

AUTO SHOW AT EXPOSITION IS EXPECTED TO SET NEW RECORD

Thirty Spaces Have Already Been Taken By Local Dealers and It is Expected That Cars and Accessories Will Occupy All of a Building 300 Feet Long on West San Antonio Street.

EL PASO is to have a real automobile show in connection with the International Soil Products exposition, which is to open on October 14 and continue for ten days.

will be the full width of the paving on West San Antonio street and will be 300 feet in length. The building will be well lighted, both day and night, and some novel stunts in the way of decoration will be seen.

There will be no fenced off booths. The floor plan has been so arranged that there will be no aisles, but the exhibits will be so placed that visitors will have to pass through the different exhibits to go through the building and reach the farm exhibits buildings at the west end.

Gandy signs are not to be permitted. Instead, there will be attractively lettered boards setting forth the name of the car and the firm making the exhibit.

Several of the firms plan to make their exhibits educational as well as beautiful. Cut out motors and exposed chassis will give visitors an idea of the internal of a car. They will be able to see "what makes the wheels go round."

Will Show Tire Plans. The Universal Tire Specialty company, one of the latest firms to line up for the show, plans to move its plant to the building for the period of the show and will have its workmen turn out the double tread tires in full view of the visitors.

The necessary houses will also have novel displays and, wherever possible, the different accessories will be shown in actual use or operation.

The Kibbot-Garrett company has already wired the Studebaker factory in an effort to obtain the famous golden chassis which was a feature of the big show at Chicago and New York in January.

It is likely that the tire exhibits will be of unusual interest for it is known that one agency is planning to show some tire making machinery in service.

BREAK RECORDS OF LOS ANGELES

Southern Motor Company Has Bigger Sales Than Californians.

One of the new companies to enter the field within the past year and make a success of both automobiles and trucks was the Southern Motor company.

The company opened in October, 1915, with its headquarters in Los Angeles known as a great automobile city, yet the Southern Motor company, introducing the Haynes almost as a new car to the southwest, had better and larger sales, on the average, than the Los Angeles agency, despite the great difference in the population of the two cities.

Realizing the demand of the southwest for a popular price "six," the Southern dropped the Haynes in favor of the Grant "six." At that time the Grant "six" was absolutely unknown in this territory and the task of introducing a strange car was no small one.

The Southern took on the Republic line of trucks last January and H. M. Gillespie, a popular price "six," the truck department. The Republic soon became great favorites with commercial car users and Mr. Gillespie set a truck sales record of 42 trucks in five months.

The Republic continues popular and the Southern Motor company has been compelled to publish notice that orders can be filled only in order of receipt. Though there are shipments coming in every week, orders for Republics still remain on the books for two weeks ahead of arrival of cars.

Fads and Fancies For The Motorist

Touring and camping are now interesting motorists. The tents depending on the automobile in part for support come in several different styles.

Chinese red chinilla cloth coats are the latest for wear as extra wraps. The coats are made in the full, manish tunic model and are finished with the new narrow strap belts and black leather bottoms.

Plain silk raincoats in all of the best known Scotch plaids are new and very smart. They are light and comfortable to wear. Stuffed hats to match them come with the coats.

A combination suit case and pack bag is made of waterproof canvas, and the simple rearrangement of straps changes the shape of the bag from suit case to camp pack bag.

Pneumatic air mattresses are great comforts for the camper. They are made as to do away with the need of a pillow, are easily blown up and are light to carry.

Mohair robes lined with Bedford cord are excellent dust shedders and are warm enough for night riding. Silk robes, tweed lined, are also popular, but are a bit more expensive than the mohair. They both come in staple colorings.

An illuminated hand for day or night signaling, to the man behind in a tubular battery lamp, which lights automatically and is visible at 250 feet.

Pretty knitting bags to hang on the rail are made of a straw butcher's stuff with a silk touch at the bottom and a draw-tie pouch drawn at the top. The cuff is ornamented with worsted flowers.

Camel's hair blankets in tan make the lightest and warmest blankets for summer camp use. The Texas blanket, made of selected long fiber cotton, is also popular.

Roll top camp tables are strong and light, but firm when set up. When packed the legs are folded flat and are strapped in place.

25 TONS FOR LARGEST CAR. The world's largest motor car, having a carrying capacity of 25 tons, has been built for transporting wood across country in Australia.

SOUTHWEST SENDS MILLIONS FOR AUTOS AND THEIR UPKEEP

Figures Compiled by Herald Show Dealers Have Made Contracts for 7921 Cars in New Season; Cost Will Be \$6,005,250; City Will Take About 40 Percent; Upkeep Will Cost About \$2,500,000.

THOUGH it is pretty generally recognized that El Paso is now one of the big automobile centers of the country, the total of the amount of money to be paid for new cars in the 12 months starting August 1st, last, and based on the dealers' contracts as to the number of cars, will prove surprisingly large to even those who are reasonably close in touch with the motor situation.

While it has not been possible to get the exact number of cars contracted for by each dealer, The Herald has gathered fairly approximate figures. In most cases, the bulk of existing contracts is for the year ending August 31st, and the number of cars dealers have announced they will take, it often happens that a dealer contracts for more cars than he can sell and the figures used in this article are on the conservative side.

8000 New Cars Coming. There will probably be 8000 new automobiles handled by El Paso distributors in the business year now starting. The figures of The Herald estimate are 7921. These include 32 different makes of pleasure cars and no considerable number of army and navy cars which are not placed through El Paso distribution.

As to the cars in the estimate, it is known that there will be at least three other agencies in El Paso in the next few months and these cars have not been figured in the estimate. The local, for instance, is not now actively represented in the estimate but the new dealer should account for a large number of cars.

Distributing Territory Varied. It has been impossible to separate the figures for El Paso from those for the entire distributing territory. The figures of The Herald are for the entire territory, for the Ford, may be cited as one instance. It covers 22 counties in Franklin Motor car company has recently had the territory for the Franklin increased and covers an even larger field than the Tri-State. The Kibbot-Garrett company, on the other hand, has a rather restricted territory for the Studebaker but a large territory for the National.

The Southern Motor company has a very large territory for the Grant "six," while the new contract of The Herald covers the territory for the Ford calls for distribution for the entire state of New Mexico and for a large part of west Texas. It is, therefore, impossible to arrive at an average sales field.

The total retail price of the 7921 cars in The Herald estimate is \$6,005,250. The figures are approximate, but they by no means and the automobile bill of the southwest. They merely show the size of the business and each owner and include no estimate of upkeep, etc.

The average retail price of all cars sold in the southwest is \$762. The hundreds of Ford, retailing at around \$400, are balanced by a large number of heavy touring cars, retailing at \$1300.

Cars Around \$800 Popular. Leaving aside the Fords, the popular cars of the southwest are those retailing between \$825 and \$900. In all, the new contracts call for around 4500 cars in this price class.

Multiplicity of cars are not very popular in this territory. The estimate includes only 85 cars of more than six cylinders and only 100 cars of more than seven cylinders. The majority of cars in this classification and seven different makes of cars are included in the figures.

Four cylinder cars, the southwest, are contracts call for a total of 5815 cars. In the six cylinder class, there are 121 cars taken into the estimate. The average price of the four cylinder cars is \$762.

UNIFORM QUALITY AIM OF FACTORIES

The chief aim of every large tire manufacturer today is to produce a tire that is the same all over the world. That is the aim that will give the motorist the uniformity of quality that will keep the reputation of any particular brand of tire at a high level.

It is the aim of the tire manufacturer to produce a tire that is uniform in quality and in every respect. The tire is made of uniform materials and is made in uniform quantities. The tire is made in uniform quantities and is made in uniform quantities.

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EVERYBODY HIDES NOW

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In El Paso service will, however, run far above the average and if included in the total of all cars operating, would run up the average upkeep. One fine driver on the Arizona line states that his average expenditure for gasoline, tires, etc., is \$75 a month.

EL PASO GARAGE DAY AND NIGHT SERVICE

The largest garage floor in the city. Mechanical equipment absolutely complete, and only experienced mechanics employed. I have second hand cars for sale. All in first class condition.

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\$350 and a FORD makes a guaranteed One Ton Truck

Keep Customers Satisfied With Quick Delivery Service

Smith Form-a-Truck, the famous attachment which combines with any Ford chassis to form a fully guaranteed one-ton truck, is the quickest delivery truck that can be used by butchers, grocers, provision dealers and bakers.

Smith Form-a-Truck

Smith Form-a-Truck is a sturdy, reliable, carefully built attachment. It fits over any Ford chassis, throughout its entire length. It increases the wheelbase to 22 inches and gives a loading space of 17 feet back of the driver's seat.

Special Lubrication Feature. To guarantee trouble-proof, efficient lubrication for Ford motors used in connection with the Smith Form-a-Truck, we are furnishing as a regular equipment with every Smith Form-a-Truck sold, a Strong Six-Ford Oil. This is a force feed system with gauge on the dash and a system that insures a positive, even flow of oil to all working parts on the motor.

WARNING TO Prospective Purchasers of Truck Attachments. Since the introduction of the Smith Form-a-Truck, numerous imitations and so-called "imitations" have been placed upon the market. We intend the basic patent rights in the chain driven truck attachment, and are prosecuting vigorously all such imitations.

Southwestern Smith Form-a-Truck Co. Distributors 413 1/2 1/2 Ave., El Paso, Tex. Telephone 2564



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TYRIAN TIRES -- The Three-In-One Tire. 1st—Greatest Mileage. 2d—Lowest Cost Per Mile. 3d—Best Service. Guaranteed Satisfaction. Manufactured by TYER RUBBER CO. ANDOVER, MASS. The Pioneer Rubber Company of the United States. Distributed by C. D. FREEMAN Phone 314. 314 Mesa Ave.

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