

CADILLAC MARK IS ONLY RECORD

Hammond's Claims for the Cross Country Record Lack Support.

Automobile editors of eastern papers are now trying to find out whether Bobby Hammond actually made a transcontinental record in an Empire car, bettering the Cadillac mark made by E. G. Baker, or whether Hammond's claim is the greatest hoax ever sprung in the auto game.

Table U. S. Automobile Registrations

Table showing automobile registrations by state for 1915 and 1916, including population and car/truck counts.

FORD'S PROFIT SHARING SUCCEEDS

Henry Ford announced the plan whereby his employees should share in the profits of the company early in January, 1914, and put the plan into effect on the 1st of that month.

AUTO CUTS DOWN GOLF ATTENDANCE

"After all the motor car is not doing golf the good that was formerly expected," is the frank comment of S. O. Bottorff of the West Texas Motor company, who distribute the Hayes.

is rightfully anxious about the trends the automobile is making on his following. In the meantime the true to type autolast goes worryingly on enjoying the smack of travel through hitherto unknown regions in preference to the airing that comes by proxying 14 holes of a moraine.

ARE YOUR WHEELS OUT OF ALIGNMENT?

Whenever a motorist detects his tires undergoing unusual wear he should at once make certain that the wheels are true, is the declaration of R. N. Wilson, manager of the service department of the Goodyear Tire and Rubber company, Akron, Ohio.

KEYPTOK LENSES

The correct perfectly ground kind, that gives perfect satisfaction, Geo. D. Kendall, 225 Mesa Ave., Dallas, Glasses Right—Adv.

Willard Storage Battery advertisement with logo and text: Boosting the Average. Your starting and lighting system will perform better if your storage battery is in good condition.

Mid-Year Model All New Cars in One



\$1325 f. o. b. Racine Mr. Bate's 17th Model

\$2,000,000 in Extras

This is Why Others Omit Them

In this Mid-Year Mitchell you see at one glance how much efficiency means. You see 26 extras—things you want—paid for by factory savings.

Many men ask, when they see Mitchell extras—"Why do not others include them?" The reason is the cost. One extra, perhaps, costs \$10. That seems a small sum per car. But it means a big sum on a whole season's output.

either drop forged or steel stamped. There are big margins of safety. There is much Chrome-Vanadium steel. There are cantilever springs, of which not one has ever yet been broken.

best new-style conceptions. That's another example of Bate-method efficiency. The Mitchell Creed We believe that efficiency is going to decide the cars that rule Motordom.

Why We Give Them

We add these extras to help impress you with how much we save by efficiency. We quote you a price which is much below other cars of this size, grade and power.

Extra Luxuries

You will find extra finish—a lustrous, durable, 22-coat finish. There is French-finished leather, there are 10-inch springs. There's a light in the tonneau, a locked compartment for valuables.

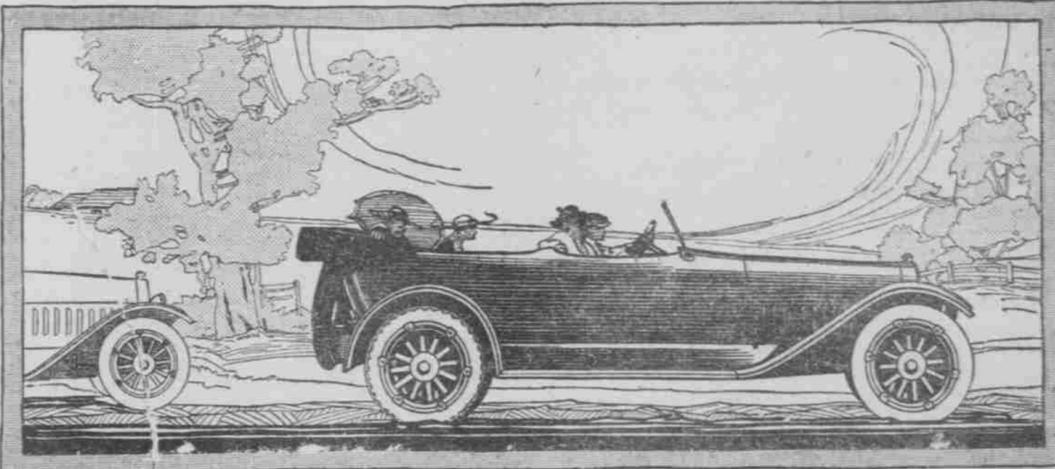
The Inside Extras

But the visible extras are not all you get. For a number of years Mr. Bate and his staff have worked on the car itself. They have made hundreds of improvements.

\$1325 F. o. b. Racine For 5-Passenger Touring Car or 3-Passenger Roadster. High-speed economical Six-48 horsepower—127-inch wheelbase. Complete equipment, including 26 extra features.

EL PASO AUTO SALES CO.

Distributors for Grant, Luna, Sierra, Dona Ana, Otero, Lincoln, Chaves, Eddy counties in New Mexico; Cochise, Graham, Greenlee and Santa Cruz counties in Arizona, and for West Texas. Phone 6666. 114-116 North Kansas St.



PROPER INFLATION IS VERY IMPORTANT

Incorrect inflation is one of the most frequent and perhaps the least understood causes of tire deterioration, says C. D. Freeman, local distributor for Michelin tires.

Over-inflation not only subjects the canvas of the casing to an unnecessary strain but also robs the tire of its resiliency. Thus an over-inflated tire when running over an obstruction, instead of absorbing the shock, transmits the full force of the jolt to the mechanism of the car.

SPECIAL "MOVIE" AUTO HAS UNUSUAL FEATURES

Filming actual war scenes is no longer a happy-go-lucky, hit or miss proposition. It has been reduced to a science. The camera men have quit logging their "snapping boxes" around on foot or depending on hired conveyances to transport them quickly from place to place.

AUTO TESTS HELD AT SAN DIEGO EXPOSITION

Before 1000 enthusiastic spectators a stock Saxon "six" captured two firsts and a third place, and won the most points in the demonstration contest just held at the San Diego exposition motor demonstration show.

SALT LAKE-YELLOWSTONE LOGS ARE AVAILABLE

Motorists planning trips to the Yellowstone National park may obtain log books at the Lake-Yellowstone highway, from the Great Salt Lake through Utah and Idaho to Yellowstone park, from the automobile editor of The Herald, free of charge.

FEDERAL TIRES advertisement with large image of a tire tread and text: PROTECTION TIRES Complete skidding protection, perfect traction and extra service, combined with our Double-Cable-Base safety feature, are the selling points of FEDERAL "RUGGED TREAD" TIRES.