

SEES EFFECT OF WAR ON MOTORS

Manager Trost Says Altered Styles of Autos Seen at Auto Show.

The effect the world war has had in altering the viewpoints of the people has nowhere been shown more clearly than at the El Paso Auto show, states Leo Trost, distributor for Franklin automobiles in this territory.

Greater usefulness and economy are the ideal toward which designers now strive, and so longer is ultra-luxuriousness or some freak style considered worthy of display. In fact, it is safe to assume that such surface vanities are forever of the past.

The motor car played a most important part in the world war, and it was service throughout that assigned it to the plane. Continued usefulness, day in and day out, with the minimum of trouble and expense, was the basis on which the world was reckoned, and anything that did not lead to this result was looked upon as being outside the pale.

The impressions thus made will not quickly, if ever, be erased, and that automobile builders recognize it is shown by the cars that are displayed.

This new attitude of the automobile-buying public is to the advantage of such cars as the Franklin which, since its origin 18 years ago, has always had usefulness as its guiding thought of its engineers, even though it might have seemed that the trend at times was toward luxury rather than efficiency.

The result is that today, in the light of a deeper understanding of just what a motor car is for, the Franklin company is prepared to go ahead smoothly without being put to the disturbance and delay that must be faced by motor car manufacturers who must change their facilities and produce to meet the demand for cars that serve this more fundamental purpose.

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EL PASO MOLINE AGENCY OPENED

Powers Has Used Moline For Two Years; Firm to Handle Stevens Cars.

Powers & Trussell in the new El Paso firm just opened to handle the Moline tractor in this section. At present the firm is in temporary quarters, arrangements being made to open up permanent headquarters soon.

Generally a tractor company seeks a representative in a locality but Tom Powers went after the agency here because of his personal experience with the Moline tractor. "I had been using a Moline on my ranch for over two years," states Mr. Powers, "and realizing the increasing demand for tractors, concluded to sell the kind with which I have been highly successful in the valley here."

Because of the short build of the Moline—an eight foot space—it is possible to plow closer to a fence than the job can be done with mules. Thus, in addition to being a great puller, the Moline can be turned around on a dollar.

For general pulling purposes there is no doubt the day of the horse is past. Tractors do it better and more of it. Last season I made a comparison of my Moline and a team of horses. It worked as satisfactorily that I shall continue the tractor.

The firm received two Moline tractors Thursday morning which were placed on exhibition at the Auto show. A factory demonstrator is arranging to show local farmers how the Moline works. Messrs. Powers and Trussell will also handle the Stevens Ballant Six, a shipment of which is due here soon.

Hart-Parr Company Has Almost Doubled Output According to information received by L. A. Thompson, of the Southern Border Motor company this week, the Hart-Parr schedule of turning out 60 tractors has been outdistanced, the weekly output now being 92. "Merit is the answer for the increase," states Mr. Thompson. "The Hart-Parr has been winning at almost all the tractor shows. The increased demand has caused day and night shifts that are exceeding the scheduled output by over 50 percent."

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Johnnie had his troubles, however, in getting the shipment here on time. From Kansas City all the way to El Paso the cars were sidetracked every 100 miles or so. It kept Mr. Buquor tracing and waiting for a couple of weeks prior to the show. At 3 o'clock Thursday morning he was waiting in the railroad yards with silver apples rolled and ready for action. On that morning the cars rolled in the only bit of luck Johnnie had in connection with the shipment being that the Moon got here on time for the show.

There is indisputable evidence of the joy with which a Packard which had been in the rear room of the Watkins Motor company, Wednesday a driver who started from the city to the show intended to be used for a door. That made but little difference to the Packard which was on out although it was forced to take some three inches of door and walk along without it. The truck was not damaged.

D. C. Booth, manager of the Quick Tire Service, has returned from a trip to Dallas, Fort Worth and San Antonio. In company with E. M. Hobbins, New York city, president of the Quick Tire Service, Mr. Booth visited headquarters in the above named cities, giving several days on various business phases of the company.

The Ingles-Lake Motor company received a carload of Chevrolet E. H. Baby Grands and models 499 Thursday. The carload being the new business wagons which are now rolling towards El Paso.

Fred H. Lashby arrived in El Paso in time for the Auto show last business day to San Diego, where Savage tires are manufactured, and making stops at Phoenix, Los Angeles, Tucson and other cities. A set of tires carried by the Boss Rubber company.

"Turn to Right," Says How; Haynes Co. Favors The Left-Hand Drive "Through foreign marketing of American made left hand drive automobiles, the United States will eventually bring foreign countries to the American system of traffic movement on the streets," predicts E. M. Hobbins, general sales manager of the Ingles-Lake Motor company.

"In many foreign countries the rule for traffic is 'keep to the left' or 'keep to the right' to the way our vehicles move," says Mr. How, "and as a result, the foreign buyers of American cars demand the right hand side of the automobile. This is a natural demand for the reason that we in this country demand an automobile with the wheel on the left side. It is more convenient and safer in every way."

"In this connection it is interesting to note the origin of the custom by which vehicles in opposite directions pass to the left and not to the right. In the early days in England when horse drawn coaches were the prevalent means of transportation through the narrow streets, the coachman's whip with its long lash had to obtain its play on the right side of the coach away from the sidewalk. Otherwise the lash would strike the pedestrians. And as the horse was harnessed to the coach with his right hand, it was found necessary to have vehicles pass to the left. Many other countries adopted the practice to the left idea, partly because of the narrow streets and partly because England had set the custom. But now the horse-drawn vehicles and the coachman's whip have practically disappeared and the automobile has become the predominant means of transportation in most countries, the reason for the left hand rule does not hold. But the tradition remains as we find foreign buyers of American automobiles still hounding upon right hand drive cars."

FORDSON MEN TO MEET HERE

Distributors for the Southwest to Meet Monday at Chamber Commerce.

Eighty Fordson dealers, representing the entire distribution of the Fordson tractor throughout the states of Arizona, New Mexico and west Texas, including the Panhandle, will convene in El Paso Monday morning for a two-days' session at the call of J. W. Kirkpatrick, of the Tri State Motor company, distributors of the Fordson for the southwest. The meeting will be in convention during Monday and Tuesday, the purpose of the meeting being the discussion and selection of farm implements best suited for work with the Fordson tractor.

Several distributors from Colorado, California and other parts will be present at the convention with a number of nationally known farm machinery experts. Among these latter will be the heads of the Oliver Chilled Plow company, the American Tractor company, and other concerns.

Monday afternoon the first business session will be held, when the convention will adjourn. On Tuesday morning and Tuesday afternoon other business sessions will be held, when the convention will adjourn.

An effort is being made by Mr. Kirkpatrick to get the show managers to hold the show open for a first two days in the next week, to give the visiting tractor dealers an opportunity to witness the display of tractors and farm implements.

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The new Miller branches are at Charlotte, N. C., Memphis, Tenn., and Cedar Rapids, Iowa. Each is fully equipped with a complete stock of tires, tubes, accessories and repair materials. It is the factory policy, it is announced, to provide dealers in all parts of the country with the same kind of service and dedication right at the doors of the factory. Hence, the branches and large distributing houses.

"The business is increasing so rapidly that we are actually having a shortage of factory stock," says Millard, "and keeping pace with the growth." We have already worked on the new Miller service is due largely to the service rendered consumers by the dealers themselves. They are the ones who have the equipment with which to do it. That is why we look for a big increase in sales in the territory where we are not adequately represented by branches or big distributors.

At the same time, it is a scarcity of skilled rubber workers, the lack of which in Akron, where the tires are made, is a serious problem. For a time, it is expected, the shortage of labor will be made up by the use of unskilled workers, but this is a temporary expedient. The shortage of labor is a serious problem. For a time, it is expected, the shortage of labor will be made up by the use of unskilled workers, but this is a temporary expedient.

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OVERSIZE CORDS RAISE MILEAGE

Necessary to Change Gearing of Speedometer for Accurate Record.

An unusual way in which motorists may inadvertently become entangled with the traffic regulations was discussed recently by D. C. Booth, manager of Quick Tire Service, Inc., 213 Texas street, distributors of the United States tires.

"Many of our customers who have formerly used fabric tires are re-equipping their cars this season with 'Royal Cords.' It occurred to me to warn them to change the gearing of their speedometers, since the failure to do so would make the reading of the instrument untrue.

"The speedometer, of course, measures mileage by recording the number of revolutions made by the wheels. All United States Cords tires correspond to a fabric tire of the same size. For example, a cord tire would be from three-quarters to one and a quarter inches larger from the center of the tread to the outside edge of the tread than a fabric tire of the same size. This makes the circumference longer by about five inches than that of the fabric tire. So that while 472 revolutions would make the latter cover a mile, it would cause the former, to travel one and one-twentieth miles. In other words, the speedometer is set for fabric tires, while the car is equipped with cords, the speed is 1 per cent greater than the instrument reading."

"This discrepancy may seem small, but during the heavy motoring season, when the traffic police are especially strict in enforcing regulations, and rightly so, it pays the car owner to be particular in observing them."

Tractors Are Failures Unless Farmers' Needs Considered In Building

"Why is such a large percent of tractors failures?" is a question often asked. The question is answered by manager L. A. Thompson, of the Southern Border Motor company, thus: "Because about 90 percent of the tractors being built have been constructed by tractor makers of farmers' tractors. I mean that some engineer who has perfectly good mechanical ideas conceives an idea of a tractor and builds one without applying his mechanical knowledge to make what the farmers want. The tractor is not built in the shop where the builder superintends the construction, but when it has to face the work on the farm it is found that the builder did not take into consideration what the farmer wants. All the successful tractors—and they can be counted on the fingers of one hand—are farmers' tractors, not engineers' hobbles."

Louis Mowers sharpened, Allen Arms & Cycle Co., 404 N. Oregon St., Adv.

Investor Take Notice. Exceptionally good buy in a tenement. These flats are scarce. Lee Newman, Tenement Specialist, 905 S. El Paso St., Phone 1601—Adv.

Dentist Dependable Dentistry, Dr. W. A. Smith, 518 Martin Blvd.—Adv.

Curfies & Co. buy Liberty Bonds—Adv.

COLE BIDS FOR FOREIGN TRADE

Profits by Keeping in Touch With Foreign Trade During War.

With the end of the world war and the resumption of private trade activities throughout foreign lands, the Cole Motor Car company is beginning to reap the benefits of the extensive promotion campaign which it carried on during the past four years in the export field through its foreign trade department, in New York.

During the entire period of the war, the Cole company kept in constant touch with foreign markets and although it was impossible to ship many cars out of this country, the Cole company finds itself beginning shipments and has increased its allotment of cars for export several times over that which it has been at any previous period in its history.

In order to get an intimate survey of conditions in the foreign field as they now exist and to get himself abreast with anticipated trade developments abroad, Mr. Hems will leave early in May for an extended trip through the European countries, during the course of which he will visit all of the more important foreign commercial centers.

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TRACTORS MAKE CLIMATE CHANGE

Discing Work That Killed Horses Is Successfully Done by Tractors.

T. F. Cain, district manager of the Roderick Loan Manufacturing company, who made a visit to the Southern Border Motor company and to the Tri State Motor company this week, shows the tractor in a new light as a factor in changing climatic conditions in the southwest as well as increasing the agricultural output.

"The tractor is a big factor in bringing rain," states Mr. Cain. "By means of the discs used by tractors it is possible to get right ahead with discing the ground during the extremely hot weather following harvest. Formerly the horses were killed off if this work was attempted at the season when it was most important that it be done. The heat was too much for horses. If the work was delayed the crust of baked soil let out all the moisture before plowing or discing began."

"By means of the discs used with the Hart-Parr tractor the farmer may begin immediately after harvest which scientific experiment has shown keeps 250 tons of moisture per acre in the soil that would otherwise be taken up. In addition to keeping the moisture the weeds are killed before they get a start, the only correct way to remedy the weed evil in farming."

"The effect of keeping this moisture in the soil has a wonderful effect on climatic conditions as well as greatly increasing crops. The tractor is doing good work in the southwest. We are well pleased up at Mansfield, Ohio, with the progress made by tractors and the necessary plow and disc equipment."

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REPUBLIC Tires advertisement with logo and contact information for Rio Grande Rubber Co. and Lone Star Motor Co. Inc.