



MOTOR TRUCK COMES RAPIDLY INTO USE

Big Coal Concerns Find It Best Method of Delivery—Tremendous Market Ahead for Trucks.
(By Henry Farrington, Editor of "The Power Wagon.")

Power wagon manufacturers have awaiting them in the coal, ice and allied businesses a market of \$210,000,000 in motor trucks. That is the sum of money these trade interests may confidently be expected to invest in motor equipment during the next 10 years.

Up to date, only 1.5 percent, or approximately one-thirtieth, of this market, has already been sold. But during the last year, the placing of orders for many thousands of dollars' worth of motor equipment by the most important coal dealers in the country presages a wonderful impetus in the purchase of power wagons by coal companies and their allied trade interests.

Only recently the Atlantic Coal and Ice corporation, of Atlanta, Ga., placed an order for 15 five-ton motor trucks after trying out individual makes of machines for some time previous. The City Fuel company, of Chicago, now merged in the Consumers' company of which it is the dominant factor, ordered 25 five-ton machines last April, thereby replacing 150 husky horses, and present plans call for large additions to this motor installation at an early date. Spaulding & Spaulding, of Buffalo, N. Y., after trying out two five-ton motor trucks for some months, recently installed 15 more of the same make and capacity. The Burns Bros. Coal company, of New York city, has a fleet of 45 power wagons of the biggest average load-carrying capacity of any motor truck installation in the world. And so short a time ago as last April, the Burns equipment comprised only 17 machines, the balance of 28 having been acquired during the past 19 months by the purchase of 15 trucks and the absorption of another concern having eight motor vehicles in its employ.

As far as can be definitely ascertained, there are at present in the United States 419 coal dealers (and concerns using specially designed coal trucks) who employ power wagons for delivery purposes. These 419 companies own and operate a total of 701 machines, valued at \$3,750,000.

ON THE SPUR OF THE MOMENT.
By Roy K. Moulton.

Sour Grapes.
These here new fangled auto cars are handy, it must be confessed. But when it comes to pleasure I enjoy the old bay mare the best. When I go out joy riding with my best gal sitting by my side, I know that I will get back hum, for my old mare is true and tried. She never makes me wait a time to find a country blacksmith shop, where I kin get her tires repaired. 'Tis not afraid of any 'splainin' plug that me and my gal's ever seen. Her carburetor works fast rate, her 'scottin' system is immense. And you can run her all day long and at a very light expense. She's never laid up for repairs, she doesn't have to wear no tag. She never plunges in the ditch, for she's a very docile mare. The speed laws she don't violate and I have never yet got pinched. For safe and sane enjoyment, I have surely got the method clinched. No folks that walk are cussin' me, I don't scare 'em out of their boots. By runnin' up behind 'em quick and lettin' out a lot of toots. She don't use up no gasoline or bairk or back or wheeze a bit. She kin go by a roadhouse without tryin' to turn in to it. I didn't have to pay no mortgage on my house when I got her. My creditors don't stand and wonder what on earth I bought her fer. She's good for many seasons and each year she don't go out of style. And make me buy a new one every spring and lose my hard earned pile. She never yet has tossed me out into a tree to break my neck. Of course, the autos are all right, but give me my old mare, by heck.

Frederic J. Haskin's "American Government."
As long as they last, copies of Frederic J. Haskin's great story "The American Government," may be had at The Herald office. Present clipping of this paragraph and 60 cents. By mail, 15 cents additional.

United States Tires
cut down tire bills

MOTORS!
will call for you and we will show you the biggest bargains ever offered in El Paso lots.

Phone 803



Winter—The dullest season— was our most active shipping period

THE three deadest months, in the automobile business, are December, January and February. During this period some automobile factories shut down altogether.

With us it has been just the reverse. We have been shipping over 140 cars a day for the last six months.

Right now, we are delivering over \$1,000,000.00 worth of Overlands every single week.

Our great factories can make no more than this. The demand forced us to manufacture as many cars in the dull season as we planned and prepared to in the height of the best season---which is from April on.

The urgent demands for the 1913 Overland have broken and established new production records every day.

In seven months we have shipped over twenty-one thousand cars.

This is just over 85% more than we delivered up to this time last year.

Every section, state and town in the country is ordering in excess of its contract — and it is utterly impossible for us to supply the cars.

You can judge the demand from the following figures.

Here are some state and city increases:

- Last year North Dakota took 300 Overlands; this year they have contracted for 755; an increase of 152%—and they want more.
- Last year Minnesota took 625 Overlands; this year they have contracted for 1110; an increase of 78%—and they want more.
- Last year Iowa took 1595 Overlands; this year they have contracted for 2555; an increase of 61%—and they want more.
- Last year Texas took 675 Overlands; this year they have contracted for 1220; an increase of 84%—and they want more.
- Last year Kansas took 313 Overlands; this year they have contracted for 731; an increase of 134%—and they want more.
- Last year Illinois took 1690 Overlands; this year they have contracted for 2085; an increase of 24%—and they want more.
- Last year California took 1150 Overlands; this year they have contracted for 2410; an increase of 101%—and they want more.
- Last year Saskatchewan, Canada, took 100 Overlands; this year they have contracted for 250; an increase of 150%—and they want more.
- Last year Alberta, Canada, took 100 Overlands; this year they have contracted for 250; an increase of 150%—and they want more.
- Last year Manitoba, Canada, took 100 Overlands; this year they have contracted for 250; an increase of 150%—and they want more.
- Last year San Francisco, Calif., took 2500 Overlands; this year they have contracted for 4000; an increase of 60%—and they want more.
- Last year Minneapolis, Minn., took 1000 Overlands; this year they have contracted for 2000; an increase of 100%—and they want more.
- Last year Kansas City, Mo., took 800 Overlands; this year they have contracted for 1500; an increase of 87½%—and they want more.
- Last year Philadelphia, Pa., took 700 Overlands; this year they have contracted for 1200; an increase of 61½%—and they want more.
- Last year Milwaukee, Wis., took 600 Overlands; this year they have contracted for 1000; an increase of 66⅔%—and they want more.
- Last year Dallas, Texas, took 400 Overlands; this year they have contracted for 600; an increase of 50%—and they want more.
- Last year Sioux Falls, S. D., took 400 Overlands; this year they have contracted for 600; an increase of 50%—and they want more.
- Last year Des Moines, Iowa, took 300 Overlands; this year they have contracted for 500; an increase of 66⅔%—and they want more.
- Last year Denver, Colo., took 300 Overlands; this year they have contracted for 500; an increase of 66⅔%—and they want more.
- Last year Tampa, Florida, took 50 Overlands; this year they have contracted for 100; an increase of 100%—and they want more.
- Last year Louisville, Ky., took 50 Overlands; this year they have contracted for 150; an increase of 150%—and they want more.

The above cities and states have been picked, in as many different localities as possible, to show both national consumption and increase.

To reasonable and sensible people the above figures prove one very important point in particular; that the majority of car buyers realize that an Overland offers more car for less money than any other car in America.

This completely equipped, self-starting, 30 horsepower, five passenger touring car for \$985 is the equal of any \$1200 car built. It has the power, the speed, the seating capacity, the construction, the comforts and conveniences.

No car is made better. Being built in the largest, most completely equipped and most modernly appointed factory in the industry, you get in this car the same manufacturing methods used by the makers of the very highest priced cars. Our methods of production are just as thorough, just as painstaking and just as exacting. Our

materials and cars are subject to the same rigid inspections and tests as the highest priced cars made.

Judge the value by the demand—and you'll always save money. We are now over 7,000 cars behind our "immediate shipping orders"—and it is still the latter part of the dull automobile season.

Figuring from the present pressure for Overlands, it is difficult to calculate what the demand will be when the spring season comes. It is safe to assume that we will be swamped.

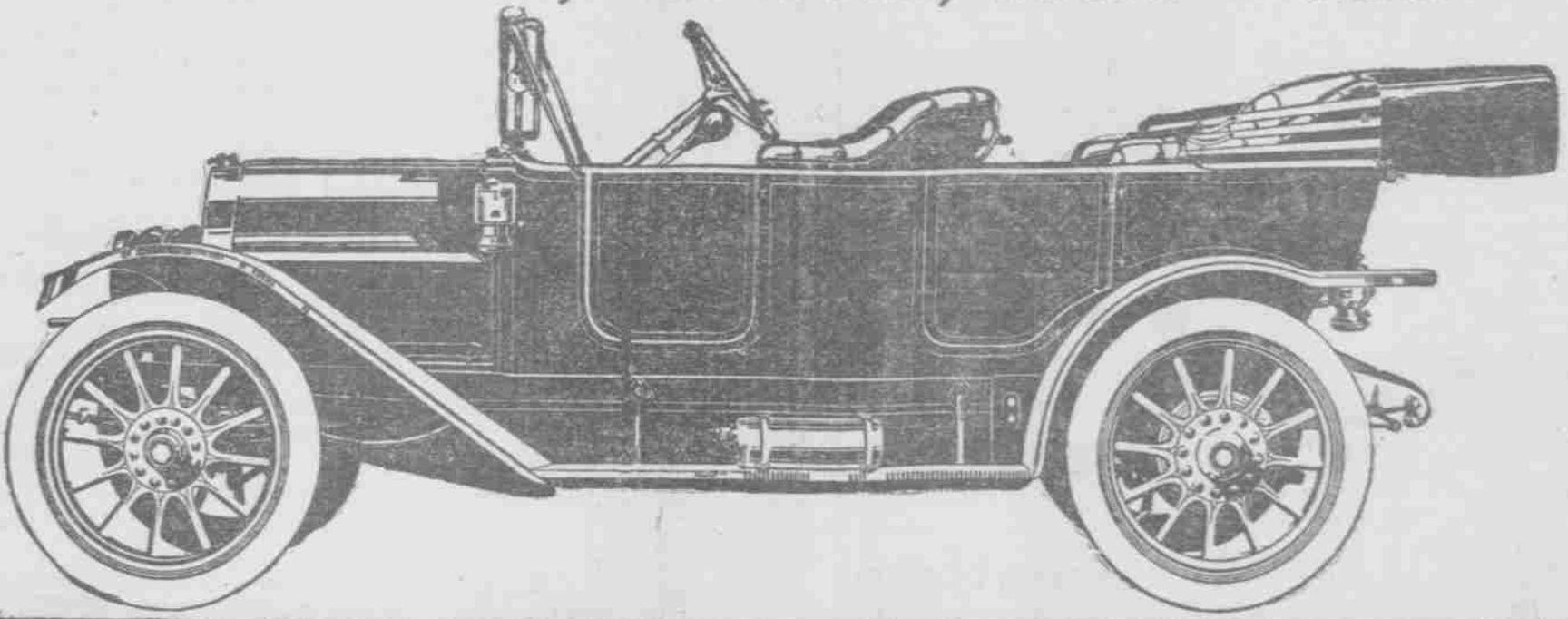
We would advise quick action if you want an Overland. Delay will not only mean a longer wait for your new Overland, but possibly you will be unable to get one at any price.

Enter your order now, and you may get your Overland when you want it. We candidly advise you to see the Overland dealer in your city without delay. And as a final suggestion—take one more look at the above figures.

The Willys-Overland Company, Toledo, Ohio
Geo. L. Fisher, Distributor, Salesroom E. P. & S. W. Bldg.
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