

### REIM TO HAVE BIG EXHIBIT AT SHOW

Cadillac Representative Says His Display Will Be the Class of a Classy Exposition.

#### HAS NEW CAR THAT IS BEAUTIFUL

"The classiest automobile exhibit Omaha ever saw," is the way George Reim characterizes the display the Cadillac company will have at the Omaha Automobile show, which opens at the Auditorium Monday.

"The Omaha show this year will be the best Omaha ever had and the best show in the United States with the exception of New York and Chicago," declares Mr. Reim, "and the Cadillac company's exhibit is going to be the best of the Omaha show. That is saying a whole lot, but wait until you see it and you will agree with me."

A few months ago Reim decided that the 1916 Automobile show should be the best Omaha ever held. Accordingly, he started to work to instill a little enthusiasm in his dealer brothers along the row. The Cadillac man worked hard and to him must go a great deal of the credit for the enthusiasm manifested by the other dealers.

To show that he would do his part and a little bit in addition, Reim went to work several weeks ago to plan the all-iest individual exhibit in the big exposition. Fortune favored him in this for he drew number one in the drawing for space.

By drawing number one Reim got first choice of any space in the Auditorium. He selected the space at the end of the main aisle just in front of the stage. This space has a frontage on the main aisle and also on a subaisle running into the main aisle.

Reim will have four Cadillac cars on display. All are strictly show cars and are the neatest products the Cadillac company has turned out. Of the four, one will be a phaeton standard, another will be a coupe and a third a touring car. The touring car is the latest thing out in the way of colors. The body is Willey's Cobalt blue, a new color for automobiles, and the wire wheels are white. It is a most attractive looking car.

But it is the fourth car in which Reim takes the interest. The fourth car is something strictly new. It was ordered four months ago specially for the Omaha show. Even New York and Chicago play second fiddle on this car.

The car arrived three weeks ago and Reim promptly moved it to his warehouse and hid it. The other day he moved it up to the salesroom on Farnam street, but kept it completely covered up so none but the favored could get a peek at it.

#### It Runs about Type.

The car is a runabout of the latest lines. It is white enamel and the enamel is of such weight and quality that it will retain its glossy finish for months without danger of ordinary scratches and scuffs. The wire wheels are of the same shade of carmine red. It is a most striking car. A few days ago Mr. Reim allowed A. R. Hanson to take a look at the car. Mr. Hanson got a five-minute glimpse only, but it was a sufficient, and he promptly demanded that Reim sell him the car. Reim had ordered the car for himself, but succumbed and made the sale.

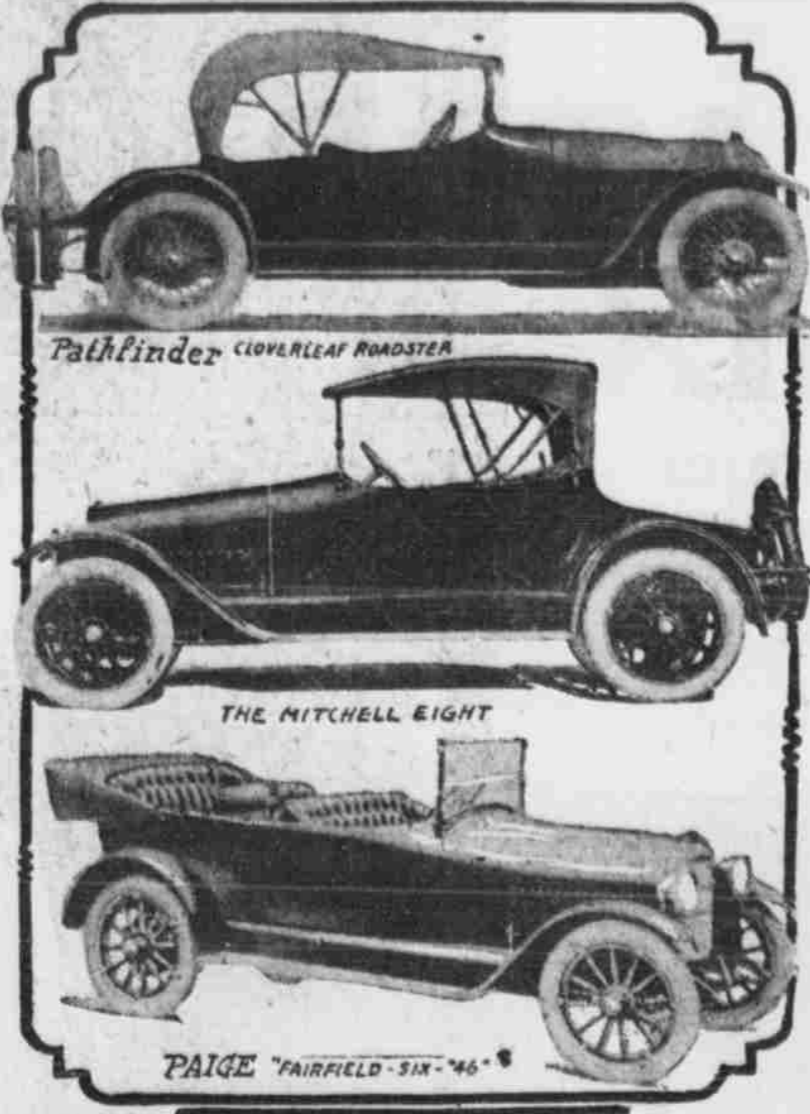
Two minutes later he ordered an exact duplicate of the machine for himself. It will arrive some time this week and Reim says this one will be his own. He intends to use it himself and it will take a lot of pleading to make him sell it.

The Cadillac man is not content to accept the general decorations of the Auditorium as sufficient so he decided to do a little decorating himself. He will even put in some special lighting fixtures in his booth.

All in all Reim says his display can't be beat, that it will be the classiest thing Omaha ever saw.

Reim is also fixing up for a little show of his own at his Farnam street salesrooms. He will have a phaeton, coupe, red touring car, two standard cars and a chassis at the salesrooms. These cars are also show cars of the latest and niftiest Cadillac design. The salesrooms will be gayly decorated in green and white for the occasion and Reim is confidently anticipating the biggest week in the history of the Omaha Cadillac agency.

### Nobby Displays at Auto Show Which Will Hold Attention



### Auto Prices Are Due for Advance, Says Scott of Reo

"Will prices of automobiles have to be increased in the near future?" is a question that is being frequently asked at the Automobile show, and the consensus of opinion among automobile manufacturers seems to be that prices of some models at least, may have to be increased, and in some cases, considerably.

Richard H. Scott, vice president and general manager of the Reo Motor Car company, says there is a very strong likelihood of some makers having to increase their prices.

"The automobile industry is unique in many ways," asserts Mr. Scott, "and in one particular especially. That is, that we always mention the price of our cars in our advertisements. With most other commodities that is not the case. Prices of most articles may fluctuate and the public scarcely notice."

"Nobody knows who started the system of mentioning prices in connection with automobiles, but we all believe it was a good one. It serves to divide buyers into price classes, and it has proven a great thing in a merchandising sense. For example, the man who wants a \$1,000 car, and knows that it is his limit, hardly ever sends for a catalogue of a \$2,000 car. The saving of catalogues alone is tremendous."

"There is very little of what is known as direct by mail advertising in the automobile business, because most of that kind of advertising is based on withholding information from the customer so that he will write for it and get it back by mail. However that may be, we all agree that is the right system. People get to know a car more by its price classification than by its real name, and the change-of-price of a popular model becomes a topic of conversation all over the country."

"Take Reo the Fifth, for example; if it became necessary to raise the price of that car \$50 or \$100 tomorrow, it would create a condition almost akin to consternation among thousands of prospect-

ive buyers and you would hear it discussed in every garage and in the buffet car on every train, not to mention hotels and private homes.

"I do not think it will be necessary to increase the price of Reo the Fifth. Nevertheless we have always been very careful not to commit ourselves to the present price except from day to day. We have always reserved the right to increase the price at any moment, and obligate ourselves only to deliver such cars as were under order with Reo distributors and on which a cash deposit had been paid."

"In our dealer's contract is a clause that permits us to increase the price at any time. "As I have said, I do not anticipate that we will have to increase the price of Reo the Fifth, because by foresight, backed by Reo cash, we were able to cover ourselves on materials a year ago and, notwithstanding prices of materials are higher than they were then, we are getting deliveries at the original prices."

#### ANNIVERSARY OF THREE EVENTS IN AUTO WORLD

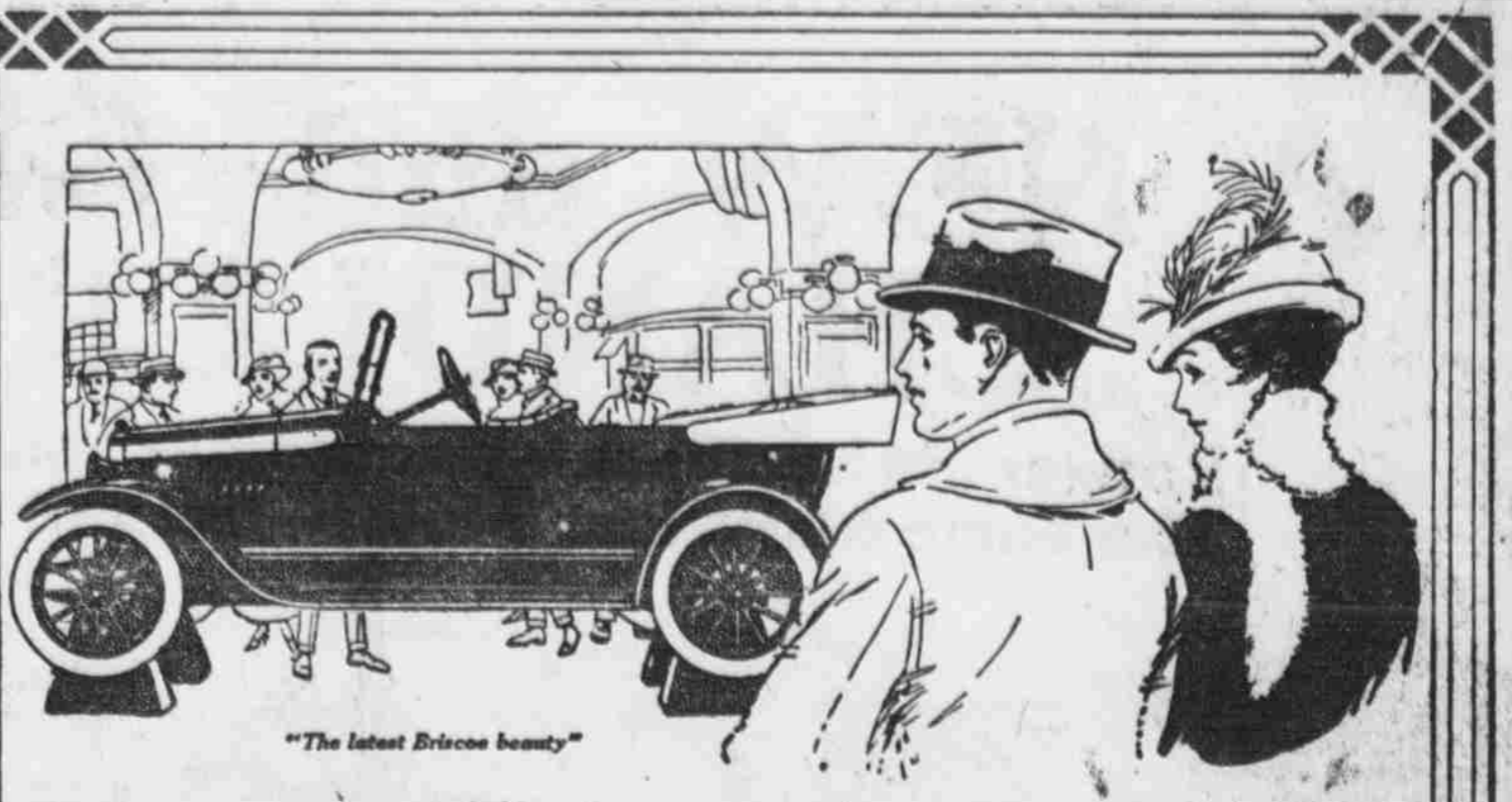
This year marks the anniversary of three events in the automobile world, which have been epoch-making singly and as a combination. Sixteen years ago, on January 1, 1900, B. W. Teyman, the present general manager of the Inter-

State Motor company, entered the automobile business. Nine years ago, a group of influential business men of 38,000 assembled at their club, and on the spur of the moment formed a pool to launch an automobile company. Six weeks from the date of this meeting the Inter-State

company was housed in its new plant, part of which is now the Inter-State Motor company. One year ago today the present Inter-State car made its official debut to the trade and motor enthusiasts. The result of the combination of these three events is spelling success in big

letters for the Inter-State Motor company. Although present at the meeting of the men, who acted so quickly on their convictions, Mr. Teyman did not become affiliated with the Inter-State until 1913, when he was party to the forming of the

present Inter-State Motor company, which is the outgrowth of the former Inter-State Automobile company. These men, wise in the details of manufacturing, maintained and steadfastly stuck to a policy of concentrating on a medium priced car.



"The latest Briscoe beauty"

## See the car you helped to build

**BRISCOE Twenty-four**

Space A-7  
Grand Central Palace

**\$585**

E. G. S. Security Full 5-passenger Roadster with steering and lighting full equipment

# NOT IN THE SHOW

Our Display at and Demonstration from  
2429 Farnam Street

- Models 24 Touring or Roadster . . . \$585.00
- Models 4-38 Touring or Roadster . . . \$750.00
- Models 8-38 Touring or Roadster . . . \$950.00

Each Model one of beauty and refinement. A car you would be proud to own.

This is the Line for the live-wire dealer who wants to do the big end of the car business in his territory

**BRISCOE NEBRASKA CAR CO.**  
2429 FARNAM STREET

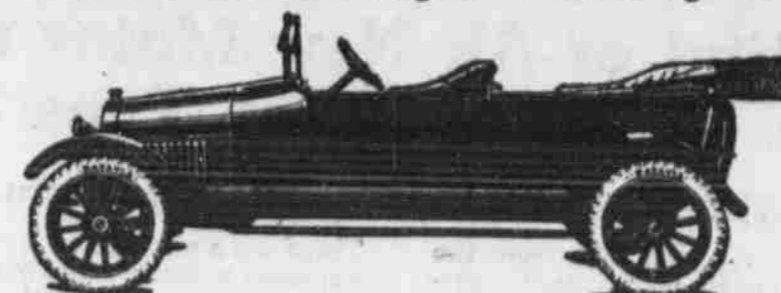
# Pullman

\$740  
F. O. B. Factory

## THE PALACE CAR OF THE ROAD

The mention of Pullman to the Motoring Public signifies the same Luxury, Comfort and Sturdiness that associates with the Pullman railway coach—and this is not strange when we stop to consider that matter. Unlike many automobile ventures the Pullman Motor Car Co. had a definite idea of quality in mind at the outset. The Pullman coach was set as a standard of quality and the entire energies of the Pullman Motor Car Co. were directed toward one end—to Build an automobile that would equal and surpass the Pullman railway coach in luxury, comfort and sturdiness.

### The Five Passenger Touring Car



Their first model cost more than the first Pullman coach—for nothing was adopted that did not measure up to their ideals of perfection in motor car construction. Each year has seen added improvements and refinements—and a general trend in price reduction resulting from the elimination of experimental work, the wiping out of original overhead expense, and from wider manufacturing experience.

In response to a general demand for a low priced car of quality, last year, the company brought out the famous Pullman for \$740. It was an instantaneous success. Nothing like it had ever been offered before. Nothing approaching it has been produced since.

For 1916 the Pullman company has gone beyond its expectations. Superior as last year's model was, the new car has set another standard in size, roominess and mechanical superiority, and at the same price, \$740.

The Five Passenger Touring Car has justly been named the "Palace Car of the Road." It has a roomy comfort that is Brand New in a car at this price.

There is lots of leg space in the 1916 Pullman and the genuine leather upholstered seats are better than your easy chair. It is a snappy, powerful car of individuality and style.

Compare the Pullman with anything under \$1,000 in price. Then its qualities will impress you with their superiority.

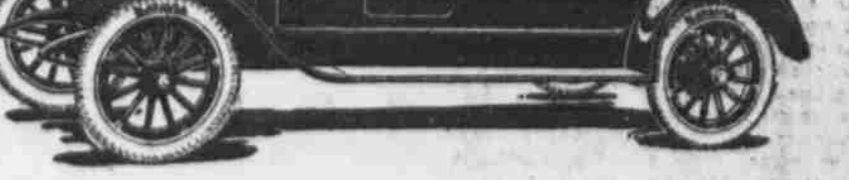
We have a dealer's proposition on the Pullman that is not excelled in this territory. See the cars at the Omaha Auto Show and get our proposition. The Pullman is making good everywhere and the dealer may be sure he is building a permanent, big paying business.

### The Clover Leaf Roadster

The three-passenger Clover Leaf Roadster is a classy looking, distinctive car. It is styled "Clover Leaf" because of the arrangement of the three original axles somewhat in the shape of a three-leaf clover. The two front seats are divided, leaving an aisle-way to the rear seat, and affording ample leg room for all three passengers. Of course, the entrance to the car is by the door in the front compartment. The rear seat is really an emergency seat, or if there is no third passenger the space can be very conveniently used for luggage.

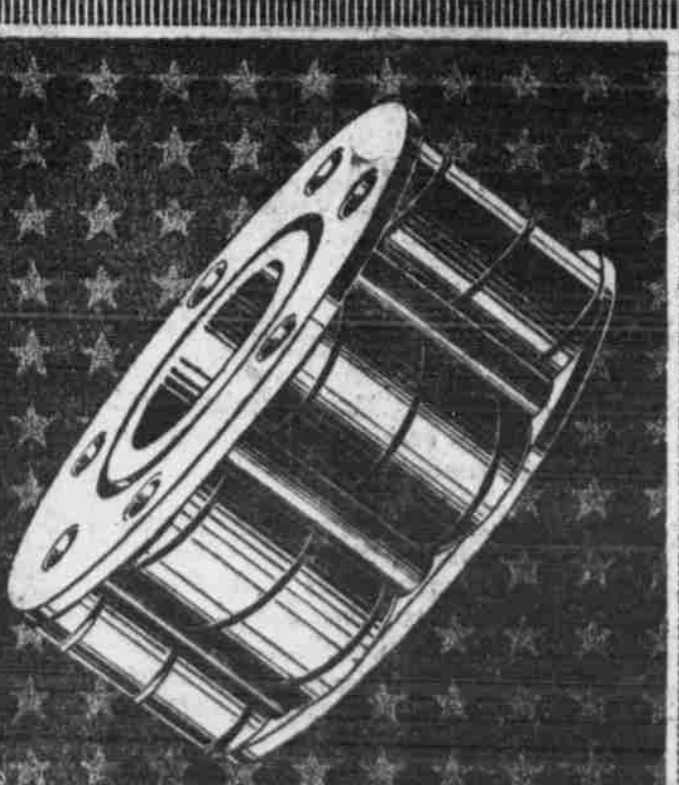
This arrangement gives a most attractive appearance to the car—all three seats being large, high-backed and with comfortable arm rests. They are just big, "cushiony" library chairs, inviting to ease, restfulness and luxurious comfort. The stream-line effect of both roadster types produces a most pleasing design.

The same quality and finish go into both these roadster types as go into the touring car, which is the standard car of the year.



### Specifications

- MOTOR**—Four cylinder. Enclosed valves.
- CYLINDERS**—Cast on bloc, bore 3 1/4, stroke 4 1/4.
- OIL PAN**—Stamped pressed steel.
- FRAME**—Channel, pressed steel.
- HORSE POWER**—32.
- GILING SYSTEM**—Forces feed and splash.
- POWER PLANT**—Unit in construction.
- COOLING SYSTEM**—Thermo Syphon.
- RADIATOR**—Honeycomb. PULLMAN type.
- CARBURETOR**—Stromberg type.
- IGNITION**—"Dixie" waterproof high tension magneto.
- TRANSMISSION**—Selective sliding type, ball-bearing, three speeds forward, one reverse.
- CLUTCH**—Multiple disc running in oil, woven wire asbestos against steel.
- AXLES**—Front, solid drop forged I-beam; rear, full floating.
- BRAKES**—10 in. internal and external.
- WHEELS**—Ball-bearing artillery, demountable rim.
- TIRES**—3 1/2 x 3 1/2. Non-skid all around, standard equipment.
- SPRINGS**—Semi-elliptic, front; full cantilever rear, 52 inches long.
- STEERING WHEEL**—17 inches.
- BODY**—Beautiful streamline, five passenger; standard color, Brewster Green body; hood, fenders, splash guards and windshield, black stamined.
- UPHOLSTERY**—Genuine Leather.
- DOORS**—"U" type; concealed hinges.
- FENDERS**—Special PULLMAN type; crown.
- DRIVE**—Left-hand center control, emergency brake lever; forward of center out of way.
- WHEEL BASE**—114 inches.
- LIGHTING AND STARTING**—Independent electric system.
- WINDSHIELD**—Clear and rain vision, ventilating, exclusive PULLMAN type, conforming to and built integral with curved cowl dash.
- TOP**—One-man; easy folding, quick-acting side curtains, carried in top in rear; top fastens rigidly to windshield; detachable Winter tops for five-passenger touring and two-passenger roadster.
- LAMP EQUIPMENT**—Gray & Davis two bulb lights, and rear light.
- HORN**—Electric.
- SPIDOMETER**—Trip and season mileage. Driven from drive shaft.
- GASOLINE TANK**—Carried in cowl.
- INSTRUMENT BOARD**—Instruments grouped in center, consisting of electric light and ignition switch, speedometer, oil gauge and gasoline gauge in floor next to driver.
- REGULAR EQUIPMENT**—Windshield, one-man top, quick-acting curtains, speedometer, electric horn, pump, jack, tire repair outfit and tools, tire iron, and extra rim in the rear.



A National Institution

# HYATT

QUIET  
Roller Bearings

# T. G. NORTHWALL CO.

OMAHA, NEBRASKA.      DISTRIBUTORS, NEBRASKA, WESTERN IOWA, SOUTH DAKOTA.      SIOUX CITY, IOWA.