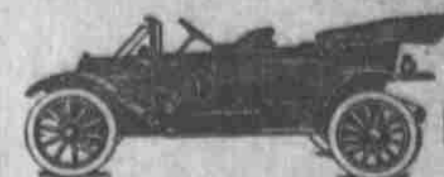


AUTOMOBILES



REIM STICKING TO ONE CAR

Has an Idea of Salesmanship Which is Making Good.

SELLS CADILLACS EXCLUSIVELY

Firm is Reorganized, with Reim as President—Adds Service Station to His Plant, with Two Men Always on Duty.

The organization of the local Cadillac company by George Reim, now president of the concern, marked an epoch in automobile salesmanship. Mr. Reim's idea of successful salesmanship was distinctly an innovation in Omaha.

After making a study of the automobile industry during the many years he had been connected with it he came to the conclusion that the logical way to sell cars and to retain the good will of the purchaser was to handle one make of machine exclusively.

At the time Mr. Reim came to this conclusion the Cadillac people announced a new style of car, replete with innovations in the way of comforts and conveniences. Mr. Reim immediately secured the agency for this machine in Omaha. He opened a garage and started selling Cadillac cars exclusively, although he was advised that he could not make a success of it.

Reim did not agree with the dealers who asserted that if you can't sell a man one car, sell him another. He maintained that a salesman could not demonstrate the points of advantage of more than one car without making one of the other suffer by the comparison. "If you talk one car to a man he knows that you believe in that one car and that you believe that one car to be the best buy in the market, no matter what the price," said Mr. Reim, and he clearly illustrated by his success that his reasoning was correct.

From the very beginning it has been the policy of the Cadillac company to look after every car it sells and co-operate with the owner in every possible way so that he may get the maximum of service at the lowest cost of upkeep.

This year Mr. Reim has decided to make an addition to his service system to Cadillac owners. It is Reim's intention to care for each owner's automobile by maintaining a monthly inspection system whereby each and every Cadillac will be inspected free of cost. In addition two service men will be employed to answer telephone calls of Cadillac owners who have encountered accidents on the road. These men are expert mechanics, schooled in the intricacies of Cadillac cars, and will be at the disposal of customers until 11 p. m. each day in order that the motorist who enjoys evening drives may be assured of repairing any break that he may experience.

The new 1914 model of the Cadillac will shortly be seen on the streets of Omaha. Announcements regarding the machine will be published in the Saturday Evening Post and The Omaha Bee in the very near future.

The machine is to contain all the present Cadillac features, as the electric starting and lighting system, the super-equipment, etc., and also is to have additional features that add to the efficiency, luxury and economy of motoring.

SUGGESTS BETTER WAY TO MANAGE BIG RACING CARS

A system whereby every team with cars in 200-mile races at the speedway may keep accurate and instant track of the position and time of all the cars in the race is "buzzing" in the head of George M. Dickson, general manager of the National company.

Dickson claims that in a race, such as 200 miles, where the cars may go 200 times around the track, it is impossible for the drivers to keep track of their position at all times. He also says that a race is won largely from the pits, where men are stationed who signal the drivers and who tell them where they are, when to go faster, when to slow down and all such things that engineer a race. But Dickson says that it is also hard for the pit man to keep "up to date" on the line. Dickson wonders if a scheme cannot be devised whereby there will be a telegraph operator, or a teler, in every pit that will give the pit manager the time as the race progresses just as rapidly as it is recorded in the judges' stand where the official timers work. Dickson believes such a scheme is possible and believes that experience at the track has taught the necessity of it. He says: "There is no fault to be found with the timing system as operated in the judges' stand this year. I believe, however, it could be carried further to advantage, as by the time the pit men see the figures on the scoreboards, or hear them announced, many things can happen to shift the positions of the cars on the track in other words, the pit men need the time instantly and not a few minutes or a few days behind."

MINIATURE CADILLAC SHOWN IN UNIQUE MOVING PICTURE

One of the entertainment features prepared for the members of the Society of Automobile Engineers and their British guests, who recently gathered in Detroit, was a novel moving picture show which proved to be not only unique, but also one of the most interesting of the many events arranged for the visitors. The films displayed consisted of moving pictures, taken in London, of the famous miniature Cadillac roadster built to carry two children, and which is now in the possession of the little Prince Olaf of Norway.

This tiny car was constructed under the direction of F. S. Bennett, the Cadillac dealer in London. It is an exact reproduction of the larger Cadillac, except that its power plant consists of the Decca electric cranking device which is a regular feature of the big car. With the power of the cranking device the little machine will travel fifteen miles on one battery charge.

The little car was sold to the Dowager Queen Alexandra, who presented it to her favorite grandchild, Prince Olaf. Before the car was shipped to Norway it made a trip through the crowded traffic of London and the unique moving pictures shown the visiting engineers were reproductions of this curious excursion.

Nobody is Too Old to learn that the sure way to cure a cough, cold or sore lungs is with Dr. King's New Discovery. See and Buy at Beston Drug Co.—Advertisement.

PRESIDENT OF REORGANIZED OMAHA CADILLAC COMPANY.



GEORGE F. REIM.

Bud Fisher Buys a Lozier Car for His Mutt and Jeff

Bud Fisher, whose brain-children, Mutt and Jeff, have delighted thousands of newspaper readers in the last few years, has joined the ranks of motoring enthusiasts. Mr. Fisher's choice is a Lozier Light Six, which he purchased from Harry S. Houpt, New York dealer for the Lozier company.

Fisher's originality found expression both in the way his car is decorated, and the manner in which it was shipped from the factory at Detroit. So anxious was the cartoonist to receive his machine that he ordered it sent by express. Once it arrived in the big town, the newspaper artist tried his hand at mural decorating on the two rear doors of the car. A small miniature of Mutt and Jeff adorned one of the doors with a counter portrait of Jeff on the other door. Thus will the car announce at the theaters recognize the Fisher family when they arrive to put on their act.

Unique Truck Built for Oiling Roads

To spread oil on roads for a distance of twenty miles or more from the starting point and to spread it at a heat of 200 degrees or more would seem to be an extremely difficult undertaking requiring a lot of apparatus and a lot of men. But by the ingenious use of a Peerless five-ton truck the road commissioners of Los Angeles county accomplished it with one man and one piece of mechanism.

The truck is fitted with a 1,000-gallon oil tank, and this tank is covered with a coating of asbestos two inches thick to retain the heat. Oil is run into the tank 250 degrees Fahrenheit. Thanks to the asbestos protection and the speed the truck can make, it is possible to make a trip of thirty-five to forty miles before the oil gets too cold for use.

Air pressure of sixty pounds to the square inch is maintained inside the tank by an air compressor operated by the same mechanism used to actuate a dumping body for sand and gravel.

Heat from the motor exhaust is used to keep the oil expander warm so that the stuff will not thicken and clog up the line. The truck travels fifty miles a day and the driver says that in 1,000 miles only two involuntary stops were necessary on the road—both caused by dirty gasoline stopping up the fuel line.

K-R-I-T HAULS LOAD OF TWENTY-SEVEN PICNICKERS

These are the days of the Sunday school picnic and if any perplexed teacher is wondering how he is going to solve the transportation problem successfully let him take a tip from Sam Crotts, of Hutchinson Kan.

Mr. Crotts decided that he and his class needed an outing. As there were twenty-seven people in the class, not including himself, he was for some time puzzled as to the best way of getting the class to the picnic grounds. Mr. Crotts solved the problem by borrowing a hunter's wagon, putting seats down the sides of it and hitching the wagon behind his twenty-five-horse power K-R-I-T car. With this novel trailer arrangement the party liked to the picnic grounds with the twenty-seven joyous scholars aboard the wagon and Mr. Crotts at the wheel of the car. Although the K-R-I-T is two years old, it did its work splendidly and low gear was used only once when a little patch of sand was struck.

Yale Tandem Makes Fast Trip. Last week Reuben Bechtel of Plain City, O., took a friend of his with him to Columbus. Several days later they returned that business required their presence at home.

Bechtel mounted his Yale, and with his friend on the tandem seat, made for Plain City.

The roads were in fair condition, but even in the bad spots Bechtel found it easy to handle his machine at high speed, making the twenty-three miles in forty-five minutes.

As Bechtel made one stop of two minutes, the trip was made at a gait of forty miles per hour.

Jeffery Veterans Gather. Forty-eight employees of the Jeffery organization, whose terms of service with the company aggregate 87 years, made up a party of old time bicycle men and pioneers in the manufacture of automobiles which was banqueted in Kenosha, Wis., the other night. The banquet was given in honor of Assistant Superintendent M. Mattson, who, on July 1, after serving twenty-three years, severed his direct connection with the Jeffery organization to become a gentleman farmer and Jeffery dealer in south central Texas.

Persistent Advertising is the Road to Big Returns.

Another new and decidedly progressive development in motor car construction will distinguish the 1914



There have been three important epochs in the development of the motor car. They were the three important epochs in the development of the Cadillac. The history of the Cadillac is the history of motor car progression.

The First Epoch—

Eleven years ago the Cadillac Company produced the first practical and durable motor car in large numbers.

How practical it was: how durable it was, the whole world knows, since those eleven year old Cadillacs are still in commission.

The Second Epoch—

Five years ago the Cadillac Company, by massed production, scientific standardization and advanced manufacturing methods, was the first to demonstrate that it was possible to produce a high grade, powerful motor car to sell for less than \$2000.

The magnificent results of that demonstration are known wherever motor cars are driven—the record

of the cars as clean, as honorable to day as the day they were built.

The Third Epoch—

Two years ago the Cadillac Company first made possible a realization of the motorist's dream of an automatic electrical cranking and lighting system which banished to oblivion forever the awkward crank and the inefficient illumination.

Thus, three times have Cadillac policies and Cadillac principles left an indelible imprint upon the motor car industry.

Three times has the Cadillac Company accomplished that which was proclaimed impossible.

Three times has Cadillac progression set a pattern for almost universal adoption.

The Fourth Epoch

And now a fourth epoch, a fourth period of progression as important as those preceding it is soon to be inaugurated.

The Cadillac is about to endow the motor car with—

- A new element of efficiency
- A new quality of luxury
- A new source of economy.

The Cadillac Company is not, as you know, given to false premises or false promises.

This new development, like its predecessors, is destined to influence the trend of the entire industry.

Public indorsement of Cadillac development has always been more emphatic than our own claims or assertions concerning that development.

It will be so in this instance. Your recognition of these new advantages will be immediate.

Our next announcement will contain particulars.

Any expectations which this may arouse in your mind will, we feel sure, fall short of your enthusiasm when you know the facts.

CADILLAC MOTOR CAR CO. - - - - - DETROIT, MICH.

CADILLAC COMPANY OF OMAHA

Distributors

Geo. F. Reim, Pres.

Phone Douglas 4226.

2054-56-58 Farnam Street.

Galveston to Stage Big Auto Races on Beach There in July

GALVESTON, Tex., July 5.—No sooner was the announcement made of the big automobile races to be held on the fast Galveston beach, July 22, 23, 24, than a number of drivers who participated in the 200-mile race at Indianapolis, made known the fact that they were anxious to enter the meet, which is the only beach event scheduled for this season. The fact that \$5,000 in cash is offered to the placed drivers is one of the incentives to drivers and manufacturers in July for the meet, which is to be a part of the Cotton carnival. The Galveston Automobile club and the Texas State Automobile association are promoting this elegant affair, and no expense is being spared to make the event a memorable one.

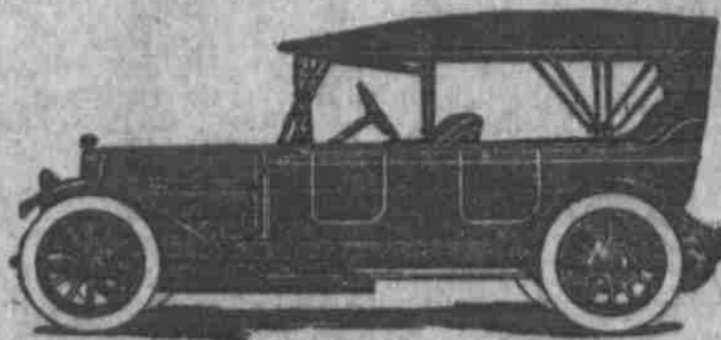
Captain J. W. Mann, chairman of the racing committee, interviewed drivers and team managers at Indianapolis and several of them said they would enter their machines and go after the beach record now held by Louis Diabrowski in his Simplex Zip. It will be remembered that at the gathering at Galveston last year Diabrowski won three races—fifty, seventy-five and 100 mile events—with the Simplex. The race he won was the feature of the three-day meet. The prosperous business outlook in the south helped a great deal last in interesting manufacturers to further their interest in that part of the country by competition. It was estimated that the carnival last year attracted close to 1,000,000 people, and this number will undoubtedly be increased this year.

Persistent Advertising is the Road to Big Returns.

Inter-State "Six", Model 45, \$2750

Electric Starter

The Apleo Electric system, specially designed and constructed for Inter-State cars.



Electric Lights

Operated, regulated and controlled through switch at driver's left. Five lights.

6-cylinder, 45 H. P., 132-inch Wheel Base

The Inter-State six-cylinder, model 45 possesses high efficiency of motive power, simplicity, safety and strength of construction, comfort and completeness in appointments, good taste and beauty in design.

The Inter-State includes every desirable feature of the latest and best motor car practice.

Inter-State Automobile Co.

310 South 18th St., Omaha, Neb.

Factory: Muncie, Indiana.