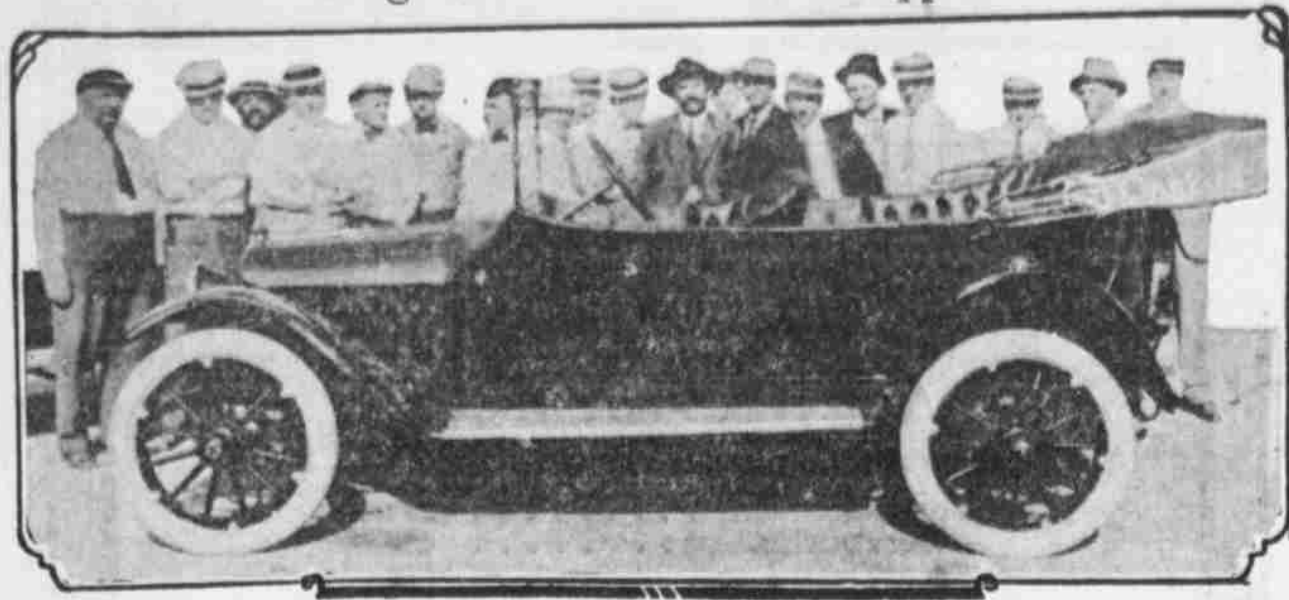


Long Watched For Oakland Appears



CROWDS GATHER AROUND THE NEW OAKLAND MODEL AS SOON AS IT ARRIVES FOR INSPECTION.

Friday afternoon had all the car marks of a half holiday at the Lininger Implement company's main office, located at Sixth and Pacific streets. Early in the afternoon word was received that a car containing three 1916 Oakland Six automobiles was being hurried through the yards to the unloading track of the Lininger Implement company. Every one who could leave his desk joined the throng of anxious watchers and lined up along the track.

After many anxious moments the car came into sight, but owing to the fact

that the unloading track was occupied by the auto car could not be spaced for unloading, and was put on the adjoining track. This was too much for twenty-three anxious dealers, who had decided to wait and see the new Oakland model. The "curiosity bug" finally got the better of W. H. Head, secretary of the Lininger Implement company, and he broke the car seal. The door was hardly open before J. A. Chilton, who is in charge of the retail end of the business, was at the steering wheel of the nearest car, convincing himself that there was plenty of room for his legs.

The car was finally spotted and unloaded. Everyone connected with the sales end of the business seemed very much pleased and confident that they had chosen wisely. Fred Pierce of Oakland, Ia., and Leo Nispet of Plymouth, Neb., who are the oldest dealers in this territory and have handled the Oakland since 1905, said "it's the best yet." Mr. Pierce drove here from Oakland in a 1915 forty-horsepower Oakland and the old car seemed to move along nicely in spite of the fact that it was coated with mud, due to the recent trip over bad roads.

OWES HIS LIFE TO AN AUTO

Thrilling Experiences of Man and Family Getting Out of Mexico.

ARE ATTACKED BY INDIANS

Louis R. Brand, his wife and two boys, aged 2 and 7, have arrived in Los Angeles from war-torn Sonora after many thrilling experiences and giving full credit for escaping with their lives to the dependency of their King Eight automobile.

Mr. Brand has mining interests in the country where the Yaqui Indians are on the warpath. Although his presence was needed at the mines, his interest in the lives of his wife and children was greater. To have remained looked like sure death. Mr. Brand was prevailed upon to make a dash for safety in his motor car. The country he would be forced to drive over for California was infested with hostile Indians, eager for the white man's scalp.

Attacked by Indians.

One hundred and fifty miles stretched from the mine to the border, over roads seldom used, through deep sand and across malpais washes. Accident to the King would have been fatal for the party for the Indians would not have allowed them to escape. Only once were they attacked. That was in crossing a long stretch of sandy desert about fifty miles from the mine. A small group of Yaquis approaching from a side road saw the car coming and then began a race to see who would reach the cross-roads first. The Indians had only a little way to go, and the motorist more than a mile, but the eight-cylinder under the hood of the King responded nobly to the demand and the car crossed the distance in little more than a minute.

One of the Indians tried a long range shot with his rifle, but the bullet whistled harmlessly over the heads of the party. It was a thrilling ride, with ruts and chuckholes often disregarded, and all speed possible was made.

CADILLAC ANNOUNCES ITS NEW EIGHT-CYLINDER CAR

Following a year of marked success with the Type 51, its first eight cylinder car, the Cadillac Motor Car company announces the second of the eight cylinder series, to be known as Type 53, without radical change in mechanical design or construction.

Consequently, the second Cadillac Eight is, to all practical intents, a continuation of the first; and the Cadillac company has again achieved the unusual in the motor car industry. Almost invariably, the automobile manufacturer discovers, during the first year's experience with a type of car new to him that there is room for many improvements in the second year's production. The opposite is true of the Cadillac and its eight-cylinder car. The company began the manufacture, a year ago, of a type of car entirely new to the American industry. There were no precedents to serve as guide posts; no previous experiences to which to refer. The company was pioneering in a virgin field.

It has frequently been said that it is doubtful if any other concern in the industry could have scored such a marked success on a new car which introduced such a radical departure from prevailing practice.

The eight-cylinder car met with instant and continued success. When the manufacturing year closed a few weeks ago, 15,000 of the new type had been put into use. No shortcoming had been developed throughout the year. No reason for marked change in mechanical construction was made manifest by continuous everyday use of the car. It was all that had been expected of it, and more.

PAIGE CAPITAL STOCK INCREASED TO MILLION

Evidence of the prosperity of the automobile industry in general and of the Paige-Detroit Motor Car company in particular, is disclosed in the news that the Paige directors have made arrangements for the increase of their capital stock August 2 from \$500,000 to \$1,000,000. This action was taken at a recent meeting of the directors, when the payment of the regular monthly cash dividend of 10 per cent was ordered.

NO SCARCITY OF HIGH GRADE LEATHER, SAYS BOSTON MAN

That a scarcity of first class leather upholstery for automobiles exists, is emphatically denied by James B. Reilly, secretary of the Patent and Enamelled Leather Manufacturers' association, with headquarters in Boston. Mr. Reilly's association comprises thirty of the thirty-seven firms engaged in the industry and the story sent broadcast recently that good leather was hard to obtain, is ridiculed in his recent statement.

Maxwell Now \$655; No Radical Changes

The latest of the 1916 models in automobiles has just reached Omaha. It is the Maxwell, advertised as the "wonder car," because of the unusual good records for durability and low cost to maintain.

The tendency to reduce price among automobile manufacturers generally the coming season is emphasized by the new Maxwell. With complete equipment, including electric starter and electric lights, the five-passenger touring model is priced at \$655, f. o. b. Detroit.

There seems to be no radical change, mechanically. Maxwell engineers claim

that the success of their product would not be so marked if each new model represented a new idea in construction. A proven product, they contend, should not be changed unless some new feature is perfected that will prove beneficial beyond any doubt.

To the ordinary eye the new Maxwell is more handsome and has the appearance equal to that of many higher-priced automobiles. From the new-shaped radiator to the back of the rear seat it is a true stream-line design. There is more room both in the driving compartment and in the tonneau, three people being able to sit in the rear seat with comfort. The upholstery is really luxurious and there are many minor features that add to comfort included in the equipment that often are overlooked by many manufacturers.

There's a reason why a new car attracts your attention.

You don't see the motors from the outside, but still it looks better and you want it.



A New Auto Top

It must be the new, clean, well-kept appearance—don't you think—which pleases your eye?

That's Just What It Is—



New Slip Covers

Western Auto Top Co.

Phone Douglas 3558

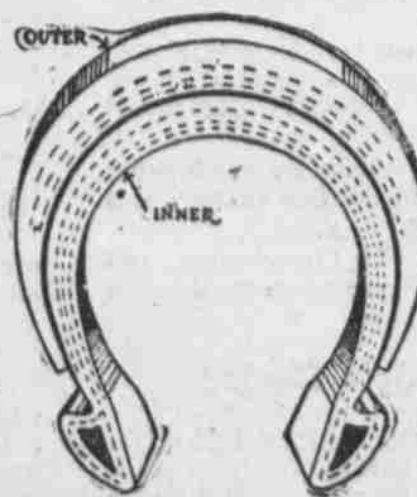
1915-23 Harney St., Omaha, Neb.

Why don't you spruce up your car? There's a lot of satisfaction in a clean, trim job and we can do it.

Come in and see us. We will give you some 'warranting' low prices on this work.

Don't Throw Your Old Tires Away

You can get between 2,500 and 7,000 miles out of two of your old tires by using the New Process



Perry Eureka Double Tread

Size	Price	Size	Price
30x3	\$2.75	34x3 1/2	\$3.25
30x2 1/2	3.00	30x4	3.50
32x3 1/2	3.00	33x4	4.00

Price list on application.

Make them Puncture Proof, Oil Proof and Weather Proof.

Perry's Eureka Double Tread Tire Co.

127 South Main St. Phone Black 721. Council Bluffs, Ia.

A New Eight-Cylinder Cadillac

Type 53

THE new Eight-Cylinder Cadillac is ushered in on the heels of the most impressive success ever recorded in the motor car industry.

It follows a car which has entrenched itself in a positive position of pre-eminence. The whole country now knows that the number of cars which are even candidates for comparison with the Cadillac, has been narrowed down until they can be counted on the fingers of one hand.

The country no longer asks if the Cadillac is as fine a car as some other; but inquires, instead, what other cars compare with the Cadillac—and how.

If public opinion could be translated into a few simple words, it would doubtless result in the statement that there never has been a motor car equal to the Cadillac Eight—either in performance or in stability.

It is this kind of a car—this one example of V-type efficiency, demonstrated by a year's experience—which the new Cadillac succeeds.

It succeeds a car which many thousands of people believe to have been the best car which the world had yet produced.

The new Cadillac is the fruit of experience, acquired in the building of 13,000 V-type Eights, and of their service in the hands of 13,000 users.

We believe that in this new car the V-type engine is developed to a point of excellence which even the most conscientious effort to equal, cannot reach in many and many a day.

A year ago the Cadillac Company was blazing new paths of progress. It pioneered new principles and new processes, pushing them to a point of certainty before its first V-type engine was marketed.

Nothing can take the place of that hard and painstaking period of invention, selection, rejection, adjustment and adaptation.

As a result, there is but one V-type standard based on extended experience; that is the Cadillac standard.

There is but one V-type criterion based on a demonstrated certainty; that is the Cadillac criterion.

It is obvious, therefore, that the first Cadillac Eight is the source from which V-type development must borrow its inspiration.

And in that fact lies an exceedingly important consideration.

In the pioneering process to which we have referred, the problems solved were peculiar to Cadillac construction.

They referred to that intimate relation between all the parts and all the processes of manufacture which make for a harmonious whole.

The Cadillac transmission and the Cadillac clutch—to cite only two of a number of features—were developed with direct reference to the requirements of the Cadillac V-type engine and the Cadillac car.

Their adoption by other makers may or may not be successful.

It is not the V-type engine, merely as a type, which has proven such a triumphant success, but the Cadillac Eight-Cylinder V-type engine, built into a Cadillac chassis according to Cadillac ideals—and as Cadillac artisans know how to build it.

That is what we meant when we said nothing can take the place of Cadillac experience in building 13,000 cars.

That is why we do not believe that the equal of this new Cadillac Eight will exist for many a long day.

The first Cadillac Eight furnishes, for those who would emulate its excellence, the one certain source of V-type information based on extended experience.

And the second Cadillac Eight, with that wonderful experience to build upon, naturally and logically marks an advance over the initial achievement.

There are no doubts or uncertainties about it.

Its advantages and virtues are all clear and positive and plain.

It has taken the one safe V-type criterion and carried it to the highest pitch.

It is twelve months away—13,000 cars away—from the least or last element of experiment.

Its pre-eminence cannot consistently be questioned.

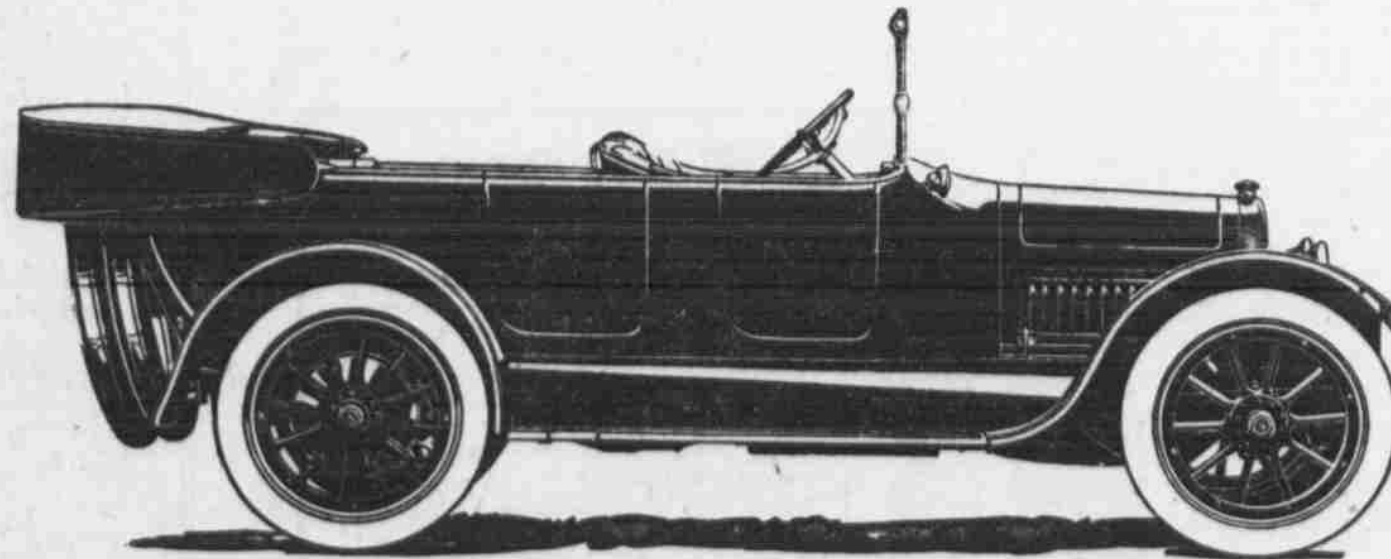
In the face of the widespread adoption of the very principles which produced that pre-eminence, its leadership is not even a subject for discussion.

We believe that the new Eight-Cylinder Cadillac embodies the most practical combination of all 'round efficiency.

No really desirable qualities are sacrificed in order that some less essential—which provide more spectacular, but empty 'talking points'—may be exploited.

We believe that it possesses a maximum of the worth-while characteristics which the most exacting motorist wants in his car—power, speed, smoothness, flexibility, ease of operation, dependability and endurance.

We repeat—again—we do not believe the equal of this new Cadillac exists. And we do not believe that it can or will exist for a long time to come.



SEVEN-PASSENGER CAR, \$2150. Other styles:—Five passenger Salon \$2150.—Roadster \$2150.—Three passenger Victoria \$2500.—Five passenger Brougham \$3050.—Seven passenger Limousine \$3550.—Seven passenger Berlin \$3700. Prices include standard equipment, P. O. B. Omaha.

CADILLAC MOTOR CAR CO. DETROIT, MICH.

Cadillac Company of Omaha, Distributors

2060 Farnam St. GEO. F. Reim, Pres. Douglas 4225