

### CADILLAC STICKS TO FOUR

Will Not Build Six-Cylinder Cars to Supplant Popular Four.

### FACTORY DENIES THE RUMORS

Cadillac Builders Have Built Six-Cylinder Cars for Four Years, but Say They Are Lacking Stamina and Service.

During the last year rumors from various sources have made their appearance and instantly insisted that the Cadillac firm intended soon to build six cylinder models to supplant the four cylinder. These rumors the Cadillac company refutes in the following message, which has been circulated from the factory in Detroit:

"There have been rumors afloat from time to time that the Cadillac company would soon market a six cylinder car, and as it is almost impossible to prevent such rumors the Cadillac company feels that it is its duty to inform the public of its policy.

"For eleven years the Cadillac has been manufactured and marketed upon well defined principles. Adherence to these principles has been the dominant factor in Cadillac success.

"The Cadillac has never aspired to ideals set by others; it makes its own ideals and raises them higher and higher.

"The policy of the Cadillac has ever been to avoid exaggeration and overdrawn statements. Its policy has been to under-claim rather than to over-claim.

"The Cadillac company is gratified that the public feels secure in accepting Cadillac representations at their full worth. These representations are so accepted because Cadillac company has never misled and because the public could always expect and have always received more than was offered.

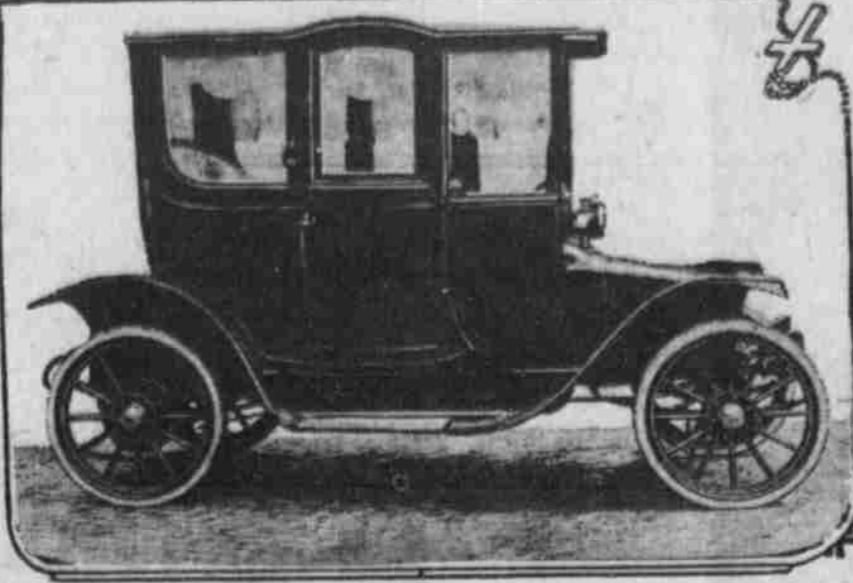
"In our experimental division we have built automobile engines of almost every conceivable type and size and have tested scores which we did not make ourselves.

"We have built them with one, with two, with three, with four and with six cylinders. We have never tried five.

"We have cast them in bloc, we have cast them singly. We have made them with water jackets, cast integral and with copper water jackets. We found the latter method most expensive, but the most efficient, hence we use it.

"We have built six cylinder engines in

### Auto to Be Presented to the Pope



Learning that Pope Pius must depend on wheeled chairs and the cumbersome state carriage on his excursions through Vatican grounds, Chicago Catholics have purchased a Chicago electric for presentation to the Roman pontiff, and have specified that it be equipped with Firestone cushioned tires. Some time ago a gasoline car was given the pope, but was found unsuited to his needs, so in turn it was given to Cardinal Rampolla.

The electric was chosen because of its ease of operation, the pope being able to drive it himself if he chooses. The name of the car, too, will be a constant reminder of the donors.

the last four years and have tested them to the utmost and our tests, investigations and experiments and comparisons demonstrated to us that our four cylinder engine, designed with the skill and accuracy with the precision which characterizes the Cadillac engine, and scientifically balanced affords the highest degree of all around efficiency possible to obtain.

"There can be no better evidence of the appreciation of the Cadillac policy than the fact that there have already been manufactured and distributed more than 1,000 of the 1914 model Cadillac, amounting to selling value to more than eighteen millions (\$18,000,000) of dollars—a volume of cars which nearly equals, if it does not exceed, that of all other 1914 high grade American cars combined, selling at or more than the Cad-

illac price, regardless of their number of cylinders."

On the panels of the machine will be embossed in red, the papal coats of arms. The seats are richly and deeply upholstered with imported Bedford cord. This is covered with cream Bedford cord, bound in gold. The papal crest is embroidered in gold on the backs of the seats. On the floor of the car in addition to the regular mat and gray carpet, is a heavy luxurious, imported rug of pure white fur. The windows and doors are decorated with French lace valance.

A delegation of Chicagoans, prominent in the church, will go with the car to Rome, next month, to make the presentation.

### Auto Helps Farmer.

Wonderful transitions have been witnessed in all lines of business activity during the last few years, but nowhere has greater progress taken place than on the farm. People have always envied the independence of the farmer, but usually stilled at the thought of the hard work attached to such a life. But times have changed and the present-day farmer earns his independence and bank account with greater ease than the average office or factory employe. The tractor engine for plowing, the many automatic appliances and the automobile have reduced hard labor almost to the minimum and made wealth possible.

### MILLER AND MOTOR MAKER

Makers of Marmon Cars Builders of Milling Machinery.

### SUCCESSFUL AT BOTH LINES

Marmon Company, Which Has Been Making Milling Machinery for Sixty Years and Motors for Twelve, One of Best.

When a man who has been or is identified with the flour and cereal industry thinks of buying an automobile, his first thought is Marmon. This is due to the fact that the Nordyke & Marmon company started the manufacture of milling machinery some sixty years ago, in a little shop in Indiana and today are rated as one of the best and largest manufacturers of flour milling machinery in the world. Therefore, the "miller" naturally reasons that the firm who builds a "milling" mill with such care and accuracy are able to make an automobile with the same degree of care and accuracy.

In 1902, the Nordyke & Marmon company began the manufacture of automobiles, and today their reputation as automobile makers equals that as builders of milling machinery. Howard Marmon, who was president of the Society of Automobile Engineers in 1913, is an engineer of note and the Marmon cars are designed by him. Mr. Marmon was one of the first to demonstrate the ability of the six-cylinder car, in the "Marmon Wasp," which won the international sweepstakes 50-mile race at the Indianapolis motor speedway on May 30, 1911.

The Marmon factory has abandoned their policy of entering cars for racing and endurance contests. They believe past performances have demonstrated the stability of the car and their superiority. Besides the Indianapolis race, when a Marmon finished first with three of the original tires lasting throughout the race, they entered the Glidden tours in 1906,

1909 and 1910, the only three times the Marmon has ever entered in these tours, and finished each time with a perfect road score. In a number of other endurance contests, such as the famous Giants Despair at Wilkes-Barre, Pa.; the noted Muncie tour, the 1911 Minneapolis to Helena tour and the 1912 Minneapolis to Winnipeg tour, the Marmon finished first without tire or mechanical trouble. These races and endurance runs demonstrated that the principles that the Marmon's engineers have learned and have put into practice day after day were the correct ones. They made good.

### REIM PREPARES TO HOLD OPEN HOUSE DURING SHOW

Manager George F. Reim of the Cadillac company of Omaha has left no stone unturned to have a welcome for every visitor coming to Omaha during the automobile show. To inspect the different models of the Cadillac car. Arrangements have been made to have a cut open chassis displayed both at the Auditorium and at the showrooms at 264-56 Farnam street, where the Cadillac company will hold open house during the whole week of the show. A competent demonstrator from the factory will be at their booth in the Auditorium, demonstrating the working parts of the chassis.

### HUP EXPORT MANAGER MAKES AFRICAN TRIP

C. H. Dunlap, export manager of the Hupp Motor Car company, sailed January 24 for South Africa. Mr. Dunlap will work into Africa through the Mediterranean and by way of the Suez canal. Returning he will cross over to Buenos Ayres, South America, spending a short time with Peter S. Steenstrup, resident Buenos Ayres representative, and go over the South American situation.

### MARION IS A GOOD OLD CAR

So Declares Manager C. W. McDonald of Local Agency.

### REASON FOR SELLING MARION

Mr. McDonald Gives as His Reason for Accepting Agency of Marion that it is a Good Car After It Has Been Service.

"When I started in the automobile business, I laid down, for myself, one hard and fast rule—that I would handle cars that would be good old ones, as well as good new ones," said Manager C. W. McDonald of the Marion Automobile company, when asked the leading question, "How do you distributors decide on what car to handle?"

"In other words I like quality. I took the Marion agency from choice and not from necessity, because of the quality of the cars, their consistency of manufacture and their ability to stand up under all kinds of abuse. And I am happy to say, I have not been disappointed.

"I believe the day of misleading advertising in the automobile industry is past. No more you read of a \$1,000 car as good as a \$2,000 one. The general public cannot be misled by such statements. They know when they pay \$600 for a car that they are getting that much value and no more—that when they pay \$1,000 for a car they know that they are getting \$1,000 worth of car and no more. True, the casual observer might say that he is getting as much value in a \$1,000 car as a \$1,000 one. But it is only paper value. When he begins to examine the two, compares them car to car, he then sees that in the higher price car, more attention has been paid to the mechanical details, the upholstery, the finish of the car, all contributing to longevity, safety and comfort, things to be desired and which every car buyer sooner or later desires. In other words, the car is built to be a good old one as well as a new one.

### Smith Looks for Big Business in Sale of Hudsons

Guy L. Smith was in his usual optimistic mood. He says the day of the automobile is only beginning, so why shouldn't he be happy. "You know it's funny," said Smith, "how the pessimist has been crying for a good many years that the automobile boom is on its last legs. Why, there never has been any boom in the automobile business. It is simply a natural growth that you can't head off to save your life. You might as well talk of the electric light boom, or the gas boom, or the telephone boom— all modern conveniences, my friend."

"What are the show prospects?" was asked. "Great," he said, with enthusiasm. "It is going to be the greatest show we ever held." "Did you know I have been holding a continuous show ever since I moved into my new building? Never a day passes that I do not have a string of visitors looking over the new Hudson six. It has been a good business show, too. My sales have more than doubled those of last winter. Prospects throughout my entire territory look very, very bright. I am closing up a great many Hudson agencies and my dealers are all ordering cars for early delivery. The demand is going to be greater this season than ever. It is very gratifying to note the universal interest in the Hudson light six cylinder car. From the scores of inquiries, it convinces one that thousands of prospects have been waiting for this type of motor car. Yes, we are going to have a great show, a great year and a bigger future than ever for the automobile."

### Fold Stools Quite Handy.

French fold stools are quite handy little affairs for the extra seat in the car or outside for the luncheon stop. There are two styles, one with wooden, the other with metal rods.



## He who cannot lead must follow

There are always one or a few leaders in every field of endeavor.

The manufacturer of motor cars is not an exception.

It is often said that in automobiles there are three price classes—the low price, the medium price and the high price—and that each price class has its leader.

The efforts of the unscrupulous follower are not infrequently directed more toward tearing down the structure of the leader than toward building the structure of his own, hence such followers never become leaders.

Eleven years ago the Cadillac Company manufactured the first practical, durable motor car. How practical it was, how durable it was, the whole world will bear witness, because those eleven year old cars—many of them after running more than 100,000 miles, are still giving faithful service.

We do not need here to tell you the reason. You know it.

Of course there were followers—but do you see any of their cars running today?

Five years ago, the Cadillac Company, by massed production and manufacturing ability, was first to produce a high grade car at a moderate price.

Immediately there were attempts at following. The price was met; but how about the qualities—particularly the staying qualities?

How many of the followers' cars do you see that are still in service? More than two years ago the Cadillac was first to relieve the motorist of the awkward and aggravating method of cranking his car by hand, and of the bothersome method of lighting his lamps.

Were there any followers? Of course. But only after foisting upon the public their inefficient makeshifts. Only after the attempts to disparage the Cadillac way—the electric way. Then they came to it.

At the beginning of the present automobile year—1914—the Cadillac again paved the way by endowing the motor car with a new element of efficiency, a new quality of luxury, a new source of economy—the two-speed-direct drive axle.

It accomplishes what has never yet been accomplished in any other way.

Besides an appreciable decrease in operating cost, it accomplishes that acme of luxurious ease and smoothness in running for which makers have striven for years. But in which only the Cadillac has so far succeeded.

Will there be followers?

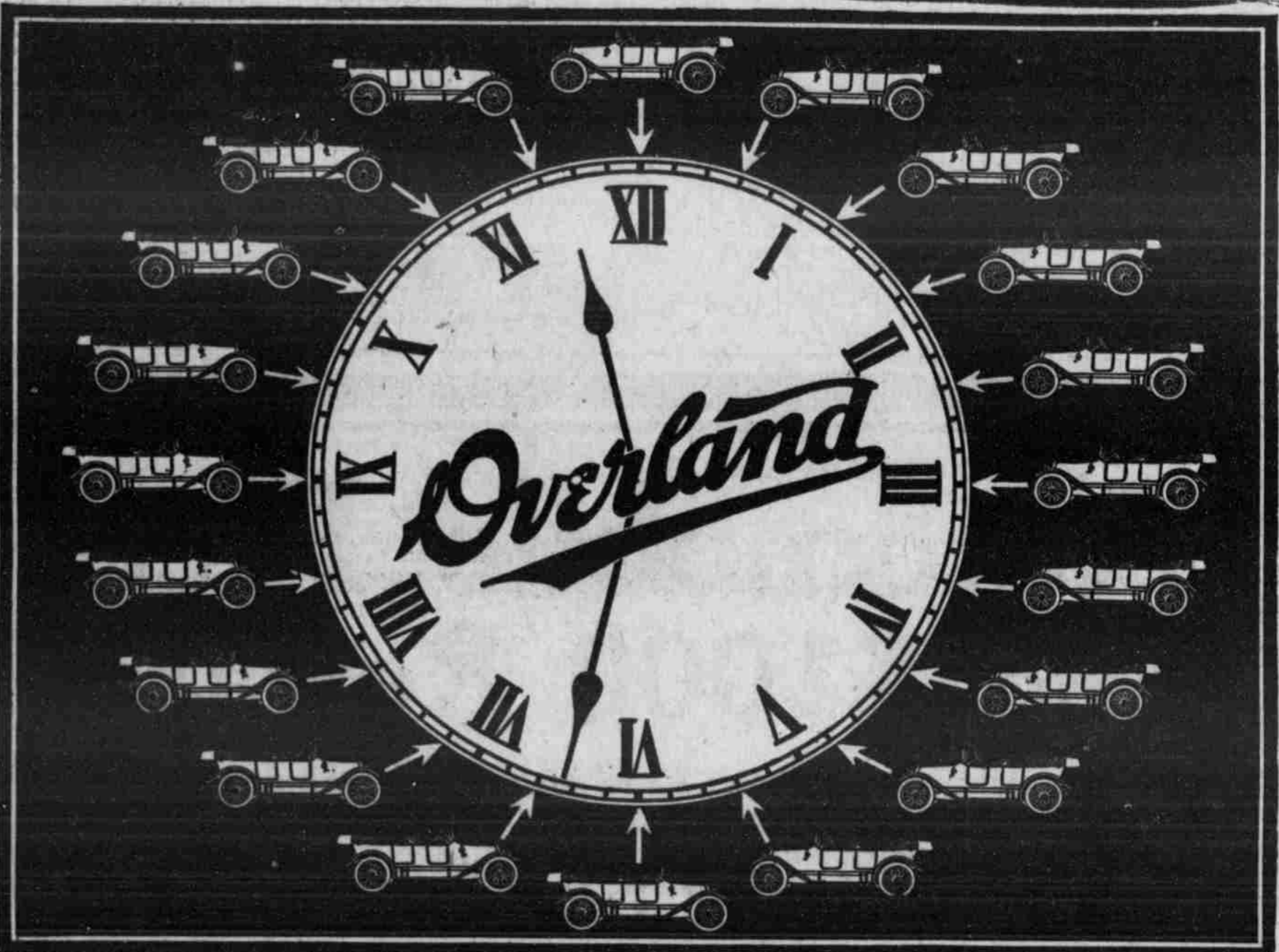
Wait.

"The Automobile," one of the leading trade papers, in an editorial under the caption "Two-Speed Axles are Coming," has this to say:—

"In these days of innovations and quick transitions it is questionable if the two-speed axle, now that it has been announced by the Cadillac Company, will not be taken up with avidity; true it will not come with a land-slide like the self-starter, but in the form of a sure and certain movement."

Now read that last paragraph again.

Cadillac Company of Omaha  
2054-56 Farnam St. Geo. F. Reim, Pres. Phone Douglas 4225



## A Complete Car Every 3 Minutes

EVERY time the clock ticks off three minutes we complete an Overland car. That's 20 cars an hour—nearly 200 cars a day!

Scores of well-known factories right now are not shipping over 2 cars a day. Our shipments—200 a day!

Each day our entire daily production is shipped—not to branches to be stored away—but to our 3000 dealers in all parts of the world who, up to the present time, have not been able to get sufficient cars to fill the ever increasing and insistent demand.

During the last quarter, ending December 31st, we produced and delivered over 12,000 Overlands.

This established a new record.

In other words, we shipped more cars during the last quarter than during any other previous quarter since we have been in the automobile business.

Now note this—the quarter ending December 31st is the poorest and dullest quarter in the year. Yet despite this, and directly in the face of the slow season we broke every preceding sales record of, not only this quarter, but of any previous quarter during our existence.

The world at large seldom makes a mistake. If, year in and year out, public demand for Overlands increases by leaps and bounds, way beyond our annual capacity (now

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Council Bluffs, Ia.

Van Brunt Automobile Co. DISTRIBUTORS

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Omaha, Neb.  
Phone Doug. 8207.

## The Willys-Overland Company, Toledo, Ohio

\$950

Electric head, side, tail and dash lights  
Storage battery  
36 Horsepower motor  
14-inch wheels  
24 x 4 O. S. tires

Three-quarter tonning  
new axle  
Timken and Hyatt bearings  
Deep upholstery  
Reverster green body

nickel and aluminum trimmings  
Michelin top, curtains and boot  
Clear-vision, rain-vision windshield

Stewart speedometer  
Cowl dash  
Electric horns  
Flash U doors with concealed hinges

\$1075

With electric starter and generator—F. & L. Toledo

Manufacturers of the famous Overland Delivery Wagons, Garford and Willys-Utility Trucks. Full information on request.