



EIGHT, TWELVE CYLINDER CARS STILL POPULAR

Motor Car Census of 1918 Proves High-Powered Machines Are Holding Their Own.

Multiple-cylinder automobiles hold the invulnerable position of Gibraltar.

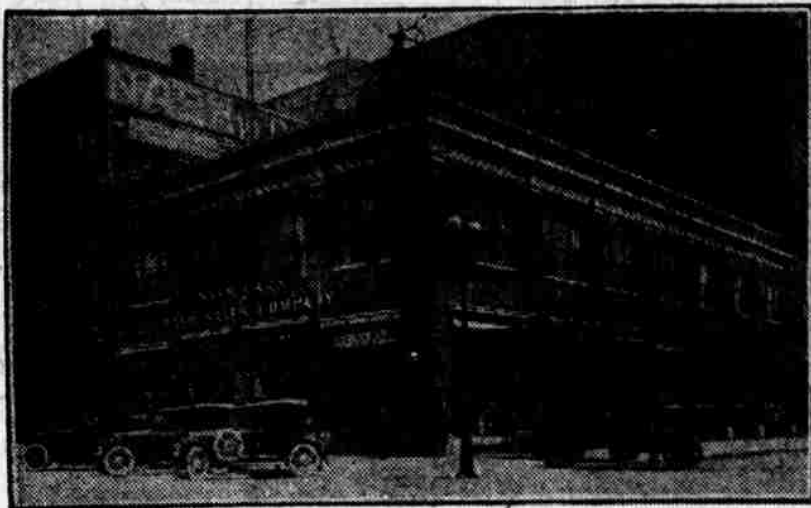
The motor car census of 1918, based on the percentage of chassis models produced in this country, shows that the eight and 12 have held their ground in the battle of the cylinders.

"The flattering appeal that the 12 has made to American motorists in the short span of two and a half years and its present popularity is one of the most interesting chapters in the history of the automobile industry," said F. E. Miller, of the T. G. North-wall company, local distributor for the National Motor Car and Vehicle corporation of Indianapolis, in commenting on the battle of the cylinders.

"First announced by the National company in May of 1915, the 12 was instantly hailed as an immense success and when production was started late in the summer of that year, there were more orders for twelves on the books than the factory could fill in 18 months. In fact, the output of twelves has been taking the dust of the demand for the last two and one-half years, despite the fact that the National company in 1916 and in 1917 doubled its production of twelves of the previous season.

"At the present time, the National 'twelve,' 1918 schedule calls for an output of twelves equal to one-third

Manager of Nash Sales Company Feels Proud of New Quarters



The above photograph represents a drive-out from the Nash Sales company by their dealers at Wisner, Neb., Reetz, Nagel & Bennish. A Nash Six sedan, a Nash Six touring car, and a Nash Six chummy roadster of the Perfected Valve-in-Head motor type; a Nash two-ton truck with solid tires, and a Nash one-ton truck, equipped with pneumatic tires all around.

This photograph was taken in front of the new permanent home of the Nash Sales company on Tenth and Howard streets, in the John Deere Annex building.

This is probably one of the most substantial buildings in the city of Omaha, having been built so as to accommodate eight stories on top of the present two-story building, if desired. Mr. McDearmon, the manager of the Nash Sales company, feels very much elated over their new home and their new quarters.

CADILLAC EMBLEM AN ANCIENT DESIGN

Research in Records of the Distant Past Reveals Coat-of-Arms Similar to Radiator.

"Experts in heraldry, delving into the dim records of the past, have brought to light much interesting information regarding the coat of arms of Antoine de la Mothe Cadillac,

which is used as the radiator emblem on Cadillac cars. This authentic information shows that the coat of arms had its origin in the time of the crusades," asserts J. H. Hansen, of the Jones-Hansen-Cadillac company.

"The shield is divided into four quarters. The first and fourth quarters (upper left and lower right) are gold, divided by a black 'fess,' or lateral band. Each quarter contains three 'merlettes' (small birds), two above and one below the fess. These quarters are the arms of the de la Mothe family."

"The 'merlettes' legless and without beaks, are a heraldic adaptation of the martin; appearing in threes they have a holy significance, being con-

sidered sacred to the Trinity. They were granted to knights by the ancient Schools of Heraldry, together with the 'fess,' for valiant conduct in the crusades. The birds, shown in the black against a gold background in the Cadillac arms, denote wisdom, riches and cleverness of mind; ideal qualities for the adventurous and zealous Christian knight. Of the merlette, Guillaume, an ancient historian, says: "This bird is given for a difference to younger brothers to put them in mind that in order to raise themselves, they are to look to the wings of virtue and merit, and not to the legs, having but little land to set their feet on."

The second and third quarters (upper right and lower left) are the arms of another ancient French family of the landed gentry allied to the de la Mothe family by marriage. These were probably adopted in the de la Mothe coat of arms when by some fortunate intermarriage another "seigneurie" (parcel of land) was added to their possessions. In these quarters the colors denote that the marriage added to the fame of the family of de la Mothe something besides broad acres—"marked prowess and boldness in action" for the red; "purity, clarity, virtue and plenty" for the silver. The repetition of the cross bar on "fess" indicates more knightly prowess in the far fields of the crusades.

The coronne or coronet ensigning the arms of Cadillac is that borne by the six ancient counts of France and is emblematic of descent from the old counts of Toulouse, who were affiliated with the royal stock of France. The seven pearls in the coronne indicate the nobleman's descent from the royal counts of France.

Dual Power in King Eight, Asserts Sales Manager

There is constant power and dual power in the eight-cylinder King. This is explained by Sales Manager Wallace C. Hood of the King Motor Car company, who says:

"The eight-cylinder motor gives the quickest acceleration, practically eliminates gear shifting, takes all but the steepest hills on 'high,' banishes vibration, develops great power and speed at small fuel expense and adds years to the car's life. This is constant power.

"Then there is a dual power range in the duplex two stage carburetor used on the King as well as two other higher-priced makes. This carburetor has a loading and a sporting range. A range for ordinary driving and a range for the tough climbs, the burst of speed or the quick get-away. It is an ideal combination that has turned the joys of motoring into a new field."

Morris Is Now Manager Of Savage Tire Company

Raymond V. Morris was appointed general manager of the Savage Tire company and the Savage Tire corporation at the annual meeting of the directors of these companies, which was held recently in San Diego. As the title assigned to Mr. Morris indicates, he is to have complete charge of all of the activities of the Savage companies.

Mr. Morris is nationally known through his former connections with the Curtiss Aeroplane company. He possesses in a marked degree the ability and energy necessary for the successful performance of the high duties of his new office.

Scripps Made Manager Of Victor Motor Company

Earle H. Scripps was appointed last week as manager of the Victor Motor company, distributors of the Hupmobile, Mercer and Roamer, to succeed C. A. Bishop, who resigned.

Mr. Scripps has been in the selling force of the Victor Motor company for some time, coming here from Des Moines, Ia., where he was connected with the Hupmobile Sales company.

Mr. Scripps was for a time connected with the Omaha Chandler company of this city.

and unusual economy of upkeep are other salient virtues of the twelve.

Former Secretary of Navy Meyer Near Death

Boston, March 9.—No hope was held out this morning for the recovery of George von L. Meyer, former secretary of the navy, who has been seriously ill with tumor of the liver at his home here for several weeks. His physician said:

"Mr. Meyer is very low and I fear the end is simply a question of a few hours."



PEERLESS EIGHT Makes the cost of Big Power reasonable for Little Uses

FOR distance-driving one never begrudges the cost of Big Power—the joy of eating up the miles—of leveling the steepest grades—fully compensates.

But your distance-driving is occasional, while your utility-driving is an every day affair.

The "Loafing" Range
Using Big Power to fetch and carry five or six days a week, in order to have it for distance-driving week-ends and holidays, violates one's conception of reasonable economy.

So the amply able own two cars—a questionable economy.

Let us show you the joy of its remarkable performance—its great economy without sacrifice.

Seven Passenger Touring **\$2340** Roadster **\$2340** Limousine **\$3690**
Sedan **\$2990** Coupe **\$2850**

All prices are f. o. b. Cleveland; subject to change without notice.

And the less favored get along with low power—and forego the greatest joy of owning a motor car.

That is—unless they know the Peerless Eight. Here is Big Power—eighty horse-power—ready to conquer distance and level the hills whenever you want or need it.

But it's Big Power that you can use with economy for Little Uses.

The Peerless Eight has two separate and distinct power ranges—a "loafing" range for Little Uses—a "sporting" range for Big Power.

It is a car of "dual personality," combining opposing virtues and excelling in both.

The "Sporting" Range

Why We're Glad to Give You Service

MANY of our customers express surprise at the willingness with which we Goodyear Service Station Dealers give service.

We give it willingly because we know it is absolutely necessary to the welfare of our business.

We cannot prosper by selling a customer once and then letting him go elsewhere.

We must sell him over and over again, year after year, and gain other customers like him in the meantime.

We know that the best way to hold old customers and gain new ones is to give satisfaction in every purchase.

We have found that the best way to give such satisfaction is to sell our customers Goodyear Tires, backed up by our own service.

This combination of Goodyear Tires and our own service means greater mileage, longer wear, greater freedom from trouble and lower tire costs for every man who deals with us.

We're eager to prove it in your case, any time you say the word.

This sign identifies the Goodyear Service Station Dealer.



Goodyear Tires, Tubes and Accessories are always kept in stock.

- THE NOVELTY REPAIR CO., 4809 South 24th St.—Phone South 1404.
- HOLMES-ADKINS CO., 4911-15 South 24th St.—Phone South 420.
- NATIONAL AUTO-SCHOOL, 2814 North 20th St.—Phone Webster 5943.
- TROUP AUTO SUPPLY CO., 1921 Farnam St.—Phone Doug. 5230.
- BLACKSTONE GARAGE CO., 3814-16 Farnam St.—Phone Harney 800.
- S. & A. TIRE & RUBBER CO., 2522 Farnam St.—Phone Doug. 3854.
- ORR MOTOR SALES CO., Packard Show Room.
- CHAS. W. WALKER GARAGE CO., Fontanelle Garage—Auditorium Garage, and C. W. Walker Garage, 36th and Farnam Sts.
- COUNCIL BLUFFS AUTO CO., 510-518 Pearl St., Council Bluffs—Phone 2691.

GEO. F. REIM COMPANY
DISTRIBUTORS OF HIGH GRADE MOTOR CARS
3016 Harney Street. Harney 10.

