MAXWELLS OFFERED AS VILLA CHASERS

Private Owners in Texas Are Willing to Transport Army on Punitive Expedition.

MAKE FLYING ADVANCE GUARD

EL PASO, Tex., March 35.-Owners of 140 Maxwell motor cars, living in and around El Paso, have banded together and have offered their services and their cars to General Pershing of the United States army for use as he sees fit in any movement of troops.

The motorists have all signed an agreement to place their cars at the disposal of the army. Many of them have expert knowledge of the roads through northern Melico. The cars are all in shape for instant service.

While the roads of northern Mexico are far from ideal, the country between El Paso and the populous districts of Chihuahua is such that motor cars can travel almost anywhere, with the ocasional help of a small crew of workmen who can smooth out the roughest parts. Motor Cars and Cavalry.

The scouring of the mountains for Villa is logically the function of cavalry. This would leave the patrol of the roads and the movement on the various Mexican towns along the line to infantry or the

motoring contingent. The Maxwell fleet is great enough to provide swift transportation for 600 men and their marching equipment-a force probably large enough to do anything except engage in a pitched battle with a

large, hostile army. That the United States would fight its next war in motor cars was predicted some time ago by Walter E. Flanders, president of the Maxwell company. It was this suggestion which galvanized the Texas Maxwell owners into concerted action under the leadership of the Buquor Motor company, El Paso Maxwell

Pershing Accepts. The formal tender of the cars was an impressive sight. The owners gathered for several blocks. The route to Fort Bliss, where the formal tender of the cars was made, was lined with cheering Americans and scowling Mexicans. The A. P. Buquor, and the motorists were assured that if conditions made possible the use of their cars in the suggested way, the offer would be accepted.

Many Women Are Family Drivers of Dort-Owned Cars

A recent canvass among owners of Dort cars revealed the fact that in 85 per cent of the families owning Dorts, either the wives or daughters in these families did the driving. When this was brought to the attention of W. El Foshier, local representative for the Dort.

Tam not at all surprised to hear this. and there is a mighty good reason why the Dort has so met favor with the woman. In the first place the Dort Is a car that the average woman likes to be seen in, and in the second place there is not another car on the market that is se simple of control and so easy to handle and learn to drive as the Dort.

"I will except the electric, but the woman of today, unless she is unusually timid, wants the acceleration and the thrill of driving a real gasoline car. It is not at all unusual to give a woman her first lesson in driving in the afternoon and find her so proficient in an hour that she wants to drive down town and bring her husband home from the office, and some of them do this. "The single lever control, the buttons

all on the dash directly in front of the driver, the way in which the Dort responds to the brake, the case with which it steers and with which the combined clutch and brake can be operated; find favor with every woman who tries her hand at driving."

Oklahomans Make Long Tour Over Variety of Roads

Three thousand miles over good, bad and indifferent roads, carrying a load of 1.200 pounds, without giving a suggestion of trouble, is the record of a five-pasnger Pullman that passed through Fort

Worth, Tex., recently. The car was drived by Ed Yount, a farmer of Bridgeport, Okl., who with Mrw. Yount and four children, and their two parrots, left home October 24. They drove to Palacios, between Corpus Christi and Galveston, and remained there for some time. Houston was the first stop on the return trip. Galveston, Waco and Midlothian followed. They spent one night at the home of a farmer near the last

From Fort Worth the homeward tour took them to Henrietta, Temple, Byers, Lawton, Anadarko and Bridgeport. "We didn't touch the engine with a wrench except to take out the spark plugs for cleaning," said Yount, "and we had but one puncture."

White Auto Trucks First to Go Into Mexico with Army

The White company of Cleveland. Ohio according to J. A. Harris, jr., advertisng manager, bears the distinction of coupping the first motor truck company of the United States army to enter the Sexionn service.

War department special order No. 61 officially designated the White truck equipment and personnel as "Motor Truck Company No. 1."

McAlester Reorganizes. The McAilister club of the Western as-ociation has been reorganized for the

Overland Sales Show Big Increase Over a Year Ago

Shipments of Overlands and Willys-Knight cars for the first two months of 1916 totaled 27,685, as against 10,240 "or the corresponding months of 1915. That in a measure tells the story of how the Toledo concern has developed during the

While it is true that the factory itself has been increased in size by the addition of huge new buildings, its present facilities are now three times greater than they were at the beginning of 1915, declared John N. Willys, president of fully three times as great as it was a

year ago. I attribute this partly to the fact that the motor car has become more of an all-year round necessity. People no longer wait for the summer months before purchasing. They have found the automobile to be as useful and practical in cold weather as !! Is in the balmy

days of spring. Dealers within a radius of 200 miles of year in and year out, with the average the factory can be seen almost any day leaving Toledo with a string of cars numbering anywhere from five to fifty. The scarcity of freight cars will not permit us to make shipments as rapidly as we would like to, but nearby dealers have overcome this obstacle by driving the cars overland to their home towns. .

Annual Goodrich Edition on Motor Trucks Published

Not every truck owner realizes how much more efficient trucks can be made by the adoption of the proper devices for handling the load. These mechanical aids are now so numerous that there is practically no class of nerchandise which cannot be handled better by their assistat the Buquor garage, filling the streets ance. Whether it be coal or lumber, dry goods or building material, there is an efficient way to load, carry and deliver. Such devices have seen described from time to time in various magazines, newstender was made to General Pershing by papers and trade publications. All of the most important of these have now been collected and are set forth in one article. appropriately illustrated, under the title, "Devices That Make for Motor Truck Efficiency," and appearing as an intro-duction to Volume iv of "Motor Trucks of America," published by the B. F. Goodrich company, Akron, O. This 144page volume-an edition of which is published annually-is now ready for distribution and a copy can be secured on application to the local Goodrich branch at 2034 Farnam street

Manufacturer Sees Scant Relief from Gasoline Advance

price of gasoline, that it is in some measure due to the unusual demand," says Alfred O. Dunk, president of the Detroiter Motor Car company. "In my opinion there will not be much relief in this situation, even after the close of the war. However, there are still one or two avenues open to the manufacturers, which might tend to lower the price of fuel for the motorist. These are, making use of heavier distillates of petroleum. the company. Yet our shipments show somewhat resembling kerosene, and by that the demand for Overland cars is placing in use some acceptable kerosene carburetor.

"General use of the cracking processes petroleum olls. Benzol may be considered as a substitute for gasoline. If the price of gasoline still continues to go will tend to decrease, as the cost of fuel,

In the figures recently furnished the United States senate by the secretary of Benjamin Briscoe's policy of building up upon the increase in the price of gasoline of the various departments. it is said that the production of gasoline has increased from 6,680,000 barrels in has increased from 6,680,000 barrels in Fisk Employes Get in 1914 and 41,000,000 in 1915. The largest part of this gasoline is consumed in the United States. These figures certainly indicate that the demand for gasoline is steadily on the 'ncrease, and unless some particularly productive oil fields are developed within the borders of the United States it would appear that there is no material relief in sight for the

WALSH MADE MANAGER OF BRISCOE ADVERTISING

The Briscoe Motor corporation of Jacks service and will include a division given of refining whereby gusoline is made up son. Mich., has just announced the ap- over to the study of all questions having from kerosene and other less valuable pointment of Robert T. Walsh as head of to do with industrial relations. its advertising department.

Mr. Walsh recently resigned a similar position with the Maxwell company at ployes at the factories and provisions are higher in the future, there is little room | Detroit, and at one time he was assistant | made for free life insurance as a reward for doubt but what the sale of cars advertising manager of the Ford Motor for continuous service. The latter, start-

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A large, handsome, full five-passenger car, complet-

ly equipped, easy riding, exceptionally economical to

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as good as money can buy. It has everything all

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ilson Automobile

study for the last eleven years. Mr. Walsh's appointment is in line with

the interior, at the senate investigation an organization of specialists at the head

Free Life Insurance The Fisk Rubber company of Chicopee

Falls, Mass., has announced completion of its plans for the establishment of the department of industrial relations, under the direction of Dr. William Hall Coon, formerly of the Massachusetts State Board of Health. The new department will provide for

safety and health of all the thousands of employes at the Fisk plant, for the increasing and bettering of the hospital

in addition the Fisk company has pro vided free health insurance to all eming at \$500 in one year, increases \$100 each

Prepare Kit

One way to avoid battery repairs is to be prepared.

Learn how to take care of your battery-how to get the most out of it-how to make it last longer.

It's easy enough if you'll take our advice and act on it. We don't care what make of battery you have on your car. Come in and get a free inspection card and our booklets on battery care. If you haven't a hydrometer you ought to have one.

Good lighting and starting are assured if you use Willard Service. Get busy.

Some Willard Adherents





Says Little Ampere:

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The Nine New 1916 Features of the Peoria tractor, combined with its field-proven success during the last two seasons and at all 1915 demonstrations, places the Peoria far in the lead among light farm tractors.

Note the self-steering atachment—enclosed type of radiator—cut steel transmission gears entirely enclosed in bath of oll—unobstructed operator's view-direct pull, floating type of drawbar-selfadjusting-absolutely no side draft, and

The Peoria Burns Kerosene

Dealers who expect their share of the tractor trade must have a machine that has been "on the firing line;" a tractor that has "made good" in the field, and at the belt: a tractor that any farmer can operate; a simple, essy-to-get-at, built-to-last, four cylinder, light weight machine, that will get right up close to a load-and PULL That's the Peoris.

An attractive circular showing thirty illustrations of the Peoria 'on the job" will be gladly sent to all interested dealers. Get your share of the tractor business. Investigate the Peoria now. For money-making particulars, write TODAY.

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GEO. F. REIM. President

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