

AUTO DEALERS READY FOR BIG BUSINESS WITH THE STOCKMEN

Motor Cars and Trucks Are Fast Gaining in Popularity Among Enterprising Ranchmen; Find That Trucks Solve Problem of Economical Yet Speedy Hauling; News of El Paso's "Gas Row."

THE annual convention of the Panhandle and Southwestern Stockmen's association, here next week, brings to mind the fact that the automobile is fast displacing the horse, not only in city use, but also on the farms. While it may never be possible to herd cattle or sheep with automobiles—though T. L. Tinsler, factory representative of the Haynes, asserts that goats have been herded with Haynes four passenger roadsters—the modern automobile is furnishing the means of passenger transportation between the homes of the range country and the towns which furnish a base of supplies, while the supplies are hauled out in modern motor trucks.

During the past few months a large number of trucks have been sold by El Paso dealers for use in the range districts and the cattlemen, taken as a class, are getting to be as strong boosters for motor transportation as merchants in any city.

Prepare for Stockmen. A big business in touring, roadsters and trucks is expected next week. The dealers are fairly well prepared to take care of the stockmen's business and the stockmen are out, as a general rule, to buy the best the market affords.

J. C. Byars announces that his new necessary and used car establishment on West San Antonio street will be open for business some time next week. Mr. Byars has been delayed in opening, owing to the uncertainty of freight service, several shipments being held up. He plans to resume the weekly auction market for used cars next week.

The Automobile Tire company has received its shipment of tire stocks, etc., and is now completely fitted up for tire business. Further shipments of stock are en route.

Truck Prices to Advance. Announcement has been received by the Southern Motor company that the

Figures On Truck vs. Horse Big Enough to Make You Feel Dizzy

"As there are still something like 25,000,000 horses living in and on the United States, there is yet some distance to go before the world's haulage becomes completely motorized," says A. P. Hall, of the Kieselkar. "Against these millions we now have but 150,000 motor trucks, although the truck percentage gain of each year is so great that the future of this branch of automobile manufacture is one of the rosiest surer things among American industries. "You may get the cost of feeding 25,000,000 horses—at least \$1 a day per Dobbin. Twenty-five million dollars sounds like European war figures, doesn't it? "If these horses all worked steadily, which of course they do not, each might haul a half ton in one day, or in the aggregate 12,500,000 tons over 2,500,000,000 miles. "It is estimated that 5,000,000 trucks could cover the same distance and haul the same tonnage as the 25,000,000 horses. Therefore if each two horses were replaced by a single one motor truck, it would mean 12,500,000 trucks hauling off about 375,000,000 miles each day. Whereas the horses require \$25,000,000 a day to feed, these trucks, equivalent in trucks, liberally estimated, would consume much less in oil, gas, repairs and maintenance, while covering 125,000,000 more miles."

Hott-Garrett company, prepared by Mr. Cook, have attracted wide attention.

Premier for Officials. The Payne-Hastings Motor company has placed a Premier seven-passenger car at the disposal of the officers of the Panhandle and Southwestern Stockmen's association and it will be the official car convention week.

Another carload of Liberties was unloaded by the Payne-Hastings Motor company this week. Liberty motorcars contain large illustrations of the new Liberty factory and David Russell, of the Southern, is looking for the early arrival of the Harrold demonstrator.

The Goodrich branch unloaded two more carloads of tires this week. A slight advance in fabric castings was announced on Thursday.

Pirestone Stock Here. The stock of the new Pirestone branch is here and manager Thompson is now filling some heavy orders for tires.

It is expected that the new York tire branch will open this week. The building on Mesa avenue was finished this week.

Five carloads of Haynes cars are now en route to the West Texas Motor company who report a strong demand for the new four-passenger roadster.

Haynes Representative Here. T. L. Tinsler, Haynes factory representative, is in the city with the West Texas Motor company and will remain for the stockmen's convention. Mr. Tinsler reports a fine business among all Haynes dealers in the western states.

H. E. Gordon, of the Western Motor Supply staff, is back from a trip through west Texas. He also paid a visit to Dallas and investigated several new accessories which are being tried out there.

Show Overland Chassis. Unusually rapid progress is being made on the new building of the El Paso Overland company and manager F. M. Bunnell is hopeful of being able to advance the date of moving. He has already received a specialty finished chassis of the Overland model 35-1 and it is now on display at the old quarters and is attracting a lot of good time as visitors are able to get a good idea of every working part of the car.

C. F. Johnson & Co. have taken on a service station for Goodyear tires. Johnson reports that the past week's business in El Paso and Goodrich castings has been the best in the history of his company. The mail order business has been a record breaker.

New Front for Mess Garage. A new front has been put on the Mess garage and arrangements are under way whereby this concern will carry a full line of accessories for Ford cars. The Ford repair department has been working overtime all week.

The Hubert-Polton company report a very brisk demand for Jordans and they are already "sold out" but another carload is expected on Monday or Tuesday by manager R. E. Lewis.

John L. Bunker spent the week in New Mexico territory boosting sales among the subscribers of the Banner Motor company and in improving Mess well service conditions in the territory.

More Oldsmobiles Arrive. E. H. Fletcher unloaded another carload of Oldsmobiles this week and is being kept busy with demonstrations as this light "weight" is making a fine reputation in El Paso and is already very popular.

The Velle Motor Sales company has moved its shop into the new addition to its building on Montana street. Marker & Yonge have had another busy week in Ford repairs and accessories but indications are, according to Roy Yonge, that convention week will be even busier. They also report a growing demand for the Alton truck attachment.

Real "One Hand" Top. There's been "one man" tons galore, but C. P. Henry, of the Cadillac sales company, claims a record. He unloaded a special Cadillac phaeton this week which has what he calls a "one hand" top. This top is arranged with special springs and goes into place quickly and with hardly any effort on the part of the operator. The phaeton was much admired by those who had a chance to see it prior to delivery to E. C. Merrill, of Las Cruces.

The used car department of the International Auto company is developing a brisk business and daily sales are the order. The new car of the firm chief has been equipped with Lee puncture proof tires by the Borderland Auto Supply company. There should be no delays in the Reo getting to first, due to punctures.

Halter Shop Busy. While the Halter shop is very busy, George Halter is making special preparations to care for the many visitors who are expected here for convention week in action. The improvements at the Borderland have been completed, new show cases installed and Ben Clements says he is now ready for the spring rush.

C. M. Schenkein, of the Borderland staff, is back from a trip to the Pecos valley, where he found business conditions excellent.

Declare Big Dividend. At the annual meeting of the Ross Rubber company this week a dividend of 200 percent was declared on last year's business. This is a record for tire companies in the territory. The El Paso Auto Supply company unloaded more cars this week and manager C. R. Johnson states that he is ready for the big business which the cattlemen's convention is expected to bring.

V. M. Mowse, assistant general sales manager of the Kelly-Springfield tire company, Cleveland, O., and H. P. Thompson, of Dallas, Texas manager, are spending a few days with the Ross Rubber company.

Truck Market Active. Truck manager R. E. Stannum, of the Oakland Auto Sales company, reports a growing demand for International trucks and believes that one of the reasons is the unusual road conditions of the International, which makes it adaptable to any road conditions. Another good truck business is reported by Knight and Blackstone tires is reported by the Tunstall-Kilgus company.

H. H. Swensen, of the American Auto Supply company, reports a steadily growing demand for the new reo loading process. This is not a new tire but an absolute new tread which is vulcanized on the old tread which Fred J. Feldman had placed an order for a Humber-Hoe Motor company for a Humber, which he will receive at the factory and use in a number of trucks in the east.

Chandler Sales Head Here. Ed Hines, sales head here, of the

THE STOCKMEN'S TRUCK REPUBLIC



JOHN M. WYATT.

JOHN M. WYATT ENDORSES REPUBLIC TRUCKS

Mr. Wyatt purchased his Republic only after one of the most severe tests and demonstrations ever given a motor truck in the Southwest. Read what he says of this test:



EL PASO, TEXAS. February 3rd, 1917.

Southern Motor Company, Distributors, For Republic Trucks, El Paso, Texas. Gentlemen:

As requested by you, I herewith give you my statement of the very satisfactory experience had with your Model 10, one-ton REPUBLIC TRUCK, which I recently purchased for the Nevill Cattle Company.

After leaving El Paso we rode for a period of nine hours, making 140 miles. Of these, nine miles were made through the bed of the Green River, and met with such Wonderful Success as in my opinion no truck was capable of attaining in going over such roads as did your REPUBLIC. The river bed is dry and all of it is gravel, rock and sand, in places hub deep. We only used one quart of water; had no heating and the engine worked Perfectly. We made the trip on an average of 12 to 14 miles to the gallon of gasoline.

The test made of this Truck over this road is the best evidence of the endurance and reliable performance of the REPUBLIC TRUCKS and was most convincing. Owing the truck will prove a great saving to us hereafter as it has taken the time of one man and four mules 3 days to make the trip to Van Horn for supplies while now it is a matter of only a few hours.

I hope that my statement will serve to interest other prospective purchasers, and remain,

Yours very truly, John M. Wyatt

Among other prominent cattlemen using Republic Trucks are:

- J. B. Roberts, Roberts-Kerr Cattle Co., 2 2-ton Republics
Neville Cattle Co., Van Horn, Texas, 1-ton Republic
M. V. Jeffries, Orange, N. M., 1 1-2-ton Republic
H. L. Claunch, Carrizozo, N. M., 1 1-2-ton Republic
W. L. Cass, Sierra Blanca, Texas, 1-ton Republic

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'The House of Service'

Phone 490. 355 Myrtle Avenue, El Paso, Texas

- Republic Dispatch, 1500 lbs. capacity, with express body, canopy top, glass front, etc., \$750.
Model 10, 1-ton, with stake body, \$1095.
Model 11, 1 1/2 ton, chassis, \$1375.
Model A, 2 tons, chassis, \$1785.
Model T, 3 1/2 tons, Dreadnaught chassis, \$2675.
f. o. b. factory.

REO TRUCK ADDED TO FIRE SERVICE

A two-ton truck, supplied by the Reo Truck Co., is now in the plant shop and will go into service in about two weeks as a combination chemical and hose truck attached to the Mesa fire station. The Reo is to be painted a bright red and it has been specially equipped with all accessories which will tend to make it one of the smartest trucks in the city. It has been equipped with Good-year special tires.

UP-TO-DATE 7-PASSENGER CARS \$250 PER HOUR AUTOS PHONES-509-518. AUTO LIVERY CO. OFFICE COR. MGR. Stand by Texas Grand Theater.

Q. What delayed the doctor? A. It's only a puncture but the delay may be serious for his patient. Q. Doesn't he know about the Lee Puncture Proof Tire—the pneumatic tire with the metal disc enforcement that prevents the punctures of ordinary tires? A. He certainly should know—he's depended upon Lee gloves and all manner of rubber sundries in his profession for many years. "Lee" to him means correct manufacture and if he would use Lee Tires he could not have his present dangerous delay. Q. Where can he find out all about the Lee line of pneumatic tires? A. Borderland Auto Supply Co. 363-365 Myrtle Ave.



Lee Standard Tires Give more tire comfort and mileage than ever before claimed for any standard make of tires. Lee Tubes Always stand out for thickness and ruggedness. They are extremely supple, tough, resilient and long wearing.

Look up 'Lee Tires' in Phone Book. 5,000 miles guaranteed. LEE PUNCTURE PROOF TIRES. Lee Tire & Rubber Co., Conshohocken, Pa. Manufacturers of Rubber Goods since 1855.

We Can't Quit Trading But We Are Trying. The following list of high grade cars will be offered at prices never before heard of in the history of the automobile industry. Last week we sold one Buick, two Chalmers, three Chevrolets, one Pierce-Arrow and two Fords, all used. That's what we call "cleaning them out." STILL IN STOCK Ford Truck with Express body, good for years of service. Buick "C" 37, motor been overhauled, works like new. Kieselkar, paint new, electric starter, car in fine shape. Pierce-Arrow, just the thing for service car or family use, will paint this car to suit buyer. This is a real bargain, cost over \$5,000. We mean business and will close these cars out at a price that will interest you. SEE JACK BRACE International Auto Co. 601 Texas Street. Phone 1921 for appointment. Chevrolet, Kieselkar and Packards in stock.

Magnolia, service manager of the Chandler are in the city with the Lee and Mowse company. Mr. Mowse has been very favorably impressed with the business conditions of El Paso. E. H. Hickey, district representative of E. M. C. Trucks, is back from a trip to Phoenix, where he found business conditions excellent. Fire Damages Republic Trucks. Fire which damaged the home of J. H. Hickey, district representative of E. M. C. Trucks, is well as burning up two Chalmers and one Ford, at the Southern Motor company this week.