

## Traffic Department

himself. In other cases it enables him to collect back money which has been unlawfully collected from him. In rendering this service to our shippers we occupy a similar position to that of the lawyer, the principal difference being that the lawyer makes a handsome charge for the counsel given him, while we render the service free of charge. Our service is rendered in connection with commerce law, while the lawyer's is rendered in connection principally with other laws.

### Legislation Relative to Disposition of Vessels Acquired by U. S. Shipping Board.

The Chamber of Commerce of the United States, thru their Referendum 29, is endeavoring to ascertain what the various interests in the various sections of the country desire done with the vessels owned by the United States Shipping Board. 'El Paso is not directly interested in the ocean transportation itself, but it is interested indirectly because the question affects the whole country, particularly, Texas. This being true, upon receipt of Referendum 29, we wrote Mr. J. Z. George, General Manager of the Texas Chamber of Commerce, Dallas, Texas, suggesting that he call a conference of all Texas interests, in order that such interests might agree on one plan and present a solid front. Mr. George adopted our suggestion and agreed with the comments we made with respect to the proposed legislation and, after submitting our letter to President J. S. Cullinan, informed us that such a conference would be called during the first part of January.

### Future Plans

Our future plans are the same as set out in the announcement contained in our bulletin No. 1. They will ever be the same. It is impossible in this kind of work to make a more definite statement than this concerning future plans.

### Conclusion

This summary does not commence to give an idea of the work undertaken by this department and the results accomplished. It is impossible to sit down and make a summary for a period of nine months, that will cover in detail, the multitudinous things which we have done for El Paso shippers. We have been active in the very good work done by the National Industrial Traffic League, by the Southwestern Industrial Traffic League and by the Texas Industrial Traffic League, none of which is mentioned in this summary, yet all of which was and is of vast importance.

In closing let me call your attention to the total of the reparation and freight bill checking figures previously mentioned. They total \$23,021.90. Our operating expenses, according to the figures given me by Manager Wood of the Finance Department, amount to \$8,440.11. Looking at these figures from an investment standpoint, this means that this department has earned \$14,581.79 or 172.7% net.

Respectfully submitted,

A. U. TADLOCK,  
Manager, Traffic Department.

### Auto Travel on Increase.

Miss Buena Gilder, Secretary of the El Paso Automobile Club says: "Travel is constantly increasing. We have already become favorably known through the Washington Park camping grounds, and the new shelter will add much to the city's prestige as a good place for automobilists to stop over. The city officials of Minneapolis have heard of this shelter and have written to the club asking for details as to how it is to be built, who is paying for it and how it is to be conducted. Very few cities in the country, no matter what their size, will have the best of El Paso in this particular line."

## Through Film Work of Altman El Paso Receives Over Million in Advertising



O. A. AULTMAN

Since June of 1919, El Paso has received over a million dollars worth of advertising through the work of O. A. Aultman, special representative in El Paso of Pathe News. Mr. Aultman since June has made 36 films of El Paso and in El Paso's environs, covering 8,695 feet of reel, and it is estimated conservatively that each film before being placed in the Pathe Library, is seen by 10,000,000 people; or in other words more than 360,000,000 pairs of eyes have seen El Paso brought to their attention by 36 excellent films, and a large number of them secured by Mr. Aultman with the co-operation of the Chamber of Commerce.

When it is taken into account that Chicago places a value of \$50,000 upon every reel that is taken descriptive of Chicago, we can figure in dollars and cents that the 36 reels on the Chicago price, would mean that El Paso's gain has been \$1,800,000 in advertising.

The line up of films taken by Mr. Aultman and successfully shown over the entire United States are as follows:

### Military

- 3 films on American Army participation in Villa's attack upon Juarez, 600 feet.
- 1 film of the U. S. Patrol at Fabens, 200 feet.
- 1 film of the U. S. army camp at San Elizario, 100 feet.
- 1 film of mountain batteries in action, 400 feet.
- 1 film of U. S. Artillery practice at Fort Bliss, 500 feet.
- 1 film of Red Cross activities at Fort Bliss, 175 feet.
- 1 film of Military Review while Governor Hobby visited El Paso, 250 feet.

### FOOTSTEPS.

The United Cigar Stores Company; many members-stores in great chain systems, and successfully individual retailers in every part of the United States have capitalized on the belief that footsteps make trade. Regardless of the value of merchandise offered, the store "off the beaten path" is conducted at a disadvantage.

A poet (or was it a poet?) has said, in effect, that the builder of a good mouse trap, even if he be in the depths of a forest, will be hunted out by the world, which will beat a path to his door. Perhaps so, with mouse traps, but not with the public that seeks the shops for the commodities of daily use; the dear public likes to shop, but it likes to follow the path of least resistance.

Retailers are confronted with situations that require study and analysis in choosing locations for stores. Assuming the desire is present to open a business where footsteps are

- 1 film of Tanks at Fort Bliss, 200 feet.
- 1 film Aviation Flight over El Paso, 250 feet.
- 1 film of Military Review by General Pershing, 300 feet.
- 1 film of Military Exposition at Fort Bliss, 300 feet.

### Features

- Along the Rio Grande, 200 feet.
- Juarez, as approached from American side, 300 feet.
- Juarez after the Villa Attack, 400 feet.
- Mexican Independence Day at Juarez and in El Paso, 300 feet.
- Phoenix-El Paso Auto Race, 400 feet.
- Kite Flying by School Children of El Paso, 200 feet.
- Elephant Butte Dam, 345 feet.
- Indian Picture at Tularosa, 400 feet.
- Hueco Tanks, 20 feet.
- Cloudcroft, 200 feet.
- Golf Course, 200 feet.
- White Sands of Tularosa Basin, 175 feet.
- Fibre Reduction Plant, 175 feet.

### Agricultural

- Cattle Picture, 600 feet.
- Rabbit Picture, 200 feet.
- Pear Orchards and Packing, 200 feet.
- Cantaloupe Industry, 200 feet.
- Goat Herds and Industry, 150 feet.
- Cotton Picking in El Paso Valley, 200 feet.
- Sugar Cane Industry, 300 feet.
- Turkey Trot, 200 feet.
- Flock of Geese on McNary Ranch, 175 feet.

Mr. Aultman is planning to make many interesting pictures in El Paso and the Southwest during 1920, but will not do very much during March and April due to the fact that he has been assigned by Pathe to Mexico City. His service to El Paso has been recognized by Pathe by a number of first prizes for the best picture of a 'given week'; and his service to the business men of El Paso has been so splendid that the Chamber of Commerce takes this means of expressing its appreciation; and offers Mr. Aultman every assistance in continuing his splendid program.

many, consideration must be given to the causes of a heavy foot traffic. The reason for the big flow of pedestrians this season may be absent next season. The retailer must be able to forecast the changes in conditions so that the location chosen will be in line with future "paths of trade."

A sunshiny side of a street, on the way to an important public building may be a desirable location. A corner on this street where another much-used thoroughfare intersects may be more desirable. Later, the erection of a tall building opposite these locations may dismiss the advantage of sun, and the value of the location is rapidly decreased.

A site may be ideal for a certain type of business and worthless for another. A store, catering exclusively to women, may do a large business in the vicinity of a certain popular theatre; whereas a cigar store in the same building would fail.