMERICAN INVASION

With Factories in "Tight Little Isle" Tied Up by War, the United States Car Manufacturers Are Getting Firm Foothold; Exports to England in 1915 Already Aggregate Nearly \$22,000,000.

For several years past the automobile trade of Great Britain has been striving desperately to offset what it terms the "American invasion," the rapid development of the American car market in the British Isles. Each year the "Made in America" cars finding sale in Great Britain have been increasing in such large numbers that the British industry has come to look upon the import of American cars as a menace, says the Horseless Age.

127, this being for the fiscal year ending June 30, and before the outbreak of the war, and in 1915, 12,924 cars valued at \$21,149,522. But quite apart from the accepted truism that "the user pays," it is extremely doubtful if the new tax will cause the American manufacturer to lose the sale of a single car. In fact, it would seem that today the limitations of ocean transportation are a greater factor for consideration than are those sought to be imposed by taxation. Doubtless existing Atlantic shipping rates are far from normal, and freight sailings are relatively few and far between, but nevertheless it is an undoubted fact that the only two limitations to be faced at the moment are those of increased factory production and the ability to get that portion which is available for export to its ultimate destination.

There is no commercial opposition for the reason that the product of England's automobile factories is entirely diverted to meet military and naval needs. Generally speaking, American cars sell in the British Isles at the present time at a considerable advance in price over the home figure, and latterly English writers have been referring to the fact as an argument in favor of the imposition of a substantial duty, pointing out that the payment of such duty would merely transfer a portion of the profit from our pockets to those of the British government and would not affect those of the ultimate purchaser. This is a statement of high finance upon which views are likely to be widely divergent.

British Makers Worried. It would seem that the British car manufacturer is inclined to accept today's position philosophically enough, but he is in a highly nervous state as to what the future may hold for him. The question he is asking himself is: "When peace is declared, where shall I stand? Will American cars and accessories hold such a grip on my home trade that I may expect to be edged right out?" This declaration of a substantial import duty on our products is apparently a first attempt to limit our activities, and the next few months may bring developments of absorbing commercial interest to manufacturers on both sides of the Atlantic.

Business Picking Up. England's total production of automobiles before the European war was approximately 40,000. In the past 12 months we have sent them 14,000 or so, including trucks. Admitting that a percentage of those who would be potential purchasers in time of peace are for the time being unable to indulge in a new car, there is yet a considerable field to be cultivated, and

claimed it is up to them to create new and up-to-date distributing systems, despite a possible lack of suitable men, in order to compete with us on more equal terms than heretofore. Truly a tribute to our commercial methods, which seem to have been successful in setting up what is, in effect, new standards of value, or at any rate, standards which are not in accord with those which have been generally accepted on the other side of the Atlantic and which are now held up to our competitors as examples of commercial administration worthy of their emulation.

SMALL BILLS PUT ASIDE PAY FOR HIS NEW CAR

Counting out a large sum of money from a jumble of worn and wrinkled small bills is quite a protracted task, according to a St. Louis salesman of the Kisselcar in relating the novel circumstances of a sale he recently made. He had closed a deal for a car with one of the stolid old citizens of a small town in Missouri, and upon calling to close the deal, the buyer dragged out an old iron strong box and emptied its contents of one and two dollar bills, on the dining room table. He started to smooth out the bills and count at 3:30 o'clock in the afternoon and at 4:30 he had 4300 sorted and checked up. I then began to worry about another engagement and gave him a receipt for the \$200, promising to return for the balance. This I did at 9:30 the next morning and he was then just completing a count of the last \$100 of the balance. "The funniest thing about it all was that this man was a director in a national bank and neither a miser nor a tightwad," he explained that when he had any small bills in his pocket, he would throw them in this box and that he never had an exact knowledge of how much the box contained.

MUCH GASOLINE IS NOW WASTED

Expert Advises Drivers to Study Carburetors and Effect a Saving.

What They Pay For "Gas" in the U. S.

Table with 2 columns: City and Price. Lists gas prices for various cities like El Paso, Los Angeles, San Francisco, Seattle, Salt Lake, Denver, Portland, Phoenix, Indianapolis, Pasadena, Detroit, Baltimore, Kansas City, New York City, Chicago, Kingman, Outman, and Needles.

With gasoline selling at 20 cents a gallon in El Paso and dealers predicting that it will hit 25 cents before New Year's, it is up to drivers to learn more about the use of their carburetors and not be wasteful of the gas. The increase in the price of gasoline doesn't necessarily mean that the cost of operation is going to be much increased, said George C. Halley, of the Modern Auto company, "for the average driver does not get the full mileage from his gallon of gasoline at the present time. As long as a driver can average from 12 to 15 miles to the gallon he is satisfied—while the price of gasoline is low. But with the price going up, he's going to make a study of his carburetor and learn how to get the greatest mileage from the smallest possible quantity of gasoline."

"DOLLAR DOWN AND DOLLAR WEEK" SOON

Ben Ottestad Predicts El Pasoans Will Soon Be Able to Purchase Autos on Same Terms as Phonographs, pianos and watches. In the early days of the automobile industry, the big trouble with which both dealers and manufacturers had to contend was the matter of financing. The automobile has now been recognized by the great majority of banks as a staple necessity of modern commercial life. A couple of years ago, the eastern banks began to loan on the security of commercial trucks and now they have reached the stage where they recognize pleasure cars as proper collateral. The Maxwell's "pay as you ride" plan has already become well known to El Paso motorists through the advertising campaign which is being conducted by that factory in The Herald and E. Ben Ottestad, southwestern distributor for the Saxon, announces a new policy of "terms to honest persons" for the Saxon. The details of this plan are to be announced in The Herald in a few days. "You no longer have to pay cash for your furniture," says Mr. Ottestad, "for a great many concerns deal on the basis of a dollar down and a dollar a week. This is a favorite stunt with dealers in musical instruments and has been adopted by jewelers and others. You can buy a home on a small payment down and a small payment every week, so why not an automobile? Whether the automobile will ever reach the stage where it will be sold for a dollar down and a dollar a week, I cannot say, but I believe that it will soon be possible for every responsible person to own an automobile by making a very small payment down and then regular payments covering a year."

Arizona Has 7,335 Autos; Expects 10,000 Next Year

Phoenix, Ariz., Dec. 11.—7325 automobiles and 772 motorcycles, according to the records of the secretary of state Sidney P. Osborn. The last of the 1915 licenses have been issued. Last year licenses were issued to 5840 cars and 743 motorcycles. Osborn expects that the number of auto licenses will jump to 10,000 in 1916. The state motor vehicle license law became effective September, 1912. Between that day and January, 1, 1914, 2581 licenses had been issued, 5095 for automobiles and 485 for motorcycles. The total return from the operation of the license law was \$20,923. This was increased to \$24,877.50 in 1914, and to \$45,900 in 1915.

MOTOR CAR BUSINESS REMAINS PROSPEROUS

"No slump in business conditions is anticipated on the coast with the closing of the fair at San Francisco and San Diego," says George C. Hubbs, assistant general sales manager of Dodge Brothers, Detroit. Mr. Hubbs has just returned from a six weeks' trip which has covered practically the entire west. "The motor car business has enjoyed continued prosperity this year," added Mr. Hubbs, "and there is every indication that this condition is to maintain. Business generally is picking up. San Francisco will hardly be affected at all by the closing of the fair. The fair is really but an incident to the city. Farther south in California the people are certain that the San Diego fair is going to result in many people moving to that section. The San Diego fair, as you know, is almost entirely local. It was conceived with the idea of bringing to the attention of the public the possibilities of Southern California and this it has done in a wonderful manner. The ground on which it stands was only sage-brush land when the fair was laid out, but today it blooms like a tropical garden. "Things in the Pacific Northwest have not been as prosperous as farther down the coast because of the falling off of the lumber export business, owing to the war. But everyone is looking forward to the great boom that will come with the end of the conflict in Europe. "In the west generally, matters are in better shape than they have been and this is true also of the south, although I was in but a few points in that section. One thing that impressed me in the gulf country was the marvelous spirit shown by the people of Galveston and Houston. Undaunted by the second flood, the cities are closing ahead repairing millions of dollars of damage and are building for the future with a spirit and a confidence that is magnificent."

Oakland 5 Leading Oakland Superiorities

The New Oakland "Eight" is the biggest, most powerful Oakland that has ever been built. Not a heavy car. Economical—like all Oakland models. Oakland high-speed motor in eight-cylinder form. Multiples the wonderful motor efficiency of the Oakland High-Speed Four. Oakland roominess carried farther than ever before. Built to carry seven with room for more. The famous Oakland flying wedge lines made even more beautiful by the generous length. Every notable Oakland quality developed as only it could be in a big car—that's the Oakland Eight. Priced at \$1895 f. o. b. El Paso.

WHERE TO BUY Automobiles AND ACCESSORIES

Republic Tires Hand-Made—5000 Miles Guarantee. ELK AUTO SUPPLY CO., 500 MESA.

SAXON SIX- \$785 ROADSTER... See Them Today. Saxon Motor Car Co., 222 Texas St.

Quick Tire Service Phone 7007. 320 Texas St. All Sizes All the Time. OPEN EVERY HOUR IN THE YEAR.

Second-hand Automobiles Everything for Autos. Selling Agent for Ford, Buick, Hudson, Cadillac, Hupmobile. H. M. HATCHER, Phone 723. 315 Texas Street.

TIRES, TUBES THE EL PASO AUTO SUPPLY COMPANY, (Inc.) A. W. BIRICK, Pres. Wholesale and Retail W. C. Hubbs, Sec. CONGRESS, PULLMAN AND IMPERIAL Tire Sundries and Supplies, Vulcanizing, Gasoline and Oil. 312-314 Texas St. Phone 519

Tires EL PASO RUBBER CO. Agents For GOODRICH, DIAMOND AND UNITED STATES TIRES Largest and Best Vulcanizing Plant. ALL WORK GUARANTEED 300 South El Paso Street. Phone 233.

CADILLAC SALES COMPANY E. P. & S. W. BLDG. PHONE 5105

WINTON SIX El Paso Auto Sales Co. & Southwestern Garage, 219 N. Kansas St. Phone 6006

EL PASO OVERLAND AUTO CO. Overland Automobiles and Willys Trucks 120-122 SAN FRANCISCO STREET. PHONE 170.

Oakland FACTORY DISTRIBUTORS 427-429 1/2 Myrtle Avenue. A. H. ELMORE, Mgr. Tel 1561 FISK RED TOP NON-SKIDS FOR FORDS, 5,000 MILE GUARANTEE WESTERN MOTOR SUPPLY CO. Phone 528. 318 San Francisco St.

BANKING BY MAIL Just as easy to open a savings account with us as though you lived next door. WE PAY 4 per cent Interest, compounded Twice Every Year. We do business under the Depositor's Guaranty Law of the State of Texas and are a Guaranty Fund Bank as provided by such Law. Our Plan, in addition to being convenient, is safe, profitable and liberal. Nobody has ever lost a dollar in a State bank in Texas. Write today for our free booklet, "BANKING BY MAIL." You simply mail your deposit. El Paso Bank & Trust Co., El Paso, Texas

SUNSET CENTRAL OIL BURNING LOCOMOTIVES IF YOU ARE GOING AWAY FOR THE CHRISTMAS HOLIDAYS USE THE Sunset Limited EAST OR WEST IT WILL SAVE YOU TIME CITY TICKET OFFICE, NO. 206 NORTH OREGON ST. WE CHECK BAGGAGE from your residence.

Overland Order One Today— Drive It Yourself Tomorrow! Tell father an Overland will give him some of the Twentieth Century pleasures of life. Tell him not to put off until tomorrow the sport he (and incidentally you) can be enjoying today. This Overland is big, powerful, beautiful and comfortable. It has all the advantages of the highest priced cars. The convenient electric switches on the steering column are one example. The side curtains, which can be set quickly, easily and tightly, make the car snug and cozy for disagreeable weather. Over 200,000 people have found an Overland a very economical and sound investment. As it has paid others so will it pay you. Order yours today. Tomorrow morning you can be driving. It's time you had one. Don't delay. Place your order now. El Paso-Overland Auto Co., DISTRIBUTORS. Phone 170. 120-22 SAN FRANCISCO ST. The Willys-Overland Company Toledo, Ohio "Made in U. S. A." \$750 Roadster 3-725 Model 33 F. S. Toledo