

REIM TAKES OVER PEERLESS FOR DISTRIBUTION IN OMAHA

Pioneer Automobile Man Accepts Agency for Cleveland Car; Deals With Man Who Was His Superintendent Fifteen Years Ago; Retains Same Omaha Organization.

One of the most important announcements made in Omaha automobile circles in several years was notification that George F. Reim had taken over the Peerless for distribution in this territory.

Mr. Reim is one of Omaha's automobile pioneers. He has been a prominent figure on automobile row for more than a decade. He entered the automobile game when it was in its infancy and he has remained true to it all these years. For nine years he was the Cadillac representative in Omaha.

Mr. Reim selected the Peerless as the car he would handle in this territory from a field of 14 cars. He was offered 14 different contracts, several of them contained almost unlimited inducements, but after a careful study of situations, he decided upon the Peerless.

Reasons for Choice.

"I had many reasons for choosing the Peerless," said Mr. Reim. "In the first place, the Peerless organization made a strong appeal to me. Robert J. Schunk, sales manager of the Peerless company and the man with whom I dealt largely, was my superintendent at the White factory at Cleveland way back in 1903. He is one of the best friends I have. I have known him all these years and I know him to be honest and trustworthy."

"The Peerless company has one of the strongest organizations in the country. Its stock is \$10,000,000, all paid in, too. Its assets are \$14,000,000. It owns an immense plant which contains machinery worth \$4,000,000. It is the finest automobile machinery in the world. This war, you know, isn't going to last forever, and when it is over I know that the Peerless company will continue to do business."

Retains Organization.

"Since 1903 the Peerless company has been making a high class line of cars and trucks. Last year it made \$80,000,000 worth of machines. During all these years its organization has remained the same, the same man who was president in 1903 is president yet."

"The Peerless car is completely manufactured under one roof; it is no assembled product. Everything is Peerless made from motor to top."

"Another reason I took over the Peerless," continued Mr. Reim, "is that I have always handled first class cars. I have never handled cheap cars, nor inferior cars. Any car I have ever sold has been a real automobile. The Peerless is that. I am keeping my old organization with me and anybody who has ever dealt with me knows the service we give. We intend to give every item of service, we have the plant and we have the men. The man who buys a Peerless buys an automobile and the service that should—and in this case does—go with the purchase of a first-class car."

Mr. Reim has a full line of Peerless cars for display at the show from the special roadster, which does 80 miles an hour on the road, to the luxurious limousine.

Tinker Seeks Trainer.

Joe Tinker, manager of the Columbus club of the American association, is casting about for a trainer to succeed "Bits" Bierhalter, who is to join the St. Louis Americans in the spring.



GEORGE REIM

UPKEEP OF HORSE GREATER THAN CAR

Interesting Figures Showing Money Actually Made by Merchant Purchasing Moderate Price Machine.

Utility and economy are the two biggest advantages of the automobile. Nowhere is that fact so clearly demonstrated as when the work of the motor car is compared with the horse method and the concrete results told in actual facts and figures.

A letter received by C. F. Jamison, assistant general manager of the Elkin Motor Car corporation, from W. E. Downs of Lafayette, Ind., who replaced the horse by the motor car method, furnishes interesting testimony of the surprising increase in economy and utility which the automobile brought to his business.

In a single year the automobile saved \$511 over the horse, in operation and maintenance cost, covered 2,000 miles more ground, enabled a salesman to call upon 35 per cent more customers and to increase his sales by 40 per cent.

Machine Declares Dividend. The second year the automobile showed even greater results, saving \$560 in operation and maintenance cost, covering 2,300 miles more territory, and producing a 200 per cent increase in business.

"In the year of 1914 we paid for horse and buggy hire \$625, driving about 5,000 miles," writes Mr. Downs. "In 1915 we purchased an automobile, drove it 7,000 miles, paid \$94.70 for oil and gasoline, \$45 for insurance, and \$150 for garaging and a truck body, or a total of \$289. We saved \$336 over the horse and buggy and in addition \$175 in drayage charges, a grand total of \$511."

EFFICIENCY IN CARBURETION IS OAKLAND BOAST

New Car is Specially Designed to Operate Economically on Heavier Grades of Fuel.

Although the wolf cry of the alarmist that the United States faces a gasoline famine has been proven false by statistics on petroleum supply and demand, thousands of American motorists, however, have a fuel problem with which to contend, a problem that the automobile manufacturer must solve by providing improved methods of carburetion.

An inspection of the automobiles on display at the Omaha show, however, is exceedingly encouraging, since a glance under the hoods of many makes of cars will prove that the progressive engineers have sought a solution for this annoying and costly problem and that several of them have found it, the Oakland Motor Car company of Pontiac, Mich., particularly deserving mention in the latter class.

Fuel Economy.

For, in addition to building an automobile that sells at a price commensurate with American thrift and giving unusual gasoline and tire mileage that are in harmony with the nation-wide campaign against extravagance and waste, the Oakland company brings to the 1918 show a car that is designed to operate efficiently and economically on the heavier grades of fuel.

A progressive exhaust-heated manifold is the new and exclusive feature of the Oakland "Sensible Six," a device consisting of three jackets that furnish three different degrees of heat at three different points.

The first jacket encloses the branch of the manifold, heating the gasoline at the point of immediate distribution to the cylinders and taking care of any condensation. The second is around the trouble chamber, where it prevents condensation around the throttle valve at low throttles. The third is located at the low speed throat of the carburetor, insuring vaporization at very low velocities.

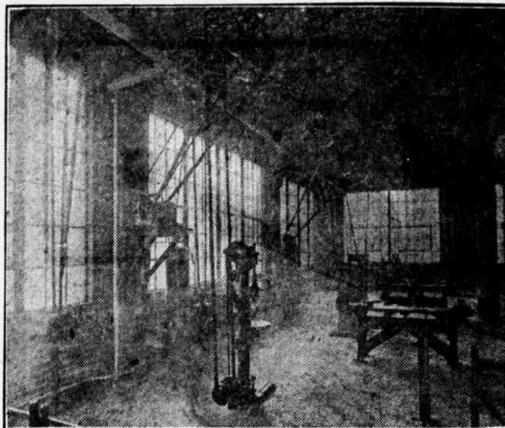
Shut Off Heat.

In warm weather when efficient carburetion often ceases to be a problem, the heat can be shut off by turning a butterfly valve located at the exhaust connection of the manifold jacket. In addition, there is another butterfly valve at the connection of the carburetor exhaust jacket, which is linked up to the throttle valve and automatically shuts off the heat when the throttle is wide open.

The Oakland Motor Car company, of which W. H. Head is president, sells the Oakland in Omaha and the adjacent territory.

One of the peculiar twists to the shipping rules now in effect is the "Chicago embargo," necessitating a transfer at that point on motor cars billed to various western cities. Only a few railroads are now accepting cars for delivery to western points, including Omaha. The delay caused by the congested condition at all terminals

Interior Views of McCaffrey Ford Service Station Plant



A SECTION OF THE REPAIR SHOP



STORAGE ROOM ON THE SECOND FLOOR

and transfer points puts Omaha dealers up in the air on deliveries. To overcome this situation as far as possible Andrew Murphy & Sons, Omaha distributors of the Republic truck, have opened a temporary office in Chicago and will maintain their own corps of freight handlers to transfer their trucks from one road to another.

Persistent Advertising Is the Road to Success. Now in Chicago personally supervising the work of transfers. The Murphy & Sons company handles on an average of more than 100 trucks per month, all of them coming through Chicago, and caring for this business at transfer point will undoubtedly keep Manager Wilson occupied.



"Four Ninety" Touring. Price \$635, f. o. b. Flint, Mich.

Announcing Our Appointment as Distributor FOR

CHEVROLET

America's Lowest Priced Completely Equipped Motor Car.

MODEL 490	MODEL FA
Touring Car, \$635	Baby Grand Touring, \$935
Roadster, \$620	Royal Mail Roadster, \$935
Sedan, \$1060	
Coupe, \$1060	

MODEL D 8-CYL.
Touring De Luxe, \$1385
4-pass. Roadster Le Luxe, \$1385

McIntyre-Hayward Motor Co.

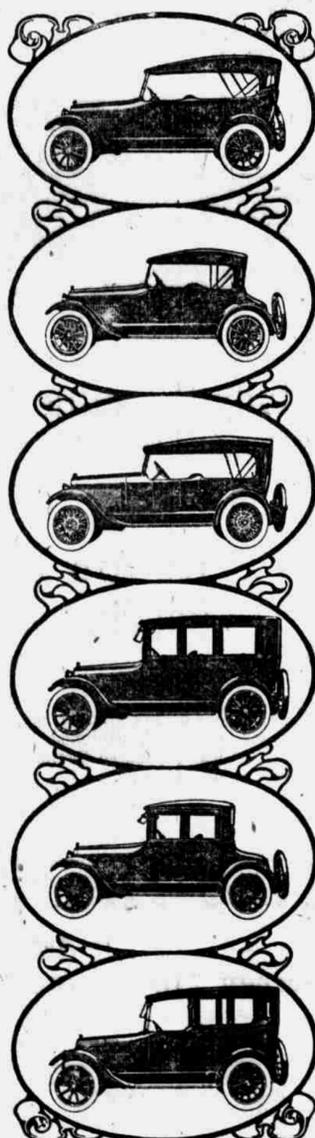
2427 FARNAM
See Our Exhibit—Entire North Side of Stage.



Bee Want Ads Are Business Boosters For Business

Famous for Its Marvelous Motor CHANDLER SIX \$1595

It Offers So Much More For So Much Less



THE Chandler Company has striven for five years to give the public the best Six at the best price. And it has succeeded, year after year, in this aim.

The Chandler leads all Sixes—indeed all medium-priced high-grade cars—because it offers so much more for so much less.

Choose the Chandler because of its wonderful motor, now in its fifth year—constantly refined, never radically changed, and now approximating perfection in power, flexibility and endurance.

Choose the Chandler, too, because of the extraordinary excellence which distinguishes the whole Chandler chassis.

Choose it for the beauty and comfort of its bodies; for the economy of its operation.

And meanwhile, remember that the Chandler positively offers you value not found in other cars priced at hundreds of dollars more.

There is no inflation in Chandler price. And Chandler quality is maintained in every detail.

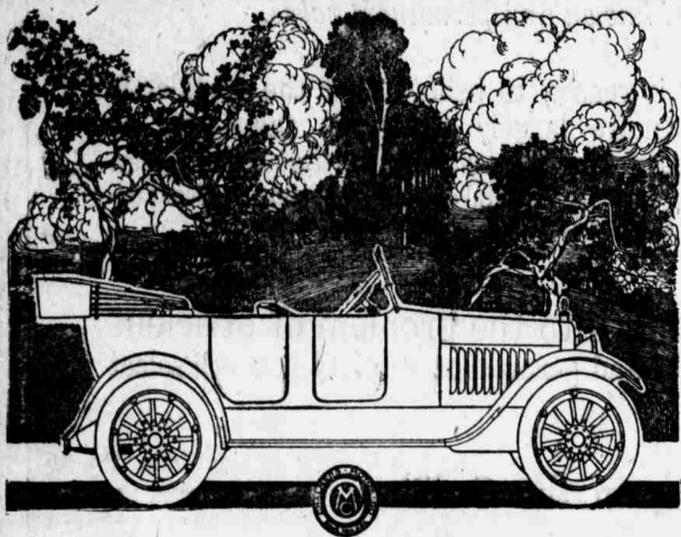
- SIX SPLENDID BODY TYPES
- Seven-Passenger Touring Car, \$1595
 - Four-Passenger Roadster, \$1595
 - Four-Passenger Sport Model, \$1675
 - Seven-Passenger Convertible Sedan, \$2295
 - Four-Passenger Convertible Coupe, \$2195
 - Luxurious Limousine, \$2895
- All prices f. o. b. Cleveland, Ohio

At the Auto Show Stage Exhibit.

Card-Adams Motor Co. DISTRIBUTORS

2421 Farnam St., Omaha. 1640 O St., Lincoln, Neb.

CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio



THIS GREAT CHALMERS ENGINE TOLLS THE KNELL OF "WINTER TROUBLES" IN MOTOR CAR POWER PLANTS

Have you observed how many new Chalmers there are in the streets these winter days?

This is because they are free of what the garages call winter troubles. Practically every one of these troubles in other cars begins with inability of the engine to start on a cold day.

These current Chalmers are winter equipped with a clever device known as a "hot spot" (which cracks up the raw gas into a most minute vapor; then warms it up) and a remarkable device known as a "ram's-horn" manifold (which hastens the gas on to quick explosion in the cylinders).

Little of the unburned gas comes out of the exhaust.

Very close to 100% power is shot to the rear wheels. And quick power, too; not the hesitating, lingering sputtering kind.

Hence not only quick starting but the attainment of high power in a jiffy. (And all on a grade of gas that is not what gas once was).

TOURING CAR, 7-PASSENGER \$1525	TOURING SEDAN \$1595	TOWN CAR LANDAULST . . . \$2025
TOURING CAR, 5-PASSENGER \$1465	CABRIOLET, 3-PASSENGER . . \$1775	LIMOUSINE, 7-PASSENGER . \$2725
STANDARD ROADSTER . . . \$1485	TOWN CAR, 7-PASSENGER . . \$2225	LIMOUSINE LANDAULST . . \$2625

ALL PRICES, F. O. B. DETROIT SUBJECT TO CHANGE WITHOUT NOTICE

WESTERN MOTOR CAR COMPANY

Western Distributors
Omaha, Neb.
Branch at Wichita, Kan.

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2047-49 Farnam St.