

### REIM AND SCHANTZ VISIT BIG FACTORY

Find Conditions Most Encouraging for Increased Sales Next Year.

#### FACTORY IS ENLARGED

George Reim, president of the Cadillac company of Omaha; his assistant, L. W. Nygard, and the vice president and treasurer of the company, Albert Schantz, who is also president of the State Bank of Omaha, have returned from a ten-day trip to Detroit.

Their trip combined pleasure with business. Going from here to Chicago they set sail there on the steamship "Northland" for Detroit. They arrived at that great automobile town in three days.

Then they spent about one week at the Cadillac factory, rejoicing over the size of last year's business and looking with equal joy upon a bright prospect of still greater business in the coming year.

"The business in the Omaha territory showed an increase of 32 per cent over the previous year," said Mr. Reim. "And we are scheduled according to all signs for an increase of 40 per cent the coming year."

This territory, handled through the Cadillac company of Omaha, consists of all Nebraska lying north of the Platte river and the twelve counties adjoining the Missouri river in Iowa.

The great Cadillac factory in Detroit has increased its capacity 40 per cent and will turn out 25,000 Cadillac cars the coming year.

"We have now a fine organization, our dealers are well established and sales are showing great increases. Business in automobiles is very prosperous. Land values in Detroit, the great auto town, are booming and have increased 40 per cent in a year. Better cars are being made. This is especially true at the Cadillac factory, where enormous sums have been spent in perfecting fine details."

### Storage Battery Complex Device

R. C. Smith local distributor of Edison batteries, asserts that the average automobile owner regards a battery as a wooden box containing rubber jars filled with lead plates and about as much attention is given them as one would give a wheelbarrow.

Automobile owners would be very much surprised to see the careful process used in the manufacture of the batteries. Beginning with the carefully considered details of design and passing successively through the various processes, including the selecting and testing with minute care of each part with regard to purity and uniformity.

If automobile owners could only realize what work a battery has to do each time they press the starter they would without doubt handle it a little more carefully and give it a drink of distilled water whenever necessary.

Another very important part of the battery is the generator, which should also be looked after, especially during warm weather when the battery is 100 per cent efficiency. One is more than likely to overcharge the battery. The gravity should be kept down to 127 degrees, which can be determined by the hydrometer which comes with the car.

### Girls on Motorcycles Have Interesting Trip

Much interest was manifested by local motorcycle "fans" in Augusta and Adeline Van Buren, New York girls, who are crossing the continent on motorcycles.

The tourists are riding Indian Power-Plus motorcycles and they arrived in Omaha in the best physical condition, which they attribute to the cradle springs and the Power-Plus motors of their machines, and "Firestone tires" with which their motorcycles are equipped. They experienced no engine trouble and are enthusiastic over the long trip which they are taking.

The girls were the guests of Mr. and Mrs. Samuel Boord of 3821 Harney street while in Omaha, and were entertained at a dinner party in honor of the twenty-third birthday of Adeline.

They resumed their journey after spending the night at Fairbury, and expect to reach San Francisco about August 8.

### U. S. Tire Company President States Interesting Facts

"We are telling the American public through the newspapers of the amazing achievements of the United States Rubber company," says J. N. Gunn, president of the company. "Last year, and this year to an even greater degree, has the United States Rubber company established new world's manufacturing records for the United States."

"To give the public an adequate idea of the vast scope of our business we have reduced some of the facts concerning it to every-day terms, and we are using large newspaper advertisements to exploit them."

"For example, it is interesting to know that if all the fabric used by the United States Rubber company in a year were made into a foot-wide band, that band would be 72,000 miles long."

"Similarly, last year our company produced 206,000,000 pounds of manufactured rubber goods that would fill a freight train 112 miles long."

### Warner Lenz Passed by Local Police Officials

The recent campaign against blinding lights, which brought a number of prominent Omaha motorists into police court, has renewed interest in devices that comply with the city ordinances.

The most satisfactory of these, according to M. P. O'Connor of Powell Supply company, is the Warner Lenz. These lenses, which are made in different sizes to fit the various types of lamps, diffuse the light without glare or blinding effects. They give plenty of light for any road, without discomfort to pedestrians or other motorists.

The Warner Lenz has been passed by the local police department as complying with the law.

### Packard Passenger Truck Popular On Arizona Stage Road

The motor stage road from Phoenix, Ariz., to Globe by the way of Tempe, Mesa, Fish Creek, Roosevelt dam and Miami rises from a few feet above sea level to an altitude of nearly 7,000 feet. The distance from Phoenix to Globe is 135 miles. The temperature at this time of the year averages well over 100 degrees Fahrenheit in the shade.

Every day, rain or shine—and it's mostly shine—the Twin Six Packard owned by H. G. Griswold, ex-soldier of fortune and globe trotter, carrying eight and sometimes nine passengers and their luggage, makes this trip. And if it fails to do the trick in nine hours, the passengers get a percentage of their money back—just as on the extra fair railroad trains.

William R. McCulla, Packard aircraft motor engineer, returned recently from a trip through New Mexico and Arizona. He stayed a week in Phoenix and Globe and on the road between these places.

"Griswold's stage car has at all times created a sensation in Arizona," said he. "Passengers have changed our slogan to suit their own experiences and their way of talking to 'Ask the man who rode one,' and the phrase used by a traveling salesman, 'The desert Pullman' also has stuck."

"The line is licensed by the state as a common carrier and is regulated under the state laws. Its record for six weeks is 6,000 miles and the car's tires are holding up exactly twice as long as tires on other cars used in stage service, that have the same size wheels as the Packard. Griswold is planning to have a new Twin Six made with a special stage body, so that he can carry four more passengers than he now does. He is confident that the car will easily handle the additional load."

McCulla's trip through the southwest was for the purpose of research and investigation from both engineering and sales standpoints. He also stopped at New Orleans. He said that Louisiana is doing some splendid road work and that work has been started on a wonderful highway along the coast of the Gulf of Mexico.

### S. H. Humphrey Now Is Briscoe Official

Mr. S. H. Humphrey, formerly vice president of the Chalmers Motor Car company, and considered by many to be the foremost exponent of the "progressive" method of automobiling, has been elected vice president and manufacturing manager of the Briscoe Motor corporation of Jackson, Mich., according to an announcement made today by officials of the company.

Mr. Humphrey's position with the Chalmers company was vice president in charge of manufacture. He is one of the oldest in point of service in the automobile industry, having been connected with it since its inception. Although a certified accountant, he started as a mechanic at the Peerless factory in Cleveland and rose from that position.

### Dealer Burns Up Road Behind Big Standard Six

An Overland dealer at Wiscasset, Me., writes the home factory in Toledo, narrating a brush he had recently in a new series model 75-B with a high-powered six. For twenty-eight miles the model 75-B kept its nose right behind the big six, up hill and down dale, at an average speed of forty-five to fifty miles per hour, and then flashed past the big car just as it reached its destination.

### NATIONAL TOURING WEEK NEXT MONTH

Widespread Movement to Promote Auto Trips Over Highways of Country.

#### ENDORSED BY OFFICIALS

A. G. Seiberling, general manager of the Haynes Automobile company, endorses the widespread movement on foot to make the week of August 6 to 10 national touring week.

Automobile touring has never gained the popularity in this country that it deserves. The principal reason doubtless is that up to within very recent years the roads in the rural districts have not been such as to induce motorists to venture far beyond city boundaries.

Today, however, one may find good roads almost everywhere. There has been commendable activity on the part of highway commissions in nearly every state in the union, with the result that the tourists may be reasonably safe in venturing forth in any direction.

#### Touring Fine Sport

Given a good car, good roads and congenial company, there is nothing in the way of pleasure that surpasses automobile touring. It affords opportunities for visiting interesting places that otherwise are not likely to be reached, and it represents excellent possibilities for seeing the country at its best.

There are in every state many places of historical or romantic interest; many beauty spots, and many districts that possess scenic magnificence. It is possible for the automobile tourist, no matter where he may live, to select a route that will lead him in a few hours to some place that nature has made splendid or that man has made memorable.

The selection of the week of August 6 to 12 for this national touring festival is fortunate. The weather at this time is likely to be good, and it is a time, too, when a great majority of the people are ready for the annual vacation.

#### To Make It Annual

Automobile dealers, automobile clubs and newspapers throughout the country are falling in with the national touring week idea, and it is very likely to become an annual event.

Everyone who owns a car, and can arrange to be one of the many who will take advantage of the pleasures which touring week offers, should plan to do so. It will be beneficial in a thousand ways.

The movement deserves the enthusiastic support of all who are interested in motoring.

#### Vacation Trips

Great interest among car owners in the national touring week is reported by Kissel Kar dealers. The novel occasion promises to not only develop a great number of short vacation trips, but also greatly to increase transcontinental motoring.

Advocates of the wide open car in summer will obtain many enthusiastic converts national touring week. It will then be brought more convincingly to mind than ever that the "top down movement" is based on common sense.

Indisputable evidence of great results to Bee Want Ad users: 25,748 more paid Want Ads first six months of 1916 over same period 1915. No other Omaha paper can boast of anything near such figures.

### Heard at The Omaha Automobile Club

J. M. Opper of the Jones-Opper company asserts that he made his record drive last Sunday. Opper left Omaha at 6:40 Sunday morning in a Reo "Six," driving to various points in Nebraska and returning at 9 p. m. The total mileage was 340 miles.

W. T. Wilson, local Davis distributor, hung up a record with the Davis Six last week in driving 255 miles without stopping the motor. Wilson drove over the Lincoln highway to Central City and return.

J. D. Stanton has recently been put in charge of the parts department of the Chalmers Motor company's Omaha branch. Stanton is a man of wide automobile experience and his services are looked upon by John W. Robbins, the Chalmers factory representative, as a decided strengthening of their organization.

### Changstrom Visits Factories of Allen Motor Car Company

Carl Changstrom of the Standard Motor Car company, the distributor of the Allen car, has returned from a week's trip to the Allen factories, and states that the Allen people entertained in royal style, something doing every minute. About seventy distributors were present, representing all parts of the country.

Monday, July 17, was devoted mostly to inspection of plants at Fortia. In the evening a reception was given the distributors in the Odd Fellows lodge room. Tuesday a trip was made in automobiles to Bucyrus, where the Allen Motor company's motor plant is located. This plant is one of the finest in the country. In the evening the distributors were entertained at a banquet by the Chamber of Commerce in the Elks' hall. At midnight the party left by special train for East Palestine to inspect the tire plant. From Palestine the party went by special train to Cleveland, where a banquet was given by the Country club. Thursday morning the party left by boat for Put-in-Bay, where a fish dinner was served. The journey was continued by boat in the evening to Toledo.

One of the very interesting features brought out at the convention was the announcement by the manufacturers that there would be no change for 1917 in the specifications of the Allen 37, but it will be continued throughout 1917.

They are also building a Sedan and a Coupe on the most up-to-date lines, as well as a special brown car to sell at \$850.

### Marion-Handley Is On Local Market

Announcement has just been made by the Prince Auto company that it will distribute the Marion-Handley cars in Omaha.

A. W. Prince and A. B. Kent have recently been associated together in distributing the Case in Omaha territory. The Marion-Handley is a car manufactured at Jackson, Mich., by the Mutual Motors company. The company manufactures sixes exclusively, a big six and a light six. The new car is a neat-looking job and, according to Prince and Kent, has been making some wonderful records.

### SAYS CONFIDENCE BASIS FOR SALES

Maxwell Ad Head Tells Salesmen Advertising Must Sow Seed of Truth.

#### DECRIES MODEL CHANGES

Sales are based on the confidence instilled in the prospective buyer by the quality of the product he is buying and by the institutional character of the concern with which he is dealing. This was the big point made in an address by Andrew E. Coburn, advertising manager of the Maxwell Motor company at a recent convention of the company's sales representatives.

Mr. Coburn's speech contained some sound salesmanship philosophy, particularly as it relates to the marketing of motor cars. He pointed out a clear-cut, definite program looking to a cordial relationship between public and manufacturer, a relationship founded on perfect trust on the part of the buying public, a trust that has its inspiration in fair dealing and decency on the part of the manufacturer.

"The difference between the function of advertising and the function of salesmanship was clearly defined in Mr. Coburn's remarks."

"Advertising can create a desire for something you have to sell," he said. "It can help build reputation for the company and the product which you represent—it can cause the public to regard favorably what you offer them—and it can make the name and the merits of the product you sell universally familiar. When advertising has done that, it has done its share in the selling plan—except for maintaining what it has accomplished."

### Apperson "Roadplane" Arouses Much Interest

One of the most singular evidences of the interest which was created all over the United States when the Apperson Roadplane was announced recently is shown in the visit made to the Apperson Brothers Automobile company in Kokomo, by James Kennan, a manufacturer of Los Angeles, who was touring with his family from the Pacific to the Atlantic coast. Mr. Kennan deviated a distance of 200 miles from the route he originally intended taking in order that he might stop in Kokomo and satisfy his curiosity concerning the Apperson Roadplane.

After a visit to the three Apperson plants, which are working to capacity in an effort to keep up with orders, Mr. Kennan and his family continued their journey more than satisfied that they had taken the time to stop and inspect this new motor wonder.

### Touring Car Is Used To Move a Small House

The sturdiness of Dodge Brothers cars was well emphasized at Long Beach, Cal., recently, where an ordinary touring car was used to move a small house. The building was mounted on ordinary movers' apparatus and the automobile towed it through the streets for a distance of nearly a mile and carried a full load of passengers at the same time.

Request. Young Rawson had just had his first novel published. One morning he met an acquaintance of long standing and after greetings were exchanged the budding author asked: "Nick, I value your opinion highly, particularly because I know it is always a truthful one. Now I want you to tell me candidly just what do you think of my new book?" The friend was silent for a moment. Then he said: "No, no, don't ask me, Rawson. Let us remain friends."—New York Times.

### Batteries Often Unjustly Blamed

Elmer Rosengren, manager of the Nebraska Storage Battery company of Omaha, says that batteries are often blamed unjustly.

"In a very interesting booklet recently issued by the Willard company, the fact is brought out that a storage battery goes dead either because it has not been regularly filled with distilled water or the owner has neglected to keep it fully charged."

"Once in a while a starved condition of a battery may be due to poor generator adjustment or to a material increase in the lamp load. If the generator is unable to supply current to the battery as fast as it is taken out, or if the owner does not run his car

enough in the day time to give the generator a chance to restore the current used by night driving, his battery is bound to show the effect. This can be remedied, however, by a long charge at a low rate after testing the cells with a hydrometer to determine their specific gravity."

The Nebraska Storage Battery company will make this test free of charge and will furnish a copy of the booklet, "Are You Starving Your Storage Battery?"

Shoots Big Snake in Tree. Attracted by the twittering of a nest of young birds at the top of a chestnut tree in the yard of the Chestnut Grove school, Dover, Pa., opposite his home, William H. Willis went to the tree and saw a huge black snake making its way toward the nest. Obtaining his gun, he fired at the snake, killing it instantly. It fell to the ground and when stretched out measured more than seven feet in length.—Philadelphia Record.

## FEDERAL TIRES

**Built For—Hard Service**

The service value of a tire is measured by the quality built into it. If you have never used them try

### FEDERAL TIRES

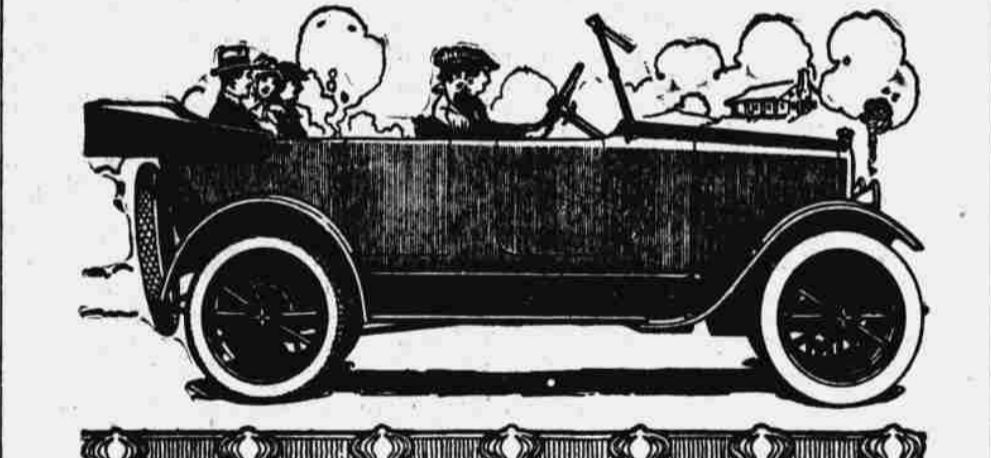
DOUBLE-CABLE-BASE

Made in "Rugged" and Plain White Treads and "Traffic" and Plain Black Treads—all sizes for standard rims. Universally popular for their exceptional quality and service.

Distributors  
**Zwiebel Bros.**  
2518 Farnam St.

**Western Automobile Supply Co.,**  
1920-22 Farnam St.

The Federal Rubber Co., of Illinois  
Faction CUDANY, WIS.  
Mfr. of Federal Automobile Tires, Tubes and Sponges, Motorcycles, Bicycles and Carriage Tires, Rubber Hoses, Horse Shoes, Pads, Rubber Matting and Mechanical Rubber Goods.



# BRISCOE

"The Best Liked Car in the Country"

## "A Friend of Mine Said"—

A dozen times a month some one comes into the showroom interested in the Briscoe because of the enthusiastic praise a friend has bestowed on it.

Sometimes it is the striking beauty of the car; sometimes the economy or the comfort or sturdiness, or any one of a score of Briscoe features.

But it emphasizes the fact that a Briscoe owner is a Briscoe booster—a motorist who realizes that he has secured the best value in the market today.

Below we give the names of a few Briscoe owners in town. Maybe some of them are friends of yours. Ask them what they think of their cars. In that way you'll get some real unprejudiced opinions that should be of value to you in making your own selection.

- FOUR - 24 Touring Car and Roadster \$625
- FOUR - 38 Touring Car and Roadster \$785
- EIGHT - 38 Touring Car and Roadster \$985

After you've seen them, see us at

**Briscoe Nebraska Car Co.,**  
A. KOPPENHAVER - Distributor  
2429 Farnam St. Phone Douglas 100  
Omaha, Neb.

## IT'S A PACKARD

The Packard Twin Six is the product of a company whose immense resources and facilities are focused in a steady effort toward improvement.

Upon the character of its performance is pledged the Packard reputation for producing the highest possible type of motor vehicles.

Let us show you by demonstration why this car has become the recognized standard of motor car perfection. In action it tells its own story.

The "1-25," with any Open Body, \$2750, f.o.b. Detroit  
The "1-35," with any Open Body, \$3150, f.o.b. Detroit

**ORR MOTOR SALES COMPANY**  
Farnam and 40th Streets

Ask the man who owns one

### Packard TWIN-SIX