

Traffic Department

Atarque, N. M.	32c
Mosquero, N. M.	33c
Solana, N. M.	34c
Roy, N. M.	34c
Mills, N. M.	34c

(Effective Dec. 10, 1919, in Item 80-A, 85-A, 90-A, 95-A and 100-A, Supplement 2, EP&SW tariff 908-I.)

- Cotton seed cake, meal and meal flakes.
- Copra cake and meal.
- Peanut cake and meal.
- Velvet bean cake and meal.
- Sesame cake and meal.
- Cotton seed hull ashes.
- Cotton burr ashes.

Cotton seed hulls, including ground cotton seed hulls, cold pressed cotton seed and ground cold pressed cotton seed, in straight or mixed carloads, minimum 40,000 lbs. from points in Texas taking Ft. Worth or Galveston rates, as shown in Santa Fe tariff 5896-I, located on the FW&DC, I&GN, BSL&W, HE&WT, T&NO, GH&SA, H&TC, MK&T, and T&P, to the following points in New Mexico:

Raton	52c
French	52c
Springer	52c
Wagon Mound	52c
Las Vegas	52c
Kennedy	52c
Los Cerrillos	52c
Albuquerque	52c
Belen	52c
Socorro	52c
San Antonio	52c
San Marcial	52c
Rincon	52c
Mesilla Park	52c
Berino	52c
Brilliant	52c
Van Houton	52c
Des Moines	52c
Koehler	52c
Santa Fe	52c
Becker	52c
Magdalena	52c
Kelly	52c
Nutt	52c
Lake Valley	52c
Deming	52c
Ute Park	56c
Mountainair	47c
Willard	46c
Vaughn	46c
Buchanan	46c
Ft. Sumner	42c
Tolar	42c
Roswell	42c
Artesia	42c
Carlsbad	42c
Otis	42c
Loving	42c
Corral	42c
Silver City	58½c
Santa Rita	58½c
Fierro	58½c
Melrose	41c
Black Tower	37½c
Texico	34½c
Clovis	36½c
Portales	38½c

Stations on the NMC R. R., except Santa Fe, Kennedy and Willard52c

(Effective Feb. 7, 1920, in connection with Federal Controlled Lines, and effective Feb. 26, 1920, in connection with non-Federal Controlled Lines, in Item 3274-A, page 13, Supplement 1 to Santa Fe tariff 5896-I.)

NOTE: Rates were obtained by this department for El Paso concerns who are selling these commodities in New Mexico and shipping them direct from the Texas points referred to.)

Hay, straw and corn fodder, in straight or mixed carloads, El Paso, Texas, to:

Stanley, N. M.	29c
Moriarty, N. M.	27c
Estancia, N. M.	25c

The old rates were 49c, 48c, and 46c respectively.

(Effective February 10, 1920, in Item 170-A, Supplement 3 to E. P. & S. W. Tariff 842--I.)

Thoughts On Life and Business

By B. C. Forbes

The fellow who isn't fired with enthusiasm is apt to be fired.

Excess is an arch enemy of success.

If top-notch effort yields you no happiness, there's something wrong either with you or your efforts. Sit down and do some analyzing.

After all, you've got to give full, fair value. Or you won't last.

Carelessness and failure are twins.

The most valuable "system" is a good nervous system.

Saving is Having.

If you have half an hour to spare, don't spend it with someone who hasn't.

Don't simply see how you can "put in the day." See how much you can put into the day.

Never contrive to make it easy for your concern to get along without you.

Make sure the prize you chase is worth the price.

If you cultivate your talents you'll always find an opportunity to use them.

When in a fix, sweating will get you farther than swearing.

Let the mules do the kicking.

Don't expect poor work now to lead to brilliant work hereafter.

You have no idea how big the other fellow's troubles are.

It's all right to aspire to control others, but have you begun with Number One?

Notice that two-thirds of "Promotion" consists of "Motion."

There is a better market for smiles than frowns.

The highest form of salesmanship is nothing but service.

The wages of idleness is demotion.

There is no higher rank than that of worker. No title can ever make a loafer a nobleman.

There must be output before there can be income.

The best reward is sense of worthy achievement.

Good times for all can only be the product. —Reprinted from Forbes Magazine, 229 Broadway, New York.

What the El Paso Auto Club stands for—and what it has done during the year 1919.

2203 Cars

During the year 1919, 2203 automobiles registered at the headquarters of the Automobile Club. The cars carried an average of three passengers per car, making a total of 6609 automobile tourists registering at club headquarters.

1500 Phone Calls

In addition there were more than 1500 telephone calls made by tourists from garages and parking grounds.

4500 Tourists \$55,000

Giving them an average of three passengers per car would mean more than 4500 passengers or a total of 11,000 automobile tourists. On the theory that each person spent \$5.00 per day El Paso was benefitted, if each car spent one day in the city, by its location on an automobile highway \$55,000.

Tourists, U. S., Hawaiian Islands, Australia Alaska and Canada

Tourists registering at headquarters represented every state in the United States with Cuba, Hawaiian Islands, the Philippines, Alaska, Canada and Mexico thrown in for good measure. Each tourist was given booklets descriptive of El Paso. The advertising given the city in a commercial way should not be lost sight of when the value of good roads and of the Automobile Club are being discussed. These tourists were given authentic information relative to road conditions.

A. A. A.—600 Clubs

The work of the touring department and our affiliation with the A. A. A. is a very valuable ASSET to any of our members when touring, as our membership card is recognized on a reciprocal basis with the SIX HUNDRED A. A. A. clubs located throughout the country.

Free Camp Ground—Camp House \$2500.00

C. M. Harvey, president, and directors G. A. Martin and A. J. Strayer had a number of meetings with Mayor Davis which resulted in the establishment of a free camping ground for tourists. The camp was opened the 1st of June and since that date has sheltered from 4 to 12 cars every night. The city has already submitted plans of a proposed building for campers to cost \$2500.00.

Signs

Signs have been placed along the Alamo-gordo and Hueco Tanks route. We have also signed the El Paso-Socorro highway and connected up with the Old Trails to California, Denver and Kansas City.

Emblem

A very attractive emblem for the radiator of members cars has been ordered and will be given to members free. The emblem shows the affiliation of the American Automobile Association.

\$50.00 Reward

The club maintains a standing offer of \$50.00 for information which will lead to the arrest and conviction of an automobile thief.

Changes City Signs.

At a recent meeting of the Board of Directors President Strayer was instructed to change the signs about the city which announce Hotel Sheldon as club headquarters, so that automobilists will be directed to the Chamber of Commerce.