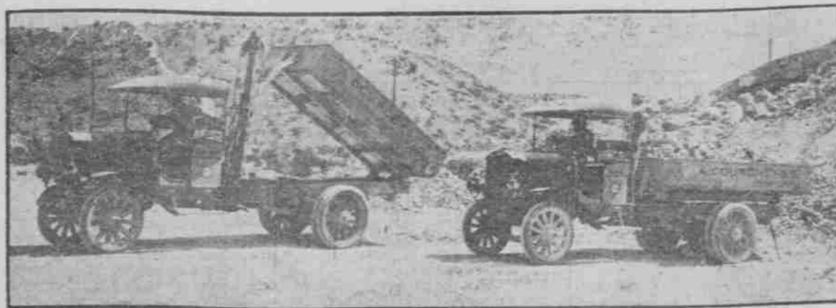


WILL USE VELIE TRUCKS IN QUARRY



A. Courchesne received two three and a half ton Velie trucks, complete with hydraulic dump bodies, from Travers Bailey, the local Velie representative, this week. Mr. Courchesne will use the trucks in connection with his quarry and lime kilns. They have been in operation several days and he states they do the work more economically and far more satisfactorily than teams.

EUROPEAN WAR HAS INCREASED UNITED STATES AUTO EXPORTS

Though Prices of Materials Have Soared as Result of Struggle Abroad, Transportation Problems of Warring Nations Have Been of Great Benefit to American Manufacturers.

BY DONALD McLEOD LAY, Associate Editor "The Automobile." Then, too, the rapid rise of wealth of many people handling war order commissions created a new market for the manufacturer. Production Nearly Doubled. It is significant that during 1915 there were 327,618 automobiles and motor trucks built in the United States, while during 1914, when the war was barely started, the total was 215,909 as compared with only 150,000 in 1913. The closing of foreign markets and the increased demand for steel, aluminum, copper, rubber and other materials have handicapped the automobile industry to a marked extent. In fact several manufacturers have been obliged to increase the prices of their cars and a large percentage of the remainder are likely to follow suit at any time. Practically all the leading tire producers raised their prices from 10 to 20 per cent the first of the year, owing to the increased cost of rubber. Freight Congestion. Expansion of foreign business in most of the manufacturing industries of the United States has rendered transportation facilities inadequate in many sections, with the result that congestion and delay in freight traffic have been common conditions on our railroads during the past year. Similarly, the scarcity of ships, due to the requirements for transporting war supplies and the withdrawal of many for navy auxiliary purposes, has increased the difficulty of shipping automobiles and trucks of other countries. All these factors must be considered in reviewing the effect of the war on the automobile industry, the present financial and manufacturing condition of which is better than ever before in its history. Far sighted leaders of the industry are studying present indications with a view to planning for the trend of events following the close of the war. There should be no decrease in our foreign business if our manufacturers take advantage of their present opportunities in a way that will firmly establish their reputations and businesses in other countries. A flood of increased profits, so that easier money and more liberal credit enabled multitudes of people, who had formerly considered an automobile too expensive a luxury, to invest in cars.

PREPARE FOR ANOTHER SEASON: DEALERS TO INCREASE ORDERS

Estimates for 1917 Season Call for More Cars; Famous "Golden Chassis" Is Coming; Form-A-Truck Gets Fine Start; New Haynes Service; Maxwell Owner Claims Gasoline Mileage Record.

THOUGH the "new season" in the automobile world does not open until August, with a majority of the factories, some new models have already been announced, notably the Chalmers, and all the southwestern distributors are now engaged on estimates of their requirements for the 12 months starting August 1.

The close of the present season will have seen the sale of about 1500 automobiles in the southwest in 12 months. Sales have unquestionably been retarded by uncertain conditions along the border during the past few months, but the presidential campaign is expected to bring forth some decisive action in connection with Mexico and all the local dealers look for greatly increased sales in the new season and the estimates of the distributors, now being prepared, nearly all call for increases of approximately 20 percent over the allotments for the present season.

M. L. Naguib, the Velie distributor, is now on a trip through his territory to get an idea of the requirements of his dealers for the next season.

F. M. Bannell, manager of the El Paso Overland Auto company, left for the Overland factory at Toledo, Friday, to go into the matter of car supply for his territory in the new season.

G. E. Sherman, zone manager of the Maxwell, will be here next week to take the order of the Buquet Motor company for Maxwell cars in the new season. It is expected that well in excess of 800 Maxwells will be required in the 1917 season to supply the growing southwestern demand.

Both visits to the mountains. D. C. Booth, manager of the Quick Tire Service, has returned from a trip to Cloudcroft, Alamogordo and other towns. He reports excellent business and a pleasant time.

Each week sees a new sales record in United States tires by the Quick Tire Service. Manager Booth states that if he didn't have a new sales record each week he would think something was wrong.

Two carloads of United States solid tires and rims reached the Quick Tire Service this week. Manager Booth states that a stock of approximately 400 solid tires is now being carried here.

C. P. Glass, United States tire salesman of the Quick Tire Service, returned Friday from a trip along the Santa Fe and reports very fair business.

Like the New Mitchell. D. U. Rakestraw, of the El Paso Auto Sales company, says that the new Mitchell "six" is the best seller and best car ever put on the market. He states that the stock of cars sent the local agents when the new model was announced has been exhausted and is wearing out a trail of his own, to the freight department of the E. P. & S. W.

Attachments for converting a Ford into a one-ton truck. Every mail brings inquiries and it is expected that the new company will soon have the most complete selling organization in the southwest. They expect to place agencies in every town, large and small, in the southwest.

The Smith Form-A-Truck has been fitted to a couple of demonstrator cars and they have created quite a bit of talk on the streets. The trucks have been given thorough tests here and Mr. Gillespie gives as strong a demonstration with the new Form-A-Truck as he did with standard trucks.

Farmers Use New Truck. Las Cruces seems to be one of the best selling towns in the southwest for the new Form-A-Truck. The trucks have been given thorough tests here and Mr. Gillespie gives as strong a demonstration with the new Form-A-Truck as he did with standard trucks.

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CARE NEEDED IN THE OPERATION OF STARTER

"Most all of us have gone along the street at some time or other, and heard a motor churn and churn under the power of an electric starter without any apparent result," says H. H. Haynes, of the Western Battery and Magneto company.

"This is one of the most frequent causes of storage battery trouble which is required to turn a motor, and what a considerable amount of driving at charging speed is necessary to restore the same amount of current to the battery.

"A little care in operating the self-starter will obviate this trouble. The driver should always make sure that the starting switch is thrown before attempting to operate the self-starter. Sometimes the gasoline tank is empty and under such conditions no amount of cranking would start the motor.

"The ignition button should always be pressed in firmly and all wire connections should be tight. Occasionally the gasoline mixture is too weak and on most cars this can be adjusted from the dash. The coil and distributor should be kept perfectly dry in order for the current to reach the spark plugs."

ter than 100 miles on four gallons the other day," is Mr. Moore's report.

F. Hutchinson, service man of the Maxwell factory, is with the Buquet Motor company for a few days.

Through the courtesy of the Buquet Motor company, Maxwell cars were

placed at the disposal of the entertainment committee for the convalescent soldiers' concert at Fort Bliss on Thursday evening.

Carry Bodies Now. Making Maxwell service complete in every particular, the Buquet Motor company has just unloaded a big shipment of Maxwell bodies and fenders, in addition to a full line of parts and other service material.

The Lone Star Motor company received two carloads of Dodge cars this week, a carload of touring and one of roadsters. A carload of Chalmers touring cars also reached this firm.

John Hutchings Here. John Hutchings, of Alamogordo, spent several days in the city this week and report has it that "Johnny" will soon transfer his headquarters to the Pass City and enter the local automobile ranks.

H. W. Kendall, assistant manager of the Dona Ana Motor company, and Ray Palmer, also of the Dona Ana Motor company, of Las Cruces, were at the Tri-State Motor company this week purchasing supplies for their garage and drove a touring, runabout and delivery back with him. They say Ford business is booming in the upper valley.

V. M. Perry and H. W. Warren, Ford agents at Marfa, visited the Tri-State Motor company, and while there purchased a fresh stock of all kinds of automobile supplies.

T. B. Cooke, of Sierra Blanca, called at Tri-State Motor company and bought a large quantity of automobile parts, accessories and tires.

Charles Thomas, better known as "Doc," has joined the sales staff of the Lone Star Motor company.

For quick results—Use Herald Want Ads.

Advertisement for Ford One Ton Truck. Features a large image of the truck with a steel dumping body. Text includes "\$350 and a FORD makes a guaranteed One Ton Truck".

This Steel Dumping Body Shows Four to One Saving in Time and Money

CONTRACTORS and builders on excavation work, road building and all forms of construction requiring sand, gravel crushed stone or rock can use a Smith Form-a-Truck equipped with a steel dumping body at a lower cost for hauling than any other type of truck transportation.

The E. T. Towar Transportation Engineering Co., of Detroit recently demonstrated a four to one saving in time and money over horses in this same work. Because it is light in weight, the Smith Form-a-Truck can be used in the soft soil of excavations where heavier trucks sink in and get mired. If you are a doubter write to Towar.

There is no place where horse drawn dumping bodies can go that the Smith Form-a-Truck cannot be used; and in many places where other trucks cannot be used with safety, the Smith Form-a-Truck is in service every day. And the Smith Form-a-Truck chassis is built to stand up under the hard work required by contractors.

The Smith Form-a-Truck attachment itself is a Four inch channel section steel frame and heavy rectangular section drop forged steel rear axle; artillery type wood wheels with extra heavy spokes, chain drive, Firestone solid truck tires, with the rear axle of the Ford chassis used as a jackshaft. The loading space is nine feet long, allowing for the use of a steel dumping body of big capacity.

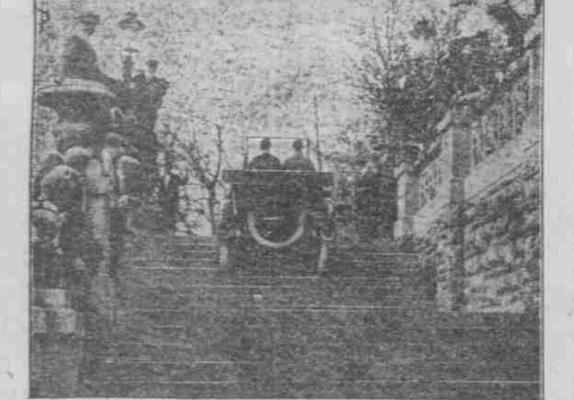
It is strongly reinforced where the strain comes to protect against necessity for repair charges. It is built for the kind of work you will require of it. It is quickly installed on any Ford chassis.

Two men can do the work in a few hours, and when installation is complete, you have a wonderfully strong, wonderfully economical, wonderfully adaptable, complete truck unit. Call on us today—or telephone. Let us send you our booklet, "It Solves Your Delivery Problem." It is the answer to the question of hauling cost.

We are exclusive dealers in this territory for the Smith Form-a-Truck and stand ready and anxious to give you a convincing demonstration. Act immediately.

Southwestern Smith Form-a-Truck Co. DISTRIBUTORS. PHONE 2560 413 MYRTLE AVE., EL PASO. "The World's Lowest Hauling Cost"

Steeplejack Buys a Climber



The ordinary human being, when deciding on a motor car, may be content with a car that is merely an ordinary climber. But when a steeplejack wants a car, he wants one that has something of his own ability in it. He wants a car that can climb anything.

Harry Gardiner, known by all his fellow citizens in Kansas City as "the human fly," because of his uncanny ability to scale the sides of the tallest buildings, has purchased a Maxwell. But he didn't buy until he was satisfied that the Maxwell is a climber extraordinary.

To convince Mr. Gardiner of the superior abilities of the Maxwell as a skyscraper, the salesman drove the car to Kansas City's famous colonnade, which boasts 20 steep steps. Mr. Gardiner insisted on being a passenger during the ride up the steps. The Maxwell took the climb easily and gracefully.

"Here's your check," said the steeplejack when the Maxwell arrived at the top of the colonnade. "I admit that I have found a competitor in the Maxwell."

Advertisement for Rio Grande Oil Co. Includes text: "Pennsylvania Lubricating Oils. Gasoline, Kerosene, Liquid Fuel and Greases. Service Station 401 Myrtle Avenue." and a large phone number "7632 AND ASK FOR AUTO REPAIRS".

Advertisement for Hailey. Includes text: "Phone 7632 AND ASK FOR AUTO REPAIRS. 114 N. Kansas, With El Paso Auto Sales Co."

Odd Picture Gets Local Motorists Guessing Answer

Motor Age printed the above illustration in its last issue. "Hi" Sibley, the Motor Age photographer on the border, is at the wheel of the Maxwell, while Al Buquet sits beside him. No

explanation was printed as to the third party in the picture and Buquet is being questioned closely as to whether they needed a guardian angel or whether a Mexican peon bobbed into the range of the camera.

Another shipment of General tires has reached the Cactus Motor company and manager E. E. Wiseman reports that the tests given the new tire in the southwest have proven its efficiency.

Allen Increases Output. Advances from the Allen factory to the Cactus Motor company are that the output has been greatly increased and material is now reaching the factory at the rate of 50 carloads per day.

A carload of Overland will reach here early in the week for the El Paso Overland Auto company and includes another cleverest roadster of the type which made a name for itself.

"Golden Chassis" Coming. The famous "Golden Chassis," which was the Studebaker feature at the National auto shows, will be in El Paso on June 28. Notice to this effect has been received by the Elliott-Garrett company and E. J. Garrett is now arranging for a special exhibition of the most costly bit of gold plate ever displayed in the west. This is a standard Studebaker chassis finished in pure gold. It is valued at \$25,000 and the conditions under which it is to be displayed here require that it be accompanied by a large number of watchmen. The chassis was in Los Angeles this week and attracted thousands to the Studebaker salesroom.

Gets Big Mileage. R. S. Moore has reported to the Buquet Motor company that he is averaging better than 24 miles to the gallon with his new Maxwell. "I got bet-