

**WILLYS IS CHOSEN OVERLAND HEAD**

Officers of Willys-Overland Are Re-elected at Formal Annual Meeting.

**SALES DEPARTMENT REPORTS**

The formal annual meeting of the stockholders of the Willys-Overland company was held at the factory recently, in conformation with the new by-laws adopted last fall which changed the fiscal year from June 30 to December 31. Hereafter the annual meeting will be held the second Tuesday in May.

At this meeting the old officers were re-elected, John N. Willys being re-elected president, H. T. Dunn, vice president; H. L. Shepler, vice president; Isaac Kinsey, vice president; C. A. Earl, vice president; Walter Stewart, treasurer; Royal R. Scott, secretary. The board of directors will consist of John N. Willys, H. T. Dunn, Isaac Kinsey, C. A. Earl, H. L. Shepler, Walter Stewart, Royal R. Scott, James Keppely and Rathbun Puller.

One of the interesting features of the meeting was the report of the sales department, which evidenced not only very gratifying results for the last twelve months, but also an excellent prospect not only for the continuation of very satisfactory business, but for an increase—either things being normal—in line with the increase of the last twelve months.

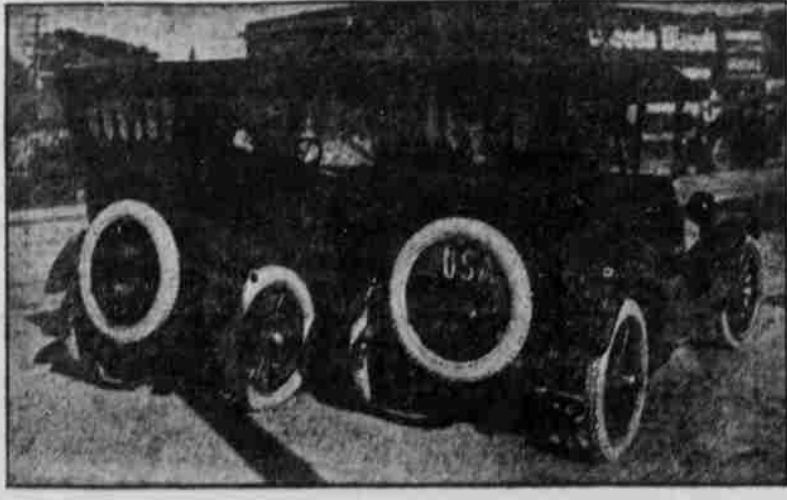
**Big Sales Increase.**  
Overland shipments for the twelve months ending April 30, 1916, were 137,662 automobiles, as against 50,258 cars for the preceding twelve months—an increase of 374 per cent.

The largest single month of the twelve prior to April 30, 1916, witnessed shipment of 19,781 cars, as against 7,066 for the largest month of the previous twelve.

In face of the increase the Willys-Overland company had on hand May 1, 1916, orders for 11,801 cars, as against 4,837 on order last May 1.

The foreign business, in spite of the war, also has shown a great increase

**New Cars Ordered for General Pershing**



The illustration above shows two new Dodge cars recently bought for General Pershing by the United States government. These cars were equipped with United States "Nobby" Tread tires, according to specifications laid down by

the army quartermaster, Major Elliott, the major feeling that "Nobby" Treads would give the best possible protection against skidding, better traction over lava and sand, and would stand up under the terrific service the tires would be given in running over Mexican deserts.

**KEEPING TIRES UP-TO-DATE**

Diamond Distributor Says That Tire Styles Constantly Undergo Changes.

**ROAD WEAR IS THE REAL TEST**

"It is easy to understand how automobiles are kept up-to-date, but as for tires few stop to consider that their style constantly changes, too," said Henry Nygaard, distributor of Diamond tires in Omaha. "The important difference, however, is that 'style' in tires means service, more service and still more service. And the place where service is put into tires is not primarily in the factory, but, strange as it may seem, on the road. That is the court of last resort for the tire maker, and every automobile owner who returns a worn casing to the factory has thereby become a judge of the value of present methods of tire manufacture. And the place where these judgments are collected from far and wide is the adjusting department of the Diamond office."

"Go into the office of the head of the adjusting department and you will find tires in all conditions of wear and abuse. These are the pick of the lot, the choicest specimens of ruin, for they have told the adjuster that perhaps the manufacturing department may be able to forestall the injuries with which these tires have met."

"So the factory manager is invited to a conference and together they go over the evidence that each selected tire presents. Slight changes in structure sometimes result with the object of making Diamond tires even more wearproof than they have been before. Actual road wear on the tires in this way comes right back to the factory, and goes out again in the form of an improved product."

"Thus the original garden hose tire became the clincher with an inner tube, and the smooth tread gave way to the heavily built up anti-skid squeegee that makes possible the luxurious modern car. Other improvements have shown themselves in thinner walls, tougher fabric and rubber, tougher by many times than what was thought possible in the earlier days of the industry. But most important

of all to the consumer, the price of tires has been cut in fractions. A tire that used to cost \$50 now costs \$30, and the remarkable thing about this is that the \$30 tire gives more mileage than the old \$50 tire.

"Whether or not future developments in tire building will be as extensive as in the past remains to be seen, but whatever improvements there are will be made through the judgment of the consumer as presented at that frequent, quiet conference between the factory manager and the head of the adjusting department."

**AUTOMOBILE BUSINESS RALLIES SPLENDIDLY**

Harry M. Jewett, president of the Paige-Detroit Motor Car company, has returned to his office after a prolonged business trip in the east, most of which time was spent in New York City. Mr. Jewett is back at work filled with enthusiasm and confidence, for his observations in New York led him to believe that there are no clouds on the horizon that need cause motor car manufacturers—or any other business men for that matter—an hour's worry.

**FOR AUTOMOBILES**  
Good Oil Is Cheaper Than Bearings.  
**PANHARD OIL**  
Stick to a trade-marked oil such as PANHARD. It is of known high quality and runs uniform from month to month, and year to year.  
Get a supply at  
**POWELL SUPPLY COMPANY, OMAHA**  
2651 Farnam.

over a year ago. Total exports, all models, for the 1915 season, was 2,381, whereas up to May 1, export sales totaled 9,907 cars, with unfilled orders on hand for 877 more.

Had it not been for a lack of ocean shipping facilities, it is thought that the total could readily have been increased approximately by 2,000 cars.

**Motorcycle Comes Into Good Use at Training Camp**

Pittsburgh and other military training camps will see this year a great development in the use of automobiles and motorcycles for army service. E. R. Durkee, delegated by the Harley-Davidson Motor company to aid the War depart-

ment in organizing motorcycle scouts, says that the Buffalo branch, affiliated with the National Rifle association, has a membership of 135 and that many other cities are rapidly organizing for military drill. The motorcycle scouts will use Krag-Jorgensen carbines.

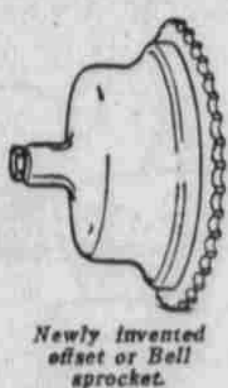
Corporal Charles Geisler, Company F, Twenty-sixth Infantry, saved the American outpost at Barredo, Tex., six miles south of San Benito, when it was attacked at 3 o'clock in the morning by Villa bandits. Lacking telephone connections, the outpost obtained reinforcements through a wild ride by Corporal Geisler on a Harley-Davidson to San Benito and quick action with motor trucks in bringing up additional troops. The bandits had planned to rob a southbound train, according to the information that has come through despite the army censorship.

Phone Your Want Ads to The Bee.



**Ton-Truck-Maker**

**Get High-Priced Truck Strength and Service at a Cost of only \$350.00 with your FORD**



Newly invented offset or Bell sprocket.

☐ The Maxfer ends experiments. It is far and away the most economical and guaranteed to be the best truck-maker offered at any price. You cannot afford to overlook it. See it. Compare it. Try it. We rest the case on your good judgment.

☐ It is made in a complete factory, with materials actually purchased for the coming year. It will be delivered to you on the day promised.

☐ The Maxfer is the best-engineered truck-maker on the market. It is not a makeshift. It is designed by expert engineers and constructed by expert truck men to serve a definite and valuable purpose.

☐ The Maxfer is the only truck-maker using the Ford rear axle just as it comes, full width and unchanged. With the Maxfer the Ford axle does not have to be shortened or a substitute provided. This is achieved by our own patent-applied-for, tested and proved invention, the offset or Bell Sprocket. It means added strength, better service and long life.

☐ The Maxfer is quickest to attach. We challenge any manufacturer of a similar truck attachment to a test, the loser to forfeit \$50 to the American Red Cross Society. And the same challenge holds good when we say that the Maxfer is the quickest to detach and reconstruct into the original Ford roadster or touring car.

☐ The Maxfer saves money in operation—it consumes less gasoline—reduces motor heating—because it requires less turning over of the engine to carry one ton one mile.

☐ The Maxfer rear axle is the strongest in the market today—comparisons are eagerly invited. Remember, the rear axle system is the working and load-carrying part. It is equipped with the Baldwin special analysis heat-treated steel sprocket.

☐ The Maxfer has endurance built into it. The frame is fortified with four cross members, while three are the most others have.

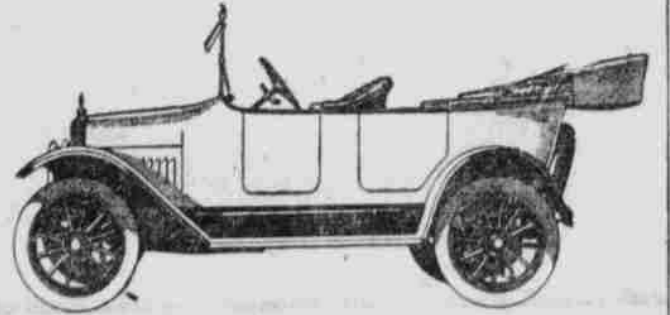
☐ When you buy the Maxfer you make a real truck deal. The Maxfer is backed by a company of substantial business men who take a pride in their product, believing it to be the most honestly and efficiently engineered attachment to be bought for \$350. They are investing for the future—as you should, in purchasing your truck-maker.

The Maxfer is sold on a more liberal policy than any other.

Dealers—  
Write at once for details.

**MAXFER TRUCK COMPANY**  
2023 Michigan Ave.-Chicago-Illinois

**DEALERS AND AGENTS**  
Send this check for full information to the Maxfer Truck Co., 2023 Michigan Ave., Chicago, Ill.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**Value**

**OWNERSHIP** of a motor car is but a means of an end—and that end is Service. All other considerations are of minor importance. Consequently, Service is the element that accurately determines Value.

When we assert that Maxwell Motor Cars represent an exceeding value, we base that statement on concrete and indisputable evidence of a service record that stands unparalleled.

Being a matter of vital consequence to you, we again refer to this fact: that a stock Maxwell car conclusively proved its worth by traveling 500 miles a day for forty-four consecutive days and nights without a motor stop—without motor repairs or readjustments—averaging 21.88 miles per gallon of gasoline.

The World's Motor Non-Stop Mileage Record, established in January, 1916, by a Maxwell Touring Car is authenticated by the American Automobile Association. It is not open to question.

Facts outweigh opinions. Knowing the facts your own judgment must suggest a motor car purchase that will be an investment for, rather than a mortgage against, the future.

One chassis, five body styles

Two-Passenger Roadster	\$635
Five-Passenger Touring Car	655
Touring Car (with All-Weather Top)	710
Two-Passenger Cabriolet	865
Six-Passenger Town Car	915
Five-Passenger Sedan	965

Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit

**Maxwell**  
Motor Company - Detroit - Mich.



**MAXWELL MOTOR CARS**

are sold in Omaha by our representative  
**C. W. FRANCIS AUTO CO.,**  
2216-18 Farnam St. Telephone Doug. 853

**You Get the Benefit—**  
The design and materials of this Inter-State rear axle compares favorably with those of cars at twice and three times its price. You get the benefit of its better qualities in the smoother—surer—safer operation of the extra-value car.



**We Will Show You**

Feature after feature of the Inter-State which gives you extra value over what you buy in other cars. And we back every feature with proofs from the testimony of thousands of owners. Before you invest—investigate.

Touring Car or Roadster, \$100

**Traynor Automobile Co.**  
Distributors

2210 Farnam St., Omaha. Phone Doug. 5268

