

### RAPID GROWTH OF WILLYS-OVERLAND

From Hundred Cars Day in 1911 to Seven Hundred Cars Day Record of This Company.

OVER FIVE THOUSAND AGENTS

"The increase of the Overland production and sales in the last four or five years has seemed phenomenal even to those immediately connected with the Willys-Overland organization," says J. R. Jamison, local representative of the Overland.

In 1911, when 100 cars a day was reached, everybody wanted to celebrate. Now more than 700 cars are shipped daily. By June 1 the daily production will be 1,000 cars.

To market this rapidly increasing output has necessitated yearly a larger and more efficient selling organization. From thirteen traveling representatives in 1911 the factory sales organization has grown to a force of more than 100 men. As against a dealers' organization of 1,300 in 1911 there are now in the United States alone more than 5,000 Overland dealers. In January, 1915, this dealers' organization absorbed 4,800 cars. In January, 1916, 12,000 cars.

Why do Overland cars keep selling? Chiefly because John N. Willys, president of the Willys-Overland company, is endowed with phenomenal foresight and business judgment and has the nerve to back both to the limit. Mr. Willys plans his production for two years ahead and places material contracts to protect the production. Buying in enormous quantities, as the Overland company does, the material cost per car is much less than to the smaller manufacturer; the same being true of the production cost per car. It naturally follows that the Willys-Overland company can and does furnish the buying public more car for the money than the manufacturer who purchases and produces in smaller quantities.

Another factor greatly responsible for the rapid increase in the sale of Overlands and a further evidence of Mr. Willys' business acumen is the service which the Willys-Overland company insists that all Overland dealers furnish to Overland users. No matter where the tourist goes he will find one of the 5,000 Overland dealers equipped to render any service the Overland owner may require. Every Overland distributor carries a complete stock of Overland parts and operates a repair shop for the exclusive use of Overland owners, which assures the owner instant service and the continuous use of his car.

### Cadillac Quarters Are Decorated for Week of Auto Show

The Cadillac company of Omaha is one of the finest spots on Farnam street this week. George Reim has fairly outdone himself by so decorating the Cadillac salesrooms that it looks like Reim is holding his own auto show.

The rooms are gaily decorated in green and white bunting and around the windows the effect is continued. Roses and chrysanthemums are scattered profusely and palms are located around the show windows. Japanese lanterns and umbrellas and electric lights hidden under green shades add greatly to the effect.

Appropos of Washington day this week Reim has two stands located at each extreme end of the big show window. On the stands are photographs of Washington, under which is inscribed, "Father of Our Country." Just under the picture of Washington is a picture of H. J. Leland, with the inscription, "Father of the Cadillac."

### Hudson Bay Trapper Says Marmon is O. K.

To travel light is instinctive. It is instinctive with Jean Rousseau, a Canadian trapper of the Hudson bay district, whose ideas of light traveling have been nourished by several centuries of ancestry in a wilderness where a pack of moosehorns, a pinch of salt and a gun represent the implements of domestic economy. Rousseau, therefore, felt an air of personal interest when he saw the new Marmon "M," and was told that this new speed-and-comfort marvel is conspicuous for the quality of lightness. "To travel light, is to travel right," observed the trapper after he had heard with increasing marvel of Lynite Aluminum, the product that has given the Marmon a new distinction in the world of motor whizz.

### SECURES PATENT FOR DESIGN FOR "CHUMMY" ROADSTER.



ELMER APPERSON.

Elmer Apperson, pioneer automobile manufacturer and president and general manager of Apperson Brothers' Automobile company of Kokomo, Ind., has been granted a design patent on their "Chummy" roadster four-passenger. According to J. G. Roberts, local manager of the Apperson branch, this is the first time in the history of the automobile industry that the United States patent office has recognized a novel idea in automobile construction. Although seating four passengers, it is a true roadster type in exterior appearance. The seating arrangement provides two individual seats, divided by a side way, with the rear seat accommodating two grown people with comfort.

### Water No Terror for This Haynes

"The offer of the Haynes Automobile company to trade one of its new 'Light Twelve' automobiles in even exchange for the oldest car that is running at the present time is revealing some interesting features in the histories of a number of motor cars," said Charles Cole, manager of the Nebraska Haynes Auto Sales company, distributor for the Haynes "Light Six."

"The average owner uses a car for three years and then replaces it with a more modern type. Sold once, the adventures and wanderings of a soundly built motor car have just begun and nothing short of a professional soothsayer could approach foretelling the future. One of the most unique letters that the Haynes company has received came from an Ohio owner, who bought his car second-hand, but has kept it in his possession for more than ten years.

"In the year of 1912 water stood three feet deep over the top of the car for nearly ten days and when the rains finally ceased, the mud-covered machine looked as though it would not be worth cleaning up. The owner refused to junk the car, and since that time it has run thousands of miles over rough river country roads. The car has become a cherished member of the household and provision has been made in the owner's will that it will bear him to his final resting place, 100 miles distant from his home. Through the owner's efforts and ingenuity, the car is modern in the face of its rather antiquated appearance."

### HOT TEA BREAKS A COLD—TRY THIS

Get a small package of Hamburg Brest Tea, or as the German folks call it, "Hamburger Brust Thee," at any pharmacy. Take a tablespoonful of the tea, put a cup of boiling water upon it, pour through a sieve and drink a teacup full at any time. It is the most effective way to break a cold and cure grip, as it opens the pores, relieving congestion. Air loosens the bowels, thus breaking a cold at once. It is inexpensive and entirely vegetable, therefore harmless.—Advertisement.

### THE EXCELSIOR "Ye Olde Whiskey Shop"

16 and 12-year-old Whiskey a specialty. All standard bottles in bond whiskeys, full quarts, \$1.00. 111 SO. 10TH STREET.

the vanishing point, and then have to make up for the lack of them by shock absorbers or other methods? There is no reason whatever except fashion and custom. Just as a tailor thinks three-button sack for a man who wants a business suit so the average designer of a car has been taught to think semi-elliptic springs. The question of springs should never be a question of style any more than the question of axles should be a question of style. Your car should have the springs that do the most toward absorbing road shocks before they reach the mechanism of the passengers. And no one will have the temerity to deny that full elliptic springs properly adapted to the weight and power of the car afford the ideal spring suspension. And that's the reason why Jackson cars always ride easily."

### Interstate Man Calls the Bluff of a Skeptic Buyer

Calling a prospective buyer's bluff that all automobile advertising and sales arguments are void of anything that would create a desire to buy a car, was done in a unique way by B. W. Twyman, general manager of the Inter-State Motor company, during an argument the other day with a "show me" prospect. Mr. Twyman suggested to the prospect that he write down a list of questions, which if answered by Inter-State owners, would give the "hairy" buyer convincing reason why he should buy a car.

There were no stipulations put on the questions. Mr. Twyman guaranteed that he would send a list of the questions to all Inter-State owners, to whom he had access. The result of the prospect's investigation among the Inter-State owners not only sold him a car, but surprised Mr. Twyman and every member of the Inter-State Motor company. From the replies received, the average cost of repairs, based on a mileage of 3,000 miles, was \$2.42. This average was not based on repair parts replaced direct from the factory, as some investigations show, but included garage charges, wrecks and special work.

Sixty-three per cent of the owners heard from reported absolutely no money expended for repairs. Seventy-two per cent reported that their repair bills had not exceeded \$1. The investigation further showed that the average mileage on one gallon of gasoline was 17.1 miles under all kinds of driving conditions. A large number averaged better than twenty miles to the gallon.

A remarkable feature of the whole investigation, and one which pleased the Inter-State Motor company, was the report from 100 per cent that their overhead valve motor had ample power under all conditions; that their Inter-State was exceedingly comfortable, and that everybody who had seen the car considered it very good looking. This investigation is on exhibition at the Inter-State booth and the complete reports are open to inspection at the general offices of the Inter-State Motor company.

### Hundred and Fifty Buick Cars Sold in Day at Motor Show

R. D. Herzog, district sales manager for Nebraska for the Nebraska-Buick Auto company, is jubilant over the Omaha show. On Tuesday alone 151 Buick cars were sold. Of this total a large number were to Nebraska dealers. "Our success at the show this year is nothing short of wonderful," said Mr. Herzog. "It merely goes to show the position of Omaha and the Omaha show occupies in the auto world. Never before have we sold so many cars in one day as we did Tuesday. And we will break that record before the week is over."

### Says Body is a Poison Factory

Urges everyone to drink glass of hot water before breakfast.

Just as coal, when it burns, leaves behind a certain amount of incombustible material in the form of ashes, so the food and drink taken day after day leaves in the alimentary canal a certain amount of indigestible material, which if not completely eliminated from the system each day, becomes food for the millions of bacteria which infest the bowels. From this mass of left-over waste, toxins and ptomaine-like poisons are formed and sucked into the blood.

Men and women who can't get feeling right must begin to take inside baths. Before eating breakfast each morning drink a glass of real hot water with a teaspoonful of limestone phosphate in it to wash out of the thirty feet of bowels the previous day's accumulation of poisons and toxins and to keep the entire alimentary canal clean, pure and fresh.

Those who are subject to sick headache, colds, biliousness, constipation, others who wake up with bad taste, foul breath, backache, rheumatic stiffness, or have a sour, gassy stomach after meals, are urged to get a quarter pound of limestone phosphate from the drug store, and begin practicing internal sanitation. This will cost very little, but is sufficient to make anyone an enthusiast on the subject.

Remember inside bathing is more important than outside bathing, because the skin pores do not absorb impurities into the blood, causing poor health, while the bowel pores do. Just as soap and hot water cleanses, sweetens and freshens the skin, so hot water and limestone phosphate act on the stomach, liver, kidneys and bowels.—Advertisement.

**HAYNES**  
America's Greatest "Light Six"

New Series Models 36 and 37 embody many refinements including seat covers, aluminum pistons, improved body lines, gipsy curtains, ammeter, hydrometer.

The engine in the new Haynes "Light Six" is the same light, high-speed, 55 horse-power motor, that develops more horse-power than any other engine of the same bore and stroke. It will speed up to more than a mile a minute or throttle down to less than a mile an hour. In actual performance it has flexibility, hill-climbing power, get-away ability, and economy which have made Haynes users enthusiastic boosters. This has resulted in a sale that for 1915 practically totalled the combined output of the other car makers of Indiana.

See this wonderful car—the car that has been the automobile sensation for the past year—the car that has developed into the most popular "Light Six" on the market.

**PRICES**  
3-passenger roadster (illustrated) 121 inch wheel base - \$1485  
5-passenger touring car, 121 inch wheel base - - - \$1485  
7-passenger touring car, 127 inch wheel base - - - \$1585

**Nebraska Haynes Auto Sales Company**  
2032 Farnam Street  
HAYNES AUTOMOBILE CO. KOKOMO, IND.

AN INVESTMENT THAT PAYS BIG DIVIDENDS A BEE WANT AD

*Overland*

# 1000 Cars a Day

The manufacturing economy which naturally was effected when we increased our production capacity to 1000 cars a day is primarily the reason for Model 75—the price of which is only \$615.

Small—light—economical five-passenger touring car. Autolite two-unit electric starting and lighting system. Four-inch tires, non-skid on rear. Demountable rims with one extra. Cantilever springs to insure easy riding. One-man top—top cover. Gasoline tank located in cowl dash.

## \$615

Roadster \$595—Model 75—f. o. b. Toledo.

# Four-inch Tires

## OVERLAND OMAHA COMPANY

J. R. JAMISON, President

Douglas 2643. OMAHA 2047-2049 Farnam St.  
The Willys-Overland Company, Toledo, Ohio. Booth No. 3.

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Petroleum Products

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We solicit the patronage of those who appreciate quality in the products they purchase

We Carry a Full Line of All Petroleum Products.

Lubricating Oils, Greases  
Kerosene Oils, Gasolines