

"Brand New" and Here's Hoping Chauffeur Cupid Will Dodge All the Ruts and Bumps on the Long Tour

Drawn for The Bee by Nell Brinkley

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TWIN-SIX IS THE MOTOR OF TIMES

Twelve-Cylinder Engine Wins Battle Over Vibration, a Retarding Influence to Efficiency.

LAST STEP OF EVOLUTION

The wonderful strides made by automobile engineers and designers has been so steady that the average motor car owner forgets that the luxurious creation of skilled engineers and trained workmen which stops at his door and carries him at will, through congested traffic of a busy street at a snail's pace, or overland up hills and through beautiful country at the speed of the best train out of New York, is the direct descendant of the sluggish "horseless-wagon" of yesterday. The appearance and mechanical construction of the motor car of tomorrow is veiled in the mystery of future achievement, still, I believe," said W. E. Foebler, "that the twelve cylinder motor will hold its place, making the twin-six motor of today the eventual motor new."

PRESIDENT CHAMPION IGNITION COMPANY.



Albert Champion.

"Vibration has been the retarding influence to efficiency and comfort which all engineers have been striving to conquer. And the battle was won when the multiple cylinder motor attained a state of perfection. I am of the opinion that the height of smoothness has been attained in the present valve-in-head twelve cylinder power plant. The interference explosion lapses which has made motor vibrant has been entirely eliminated in the good twelve. And the extra strength which a twelve cylinder valve-in-head power plant calls for throughout the rest of the chassis makes a car built along these lines as safe as a car can be. The Pathfinder company of Indianapolis is now turning out quantities of the new twelve, 'Pathfinder the Great.' Dealers are being supplied with demonstrators as rapidly as possible, and I believe in a very short time 'Pathfinder the Great' will be known in every town in the country. It has pleased us that the car has attracted such wide attention wherever it has gone as a result of its unprecedented hill-climbing power and general road ability. The Pathfinder company has recently enlarged its financial and factory resources in anticipation of the demand for 'Pathfinder the Great.'"

CADILLAC CHASSIS ALWAYS DRAWS BIG CROWDS AT SHOW

The Cadillac cut-over chassis, a feature which was inaugurated by the Cadillac people in the early days of the industry, always commands a great amount of interest. It is a stock eight-cylinder chassis

with numerous parts cut away to show the internal mechanism. One of the cylinders is laid bare to show how the piston works and the functions of the intake and exhaust valves as well as the spark. The crank case is open to demonstrate the method of transmitting power to the drive shaft. The workings of the steering gear, transmission, differential, are made clear. Its value is not confined to clearing the mind of the novice, but in many instances is a revelation to the man who has driven autos for years. One of these cut open chassis is now on display at the show rooms of the Cadillac Company of Omaha and has proved to be a very interesting method of demonstrating the various working parts of the Cadillac car which could not otherwise be shown.

Custom Designs Featured in New White Motor Cars

Purchasers of the highest grade motor cars are showing a keen interest in the new types of White cars, which are designed and built in strict conformity with the standards of custom workmanship. Many who have heretofore patron-

ized custom builders or insisted upon a highly individualized design, have found all of the characteristics of custom work in the uncommon design and finish of the White.

Although only a few models can be exhibited at the Automobile show, this company's full line for the current season consists of nine models of open and enclosed cars and each of these models

shows the same qualities of custom workmanship which have earned for the White a reputation for surpassing beauty. The standard models include a town car, town car landaulet, Sedan, limousine, landaulet-

limousine, semi-touring car, three-passenger roadster and five and seven-passenger touring cars. The White company's success in developing and elaborating a smart custom

design for regular production—attainable because of the superior facilities of the White workshop—has led to a wider appreciation of the standards employed in custom work.

# REO

## Yes, All the REOS Will Be There!

NO TIME TO READ a lengthy ad in this big edition. Too many ads—too little time! BESIDES, WHAT'S THE USE—this is the one week in the year when you can see them all under the same roof, side by side, as it were, and compare them point for point. AND REOS ALWAYS BENEFIT by that kind of comparison. We Reo Folk invite it whenever possible.

SO THIS AD IS JUST TO ASSURE YOU that all the Reo touring car models will be in the Show.

ELSE IT WOULDN'T be an automobile show.

WHY, WITHOUT REO, an automobile show would be like the play Hamlet—with Hamlet left out!

REO HAS BEEN, FROM THE INCEPTION of automobile shows, one of the chief attractions. Reo always occupies one of the choicest positions—prestige due to age and production.

AND IT'S GRATIFYING to know that the Reos added to their prestige this year—at the New York Automobile Show.

IF CROWDS INDICATE interest, then the Reo exhibit was the focusing point of the New York Show.

BY THE WAY, this will be the first appearance here of the two new Reo roadster models—the three-passenger Four and the four-passenger Six.

YOU'LL WANT TO SEE THEM—they will set the fashion in roadster design for 1916 just as the new 7-passenger Reo Six has set the style in its class.

ALSO THE REO TRUCKS—the 3/4 Ton (1500 pound) "Speed Wagon" and the 2-Ton Heavy Duty Truck will be there.

HOW WILL YOU FIND THE REOS?—Oh, just go where the crowds of buyers are. NO!—NOT THE MOB of curiosity seekers—those interested only in the novelties and freaks—that's only the side show!

THE REAL SHOW is the product of the old reliable, financially sound concerns—one of the leaders among which is Reo.

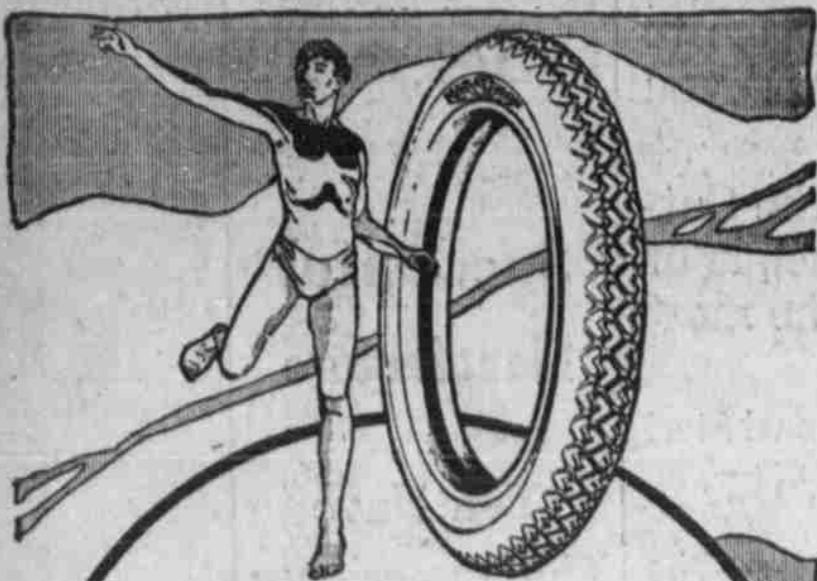
Reo Motor Car Company  
Lansing, Michigan

JONES-OPPER CO.  
OMAHA, NEB.  
Distributors Eastern and Northern Nebraska and Western Iowa.  
A. H. JONES  
HASTINGS, NEB.  
Distributor Southern and Western Nebraska and Northwestern Kansas.



The New REO "Four"

The New REO "Six"



### Satisfaction

The satisfaction of knowing that you have bought your tire mileage at the lowest market price is only equaled by the feeling of confidence and protection—from trouble—that goes with "Marathon Tires."

Their small price-difference over popular-priced tires is repaid many times over in actual service and satisfaction.

Made in all types and sizes, in either the Regular Fabric Body or the Elastic Whip-Cord. Both styles are definitely guaranteed 5,000 miles. The Regular Fabric tire is equipped with a Snow-White Tread, and the Elastic Whip-Cord with the automatic Black Tread. Marathon Extra-Heavy Rad Tubes and Accessories are carried by all Marathon Dealers.

Marathon Tire & Rubber Co., of N. Y. Inc.

2522 Farnam Street.

Consumers Auto Supply Co.

1921 Farnam Street.