

EIGHT CYLINDER CADILLAC

Motor of Efficiency and V Shape Reaches Sixty Horsepower.

CAR IS BUT LITTLE LARGER

Sweetest Riding Car in the World, Declares George Reim, Who Rode in One of the New Models While in the East.

An innovation so radical that it has completely startled the motoring world—a world that has long become accustomed to startling happenings—has been announced by the Cadillac company.

George Reim, president of the local Cadillac agency, will receive his first demonstrator about September 25 and the first shipments will arrive shortly after October 1.

While the new machine with its eight-cylinder motor would apparently lead many to believe it is a large, expensive car, this is contrary to the facts.

The engine is of the V-shape. The eight cylinders will permit driving up grade on high at as low a speed as two miles an hour.

The sweetest riding car in the world, said Mr. Reim, "was the ambition of the designers of this eight-cylinder model, and this ambition was surely realized. It is like riding on a floor and hardly a sound can be distinguished.

Mr. Reim also announces that last week he sold three carloads of Hupmobiles, of which he took over the Nebraska agency a week ago.

Modern Ignition System Superior to Old Magneto

"Ignition systems for automobile motors have been improved, notwithstanding the popular faith in the magneto," said Mr. C. J. Corkhill of the Nebraska-Haynes Auto Sales company.

"The magneto has been the standard source of ignition current for the last few years, but the engineers have been continually designing and experimenting in an endeavor to substitute a better system, and the results have been highly successful.

"The modern ignition system that has gained much prominence this year is the combination of the distributor, the transformer coil, and the storage battery current. The distributor varies but little from that used on the magneto.

"Not only is the desired spark obtained, but the system has proved to be entirely reliable, together with extreme simplicity. The battery is kept charged by the generator used in the starting and lighting system, and a set of dry cells is provided for any emergency, the same as in the magneto system of ignition.

Demand for Auto Accessories in the Country Growing

During the last week the Western Automobile Supply company has had the largest volume of business that it has ever had in the history of its business.

The orders from the country trade have been very generous and a good deal of the city trade that has been shut out for several months on account of the street being closed up has come back to them in very gratifying numbers.

Many country dealers have been in the city during the last week who have been replenishing their stocks preparatory to the large fall trade.

Best for Skin Diseases. Baskin's Arnica Salvo is soothing, healing and antiseptic; best for burns, sores, wounds, bruises, piles, etc. 25c. All druggists.—Advertisement.

CHALMERS IS POPULAR CAR

Is One of the Most Substantial of the Light Six Machines.

WILL STAND LONG SERVICE

Chalmers Machine, Says Mr. Tooser, Local Agent, Will Enjoy Life of at Least Five Years and is Reasonable in Price.

"The light six is the machine of today," declared Mr. Tooser of the Stewart-Tooser company. "It is the car the comprehensive buyer has wanted for a long time, and now that it has been made to order for him, it has proved to be the ideal automobile.

"Many firms are manufacturing light sixes and many are manufacturing cars of other number of cylinders, but I believe that the light six is really believed by all motorists to be the car to buy.

"But there are many brands of light six cars. It is easy to construct a tin-penny light six which rattles like a coffee grinder, and then argue that it will save gasoline and oil consumption, add mileage to the tires, etc. That is all very well, but it is mostly conversation. The Chalmers is a light six, but it is solidly constructed in every detail.

"The Chalmers cost \$1,500. The price is higher than many light sixes, but it is really the cheapest car in the long run. For instance, an automobile should enjoy a life of five years. Dividing that price by five and you find the price for one year. How many light sixes last over a year, or two years at the outside. You will find very few machines in Omaha that are over 2 years old, except in the powerful and expensive cars and the Chalmers. There are any number of Chalmers that are close to five years in service and they are still running even with new machines.

"Thus it can be seen that, though higher in initial price than other cars, it is still the most reasonable car to buy."

First Shipments of Newest Models of Hups Received

The latest model of Hupmobile has been announced by the Hupp Motor company and George Reim of the Cadillac company, local representative, has received his first shipments.

The new automobile is 119 inches in wheel base, a wheel base as large as many high price machines. Every possible convenience is included in the equipment and the machine is constructed higher from the ground.

Mr. Reim is very enthusiastic over the newest little car. In taking over the agency a week ago he contracted for over 600 machines and he expects that before the year is over he will find he has more orders than cars.

Mr. Reim feels that his Hupmobile agency will in no way interfere with his Cadillac agency. The two are distinctive types of machines and the person who may buy an eight-cylinder Cadillac is not a prospective buyer for a four-cylinder Hupmobile.

"They are positively leaders in their line," declared Mr. Reim. "The new models in both cars are in my mind supreme. You will find that the big Cadillac and the powerful little Hupmobile will be two of the most popular cars in Omaha and in Nebraska before winter is here. I will have both Cadillacs and Hupmobiles ready for Ak-Sar-Ben demonstrations and will be ready to take orders for immediate delivery."

J. J. Gregg of Eclipse, Neb., purchased one of the new Hupmobiles the other day and drove it from Omaha to his home. He wired Mr. Reim from Columbus as follows: "Well, I got this far with the car working fine despite bad roads and superabundance of mud. Traveled through mud on high gear so slow that the speedometer wouldn't register at all. Will write tomorrow."

Studebaker Four Makes Perfect Score in the Road Race

An automobile tour of the old-fashioned sort, a tour in which stock cars only were allowed to compete; in which observers rigidly scrutinized the work of the cars from start to finish; in which the close was followed by the most rigid sort of a technical examination, has just been given by the Wisconsin State Automobile association.

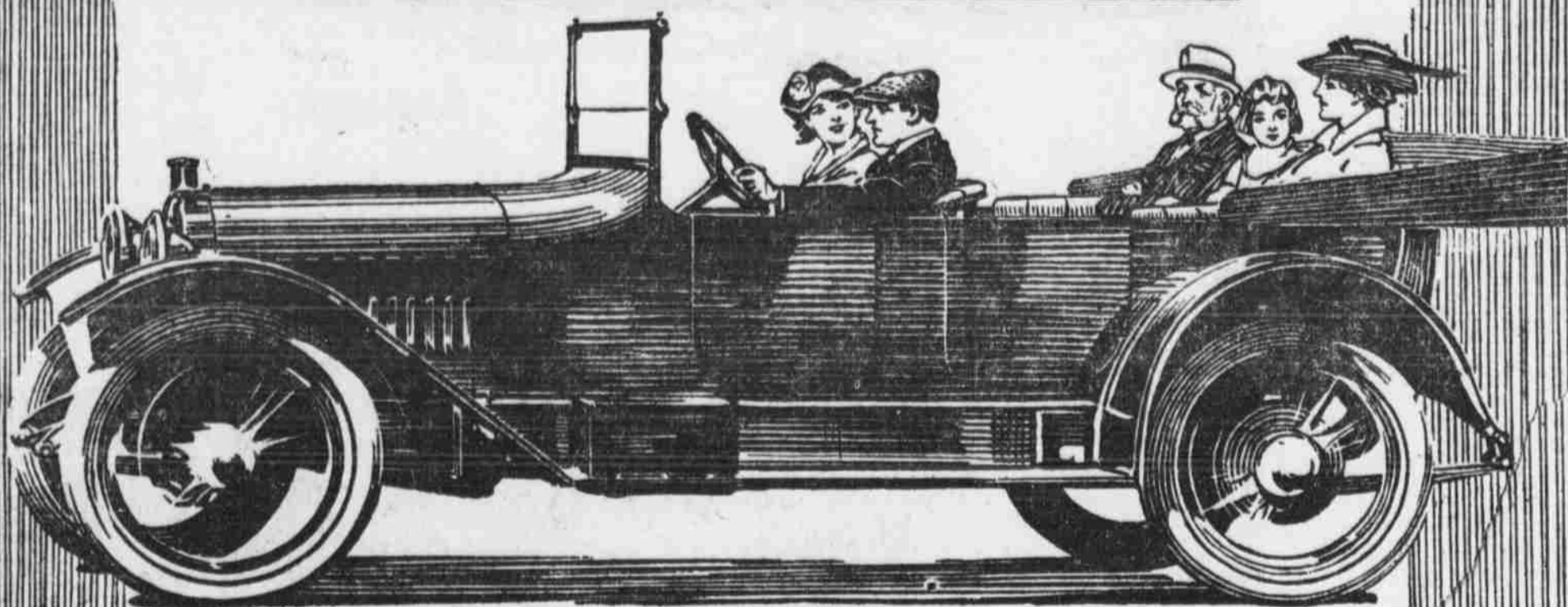
The event was the first in several seasons in which the strict Grade 1 rules of the American Automobile association applied, and created unusual interest among motoring writers and others who have lamented the absence of intimate data regarding car performance, derived from recent tours in which promptness in arrival at controls was almost the only qualification of success, and in which non-stock cars were entered without restriction.

The tour consumed three days and covered a course of about 500 miles, starting and finishing at Milwaukee. The cup winner—a Studebaker "four," driven by E. S. Schank and entered by the Wol-lager Sales company—finished with a perfect road score, having made every control on time, and brought in a record of absolutely no attention to any mechanical part from start to finish.

Perhaps the most interesting feature was the technical examination which followed the finish. Skilled men gave a careful and intimate combing to each of the contesting cars. They measured, shook joints and tested every nut and bolt. They made each car undergo a standard test of clutch and brakes. Whenever the least symptom of looseness was found, a point or more was deducted from the car's score.

There were instances of deficient brakes, sagged springs, miscellaneous small parts lost on the road and loose nuts and bolts. One car was carrying a loose body, another finished with a cracked water jacket. All the cars suffered from penalties, some of the instances totaling over 100 points.

1915 Announcement Hupmobile



Car of the American Family \$1200

For the third time the Hupp Motor Car Company has produced a car which, we believe, will prove immeasurably superior to any that assumes to compete with it.

The first Hupmobile 20 made for itself, and held against all rivalry, an immense following, at home and abroad.

The "32" put the Hupmobile into another class and surpassed the "20" in world-wide popularity.

This new Hupmobile bids fair to eclipse them both, as the very utmost a motorist can desire.

A highly specialized, individualized, Hupmobilized motor car which gives you, we believe, more service and comfort for your money than you can find if you comb the market a dozen times over.

Listen to the details:

Every Improvement Important

Ease, convenience and economy of operation are furthered by:

- Left steer with center control, Larger steering wheel, Easier steering, Easier clutch action, Throttle and carburetor control levers on steering wheel, Automatic spark advance, New starter that makes motor non-stallable, Foot throttle in improved position, Larger brakes, Swiveled pads on foot pedals, Lighting and ignition switches at center of cowl board, Non-skid tires on rear, More power, Larger valves, Heated intake passage, Improved carburetor, Improved ignition, Improved motor lubrication, One-man-type top

The passengers are afforded greater ease and comfort by:

- A larger body, Ample room for five passengers, Deeper seats, with same comfortable Hupmobile tilt, Larger wheels and tires, Semi-elliptic rear springs, Deeper, softer, full-tufted upholstery, More leg room in front and in tonneau, Longer wheelbase, Wider doors, Side curtains to swing with doors

Specifications

- More Power: Motor, 2 1/2-inch bore x 5 1/4-inch stroke; cylinders cast en bloc, with water jacket space between barrels; valves 1 1/2-inch clear diameter, mushroom tappets, with special shape cams, very quiet; valve spring chamber closed by oil-tight covers, so that contacts are made in an oil bath. New exhaust combustion chamber, larger valves and larger cylinder bore produce more power. Multiple disc clutch, with thirteen 1 1/2-inch plates. Longer Wheelbase; More Room: Wheelbase, 119 inches; tires, 34 x 4 inches. Roomy 6-passenger body; 2 inches more leg-room in front, 7 inches more in tonneau; full tilted upholstery; concealed door hinges, flush handles. Front springs, 37 inches long, specially flat; rear springs, semi-elliptic, 33 inches long, swing under axle; springs self-colling. Brakes, 14 inches in diameter. Left Steer, Center Control: Steering wheel at left; gear change and hand brake levers at driver's right. Speedometer, starting and lighting switches mounted flush in center of cowl board. Speedometer drive from transmission. Non-Glare, Dimmer Headlights: Hupmobile design. Upper half of headlight glass corrugated. Kills reflector glare, complying with many city ordinances and giving full illumination on road. One bulb in headlights, dimmed at will through resistance in switch. No side-lamps. Equipment and Other Details: 15-gallon gasoline tank in cast aluminum windshield, fixed uprights, lower half adjustable for ventilation. One-man type top, attaching to windshield. Crowned fenders, with flat edge and without heading. Tail lamp exclusive Hupmobile design. Illuminated license plate and entire width of road for considerable distance behind car. Non-skid tires on rear. Demountable rims, carrier at rear for spare rim and tire. Lighting and ignition switches controlled by Yale locks. Speedometer, Bose rail, foot rest and cocoa mat in tonneau. Color, blue-black with maroon running gear. Price \$ 1,200. Detroit.

Model \$1050 32

With electric starter and lights, over-size tires, demountable rims, tire carrier at rear and all regular equipment

\$950 with regular equipment \$1050 only. Price in U.S. Detroit

This new Hupmobile simply declines to be classed with anything of like price—in externals, in performance, in economy.

You can't compare it, because nothing near it in price will bear comparison.

If you've had Hupmobile experience, go see the new car, expecting to find all the good points you have known, and a wealth of added value.

If you know the Hupmobile only by reputation, you will find that the new car goes far beyond the best you have ever heard of former models.

Hupp Motor Car Company, Detroit, Mich.

CADILLAC CO., of Omaha

DISTRIBUTORS FOR NEBRASKA AND WESTERN IOWA

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