

BORDER MOTOR COMPANY READY FOR BUSINESS IN REAL EARNEST

R. W. Deason Preparing for Successful Campaign on Saxon and Paige Pleasure Cars and Bethlehem Trucks; Anticipates Good Future for the Automobile Business in the Southwest.

THE Border Motor company opened business this week in real earnest, having set every thing in the line of running order. The Paige cars originally handled by the Tollock Motor company are now on display at the beautiful show rooms of the company on Montana street. In addition to the Paige the new model Saxon and Bethlehem trucks are on display also. Part of the week was put in the installation of new furniture and other equipment, persons desiring service on the Saxon and Paige pleasure cars or Bethlehem trucks will be satisfactorily taken care of at the efficient and up to date service station at 285 Montana street.

Manager R. W. Deason reports things moving nicely and invites the public to take a look at these lines before making purchases of cars. Salesmen who know these lines of cars are being added to the force in order that the public may be properly taken care of. In addition to this the service station has been thoroughly equipped to quickly and correctly accommodate those who desire its services.

Manager Deason said this week regarding the aims of the company: "It is the aim of the Border Motor company to give service—service that satisfies and satisfies. Service that satisfies is not to be mere by-word, but a slogan that will convince all our patrons of its full and possible meaning. We firmly believe that we have the best lines of cars on the market, and that is why we are handling them. Everybody who knows anything about automobiles knows what the Saxon and Paige pleasure cars are. In regard to the Bethlehem truck, a careful investigation of the records of this truck will convince anyone that it is unequalled in service, power and economy. A recent test of a Bethlehem in the state of Texas while after the most grueling trip it was in the best of condition will show to the

DISCUSSES 1918 HAYNES AUTOS

S. O. Bottorf Explains in Detail New 1918 Models for the Haynes.

The Haynes 6 and 12 have been changed but little, and in discussing the new 1918 models S. O. Bottorf of the West Texas Motor company, points out for the Haynes, said this week.

"The Haynes Light Six and Light Twelve are continued for 1918 with few mechanical changes. The chief refinements are improved bodies and lines, stronger frames, and longer and more flexible springs. The body is high arched, the windshield tilted and the front fenders shaped to conform with the front wheel. The starting bodies are of the double coil type, a new four passenger four door model is added to the line. Comfortable seven passenger sedans, four passenger coupes, and town cars are built in both the Light Six and the Light Twelve. The five and seven passenger cars have wheelbases of 111 and 127 inches, either of which can be obtained with the six or 12 cylinder engine.

A few minor changes have been made in the 12 cylinder engine which has a bore of 2 1/2 inches and a stroke of five inches. The rocker shaft of the valve mechanism has been increased in diameter and is made of alloy steel, the interior being used as an oil reservoir to lubricate the larger bearings. The push rods are of larger diameter and made of tubing which gives lighter moving parts. The design of the gear type oil pump has been altered so that a number of pressures can be carried. The thermostat for control of cooling water temperature is located at the inlet manifold where it is in contact with the water as it leaves the radiator block, thus insuring a more even operating temperature. On all models the gear shift and hand brake levers have been bent back so that they are within easy reach of the driver. The starting motor is located in a more convenient position on the top board.

TRI-STATE CETS TRUCK BODIES The West Texas Motor company has been doing a nice business in Haynes cars. S. O. Bottorf is looking for a big shipment of the new 1918 models, and will in all probability have them on display this week, as he anticipates their arrival early in the week or by the middle of the week at any rate. The large show room will be redecorated and beautified to receive the new cars.

\$105,000,000 WASTE IN TIRES IN ONE YEAR, WRITES FIRESTONE

President of Firestone Tire and Rubber Company Declares Loss Was Utterly Useless and Shows How All Automobile Owners Can Save Huge Amounts by Stopping the Abuse of Their Tires.

By H. S. FIRESTONE. A BUSE of tires resulting in wastage of \$105,000,000 last year figures \$1.05 for every man, woman and child in the country. It is one-ninth of the first Liberty loan of \$2,000,000,000. This wastage was entirely needless—quite apart from the necessary wear of the tires—and could have been wholly prevented by the observance of ordinary rules for use and care of tires. Getting full service out of your tires is not only good business, but it is good citizenship. It is a saving of the \$105,000,000 saved, to your business and lastly, in general, where it will benefit everybody.

The car owner of today is fast coming to the realization that the mileage he gets from his tires depends upon the treatment they are given. Mileage is built into tires at the factory by scientific methods. The user can get every inch of that built-in mileage out of the equipment by the proper care and use of it. The motorist ordinarily places no much confidence in tire equipment, probably because of its rapid development and wonderful performance. It does not receive the inspection and attention considered necessary for the car. Hence the loss to the average car owner of 20 cents on every dollar spent for tires, and the opportunity for those articles, which are designed to enable every car owner, who reads them, to save his share of the \$105,000,000 wasted on tires each year. It has been aptly said that the pneumatic tire is the most paradoxical construction in the entire field of automobile engineering. It must be very resilient yet withstand punishment worthy of armor plate. Two tender substances, rubber and cotton fabric, must be so blended and built up that they will resist the air pressure within the walls of the automobile and the load without the thrust of the motor, the transverse strains of curves and the blows of thousands of obstacles. And upon the successful construction of the tire has depended the entire success of the automobile.

GREGOR ON TRIP TO ARIZONA

Sales Manager for Southern Motor Meeting With Success.

Gregor, of the Southern Motor company is still in Arizona in the interests of the Southern and of Republic trucks. He is reporting the very best of success and the closing of some good contracts. Sales for the Southern are reported as follows: One ton truck to the state of New Mexico, with a Woods hydraulic hoist; two ton trucks to be shipped to Chihuahua, Son. Mexico; one five ton and one one and one half ton truck to El Paso and Johnson of Douglas, Ariz.; one one and one half ton truck to C. S. Johnson of Pinalo, New Mexico, and two three and one half ton trucks by Mr. Gregor in Tucson, Ariz.

David Husek in speaking of the future of business and the Republic said yesterday: "While you hear some pessimism in the air, we never felt better about our business, and can truthfully state that we are keeping up our past records in sales effectual, and some weeks even going beyond normal. The Republic in our estimation is undoubtedly the best, most adaptable, of the greatest service and with a wider range of sizes to pick from than any other truck."

Dr. Chas. Thomas of the Tri-State Motor Co. Gets Smallest Cash Payment

Dr. Chas. Thomas of the Tri-State Motor company, claims credit for having made the sale of a Ford which involved the smallest cash payment ever made. A man came into the establishment desiring to purchase one of the "Universal Cars" and the sale was satisfactorily negotiated. In announcing the sale, which was a bona fide one, was completed. It has not been ascertained how long the man has to pay the balance. It must be concluded that the sale involved about as small an immediate payment as has ever been heard of.

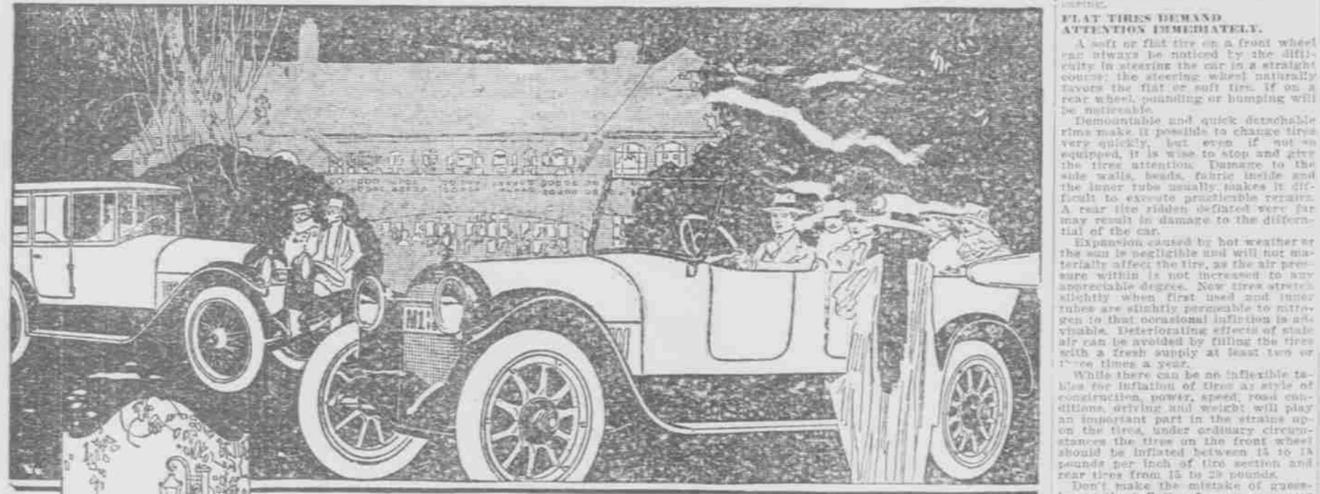
Roy C. Yonge Receives Shipment Ford Front Springs and Pulleys

Roy C. Yonge has been doing a large business in Ford front springs, which were introduced in The Herald some time ago. Many out of town orders have been received, and the utmost satisfaction is experienced by the purchasers. This does away with the old ball bearing and allows an adjustment of half the diameter of the Ford bearing. J. W. Lettiss reports the arrival by express of an order of Ford front springs, and a large shipment of fan pulleys. It has been recently impossible to see fan pulleys in the city. Sales on Thursday, the new anti-freeze solution, are reported good.

REPUBLIC TUBE STRONGLY MADE

These Tubes Will Outlast Their Casings Says H. Hayes Watson.

It is generally conceded that a tire is no better than its tube, for, with a rotten or poor tube, you can get no more satisfaction than with a poor casing. H. Hayes Watson, manager of J. C. Johnson & Co., in speaking of Republic tubes, said recently: "Republic welded-splice gray tubes are an added ally in the high quality of service and long life for which Republic tires are known. Republic tubes are built ply upon ply, each ply being carefully inspected for any defects that might weaken it. The Republic method of welding eliminates the weakness that develops at the joints where other tubes are used. In the Republic process the ends are beveled down to a feather edge. They are then united by welding them by our own perfected process. The valve patch, another weak point in most tubes, is vulcanized into the tube. And in the end we feel sure that the Republic tube, as it is the case with the Republic tire, is the very strongest, toughest, pliable and best tube on the market today."



Announcing the Mature Haynes Motor in a Beautifully Refined Setting

Twenty thousand Haynes owners have driven America's Greatest Light Six engine the astounding distance of a quarter billion miles since July, 1914. In those forty months of terrific usage but a few minor betterments have proved possible.

OUR quarter-century of successful experience satisfies us that the Haynes engine is mechanically mature—a "gem" of engineering achievement. We can only improve its setting.

- Ultra-fashionable French pleated upholstery is used. Deep cushion springs are beneath the comfortably shaped seats. Roominess is a feature. The doors open wide for easy entrance. The instrument board is compact, with all switches within easy reach of the driver. The Chassis Perfections: Longer, broader, more resilient springs increase the comfort of riding. The spring shackles are automatically lubricated by an ingenious utilization of the lamp wick principle. The six-inch frame side members hold the body rigid on uneven roads. Squeaks and rattles will not develop. Doors will not bind. Nor can a "full load" cause any sagging. The motor is rigidly supported in the rear. Th' offers added security to the good Haynes engine and the gear-set. A Bendix starter-drive is used.

WEST TEXAS MOTOR CO., Inc. DISTRIBUTOR FOR WEST TEXAS, NEW MEXICO, ARIZONA AND OLD MEXICO. 355-357 Myrtle Avenue. Phone 4243

HAYNES "America's First Car"

Table listing car models and prices: "LIGHT SIX" (Wood Wheels, Fabric Tires) Open Cars: Model 30 (5 pass. touring) \$1725, Model 35 (7 pass. touring) \$1825, Model 39 (4 pass. FOURDOOR roadster) \$1825. Closed Cars: Model 39 Sedan (7 pass.) \$2250, Model 39 Coupe (4 pass.) \$2325, Model 39 Town Car (5 pass.) \$2325. "LIGHT TWELVE" (Wire Wheels, Cord Tires) Open Cars: Model 44 (7 pass. touring) \$2750, Model 44 (4 pass. FOURDOOR roadster) \$2750. Closed Cars: Model 44 Sedan (7 pass.) \$3300, Model 44 Coupe (4 pass.) \$3325, Model 44 Town Car (5 pass.) \$3325. Demountable type for all open models \$300. To cover war tax, \$4.00 on all models. All prices f. o. b. Kokomo, Ind.

FLAT TIRES DEMAND ATTENTION IMMEDIATELY.

A slow or fast on a road wheel car always be noticed by the difficulty in steering the car in a straight course; the steering wheel naturally favors the flat or soft tire if on rear wheel, pounding or bumping will be noticeable. Dependable and quick detachable rims make it possible to change tires very quickly, but even if not so equipped, it is possible to stop the tire attention. Damage to the side walls, beads, fabric inside and the inner tube usually makes it difficult to expose practically repair. A rear tire ridden deflated very far may result in damage to the differential of the car. Expansion caused by hot weather or sun is negligible and will not materially affect the tire, as tire pressure within is not increased to any appreciable degree. New tires stretch slightly during first used and inner tubes are slightly permeable to nitrogen so that occasional inflation is advisable. Deflating effects of several days can be avoided by filling the tires with a fresh supply at least two or three times a year. While there can be no inflexible tables for inflation of tires as style of construction, power, speed, road conditions, driving and weight will play an important part in the strains upon the tires, under ordinary circumstances the tires on the front wheels should be inflated between 15 to 18 pounds per inch of tire section and rear tires from 15 to 20 pounds. Don't make the mistake of guessing at the inflation from appearance or striking the tires with a hammer, but use a pressure gauge, at least once a week. Another inflation warning: Don't fill the tires with the exhaust from the engine as oil and certain gases are destructive to rubber. The best way to inflate is to pump in the tires hard and then reduce the pressure until they do not cause excessive vibration, then record the pressure and see that it is maintained thereafter.

Motor Dictograph Feature Of Cadillac And Popular Idea. The popular idea is that the dictograph is a mysterious sort of instrument whose use is confined solely to the detection of crime by recording for detection the conversations of criminals. But the Cadillac Motor Car company has found other and more pleasant uses for the dictograph. A little device is part of the equipment of all Cadillac chauffeur vehicles. Through it, the owner or passenger within the car communicates with the chauffeur. The dictograph, as installed in the Cadillac is exceedingly sensitive. A little plate set in the side of the body, flush with the upholstery, takes the place of the black tube and transmitter of the old-fashioned speaking tube. Beside the transmitting plate are two small buttons. When one of these buttons is depressed, a buzzer outside attracts the chauffeur's attention. Then the other button is depressed, and the line of communication to the chauffeur is open. The driver is not obliged to place a receiver to his ear—the passenger's voice comes to him from a miniature reproducing horn set at the top of the seat back. No sound is transmitted through the dictograph from the interior of the car to the driver unless the proper button is pressed. When the button is released, the line of communication is closed.

THE FRANKLIN The Thrift and War Time Automobile. A motor car that will save you half the cost of upkeep. We have just received a few for immediate delivery. Come and see our enclosed models. All future deliveries will be at an advanced price. The Franklin Motor Car Company MYRTLE AND CAMPBELL. EL PASO, TEXAS