



**Cadillac**  
Standard of the World

**EIGHT**

The Cadillac Eight Cylinder Cadillac "V" type engine is the real progressive motor car development of the year. It affords the highest degree of smoothness and flexibility.

To locate the Cadillac at the Show just look for the busiest exhibit.

**Cadillac Co. of Omaha**  
Omaha, Neb.

**Huffman Company is Incorporated**



W. L. HUFFMAN.

About a dozen years ago there were two men who were closely associated in common affairs of life; one interested in the drug business and the other in insurance. W. L. Huffman is one of these men and W. L. Killy the other. Today is one of the president and general manager of the lately incorporated W. L. Huffman Automobile company, while the other is the vice president and sales manager.

Mr. Killy for more than twenty years was engaged in the life insurance business, for fifteen years as branch manager of the Metropolitan Life in Nebraska. Mr. Killy was one of the pioneer automobile drivers in Omaha. In fact, he owned one of the first Ford cars ever brought to Nebraska, an old style machine with entrance from the rear. At this time he was considered by some a "crank" because of this particular car, and his interest in automobiles, then considered merely faddish things.

Mr. Huffman was one who was much interested in this old style car, and this interest in the motor vehicle proposition caused him to later become agent for the first Hupmobile built by the factory. Some of his friends suggested to him that he was wasting his time and his efforts, in fact, in his early experience Mr. Huffman did not have the means of maintaining a very expensive office, and he became what might be termed today a kind of curious dealer in the automobile business. His aggressiveness, however, and his enthusiasm over the future of the automobile won for him, and for several years past the W. L. Huffman Automobile company has been recognized as one of the biggest automobile agencies in the Missouri river country.

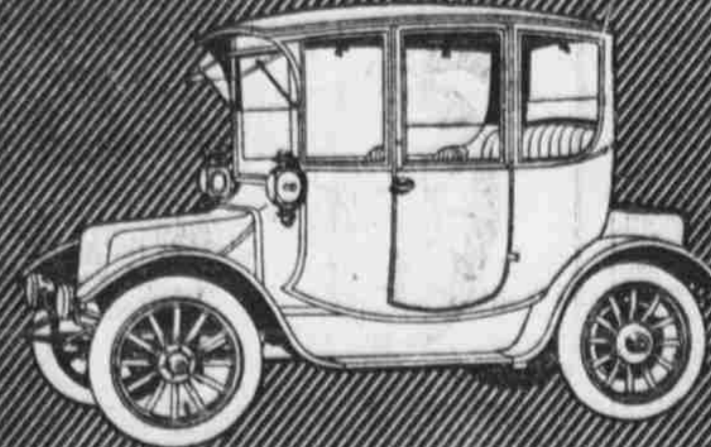
**Distributor of Hupps.**  
Mr. Huffman is well known as the biggest distributor of the Hupmobile, and in fact has been the largest factor in the sale of that particular car in the world. Mr. Killy, who is vice president and sales manager of the W. L. Huffman Automobile company, has only in the last few years been directly interested in the automobile industry. However, he brings to the new corporation a large and valuable business experience in the handling of men and in the conduct of business. The W. L. Huffman company has for its territory one of the richest sections of the entire west. The headquarters are in Omaha and extensive branches are main-

WILLIAM CLEMENT.  
W. L. KILLY.

tained at Lincoln, Sioux City, Sioux Falls and Mitchell.

Another person who is a part of the new organization is W. M. Clement, secretary and treasurer. Mr. Clement has charge of the financial accounting department of the Huffman corporation. He is not a new man in the automobile line, as for some time he was connected with the Cartercar company of Nebraska, and later was branch manager for the Cartercar company at Minneapolis. Prior to engaging in the automobile line he was auditor in charge of station agents and government accounts for the Union Pacific. For more than three years he has been connected with the W. L. Huffman Automobile company and is well known to the automobile trade in the Omaha territory.

The business of W. L. Huffman up to recently has been conducted by Mr. Huffman personally, but it has grown to such dimensions it was deemed best that it be incorporated, and under the new order of things it is intended to widen its field of operation. It is now one of the best organized automobile selling concerns in the United States.



**Rauch & Lang body superiority**

The superiority of Rauch & Lang body construction is readily apparent, even to the novice. But this body, with its perfect appointments, aesthetic lines and aristocratic atmosphere takes on an added significance when propelled by the wonderful Rauch & Lang Top-Mounted, Straight-Type, Worm Drive, the newest and most perfected method of Electric car propulsion.

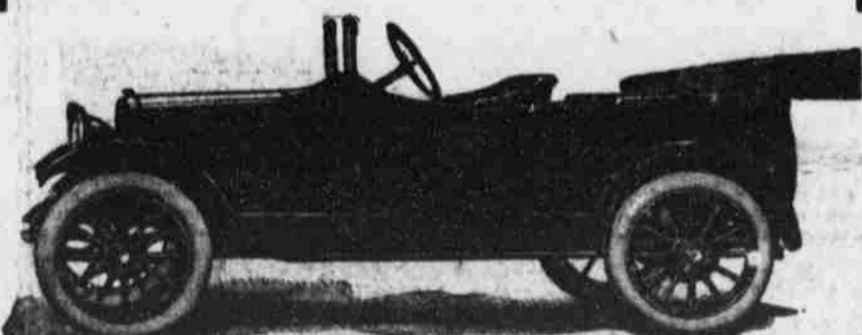
SEE US AT THE SHOW  
**ELECTRIC GARAGE CO.**

Farnam at 40th

*Rauch & Lang Electric*

**-- DAVIS --**

4-Cyl. \$1,235      6-Cyl. \$2,150



**ABSOLUTELY STANDARD**

Weston-Mott Floating Ax. Warner Transmission.  
**CONTINENTAL MOTOR**

Electric Light      Electric Starter      Electric Horn  
**PLATFORM SPRINGS**

**W. T. Wilson Automobile Co.**

1910 Farnam, Space B on Stage, Auto Show  
OMAHA, NEB.

**PACKARD MAKES SPEEDY JOURNEY**

Stock Phaeton Breaks Record from Detroit to St. Louis in Touring Run.

**STRIKES MANY BAD ROADS**  
But Packard Engineer Maintains an Average of Thirty-Three Miles an Hour and Clips Record Thirteen Hours.

St. Louis to Detroit touring records were shattered Friday by O. E. Hunt, assistant chief engineer of the Packard Motor Car company, who covered the 86 miles in a total elapsed time of 13:47. His best record of his actual running time, thirty hours was the best previous time for this run. Hunt's record is authenticated by a route card which bears the time stamp of the Marquette and Penthartrain hotels.

Hunt's performance was preceded by no unusual preparations. He drove a Packard 3-38 phaeton, taken from stock, with windshield up, and made stops for meals and gasoline. There were no blowouts or mechanical troubles, and the mud roads of Illinois and Indiana were in good general condition, though wretched in certain stretches. The Old Trails route, which he was compelled to follow from St. Louis to Terre Haute, proved extremely bad.

Hunt drove from 4 a. m. until 4:46 p. m., maintaining an average speed of 33.5 miles per hour for the total elapsed time. His miles per hour in the six hours and forty one minutes going between Indianapolis and Toledo climbed to 38.05. This performance is an impressive one and will be appreciated most by drivers who are experienced in cross-country work.

**FIRESTONE REDUCES PRICES OF ITS WELL KNOWN TIRES**

The Firestone Tire and Rubber company has recently announced a big reduction in tire prices.

Firestone officials state a number of principals entering in the building of a tire have made this possible. Foremost being the recent drop in price of crude rubber and the fact that the Firestone company operates the largest exclusive tire and rim plant in America and has the most modern facilities for manufacturing.

Quality will not be sacrificed as will be the tendency of small companies to meet competition, and Firestone products will continue to hold their place in the tire and accessory world as the peer of the industry.

**PAIGE BUSINESS EXCEEDS MILLION DOLLARS MONTH**

The Paige company was organized four years ago. The first year was busy and sold 300 automobiles. Our business for the last year ran over \$1,000,000 per month on an average. That is a record that any organization may well be proud of, but when it is considered that this tremendous growth was accomplished in

the face of keen competition from manufacturers, who were already well established, it assumes even greater significance," says F. L. Jewett of the Paige company.

**Peck Joins Forces of Stearns-Knight**

W. A. Peck, who has recently joined the sales forces of the McIntyre Auto company is one of those wide-awake salesmen, who has about fifteen years' experience, first selling carriages for the United States carriage company, Columbus, O., and the James Cunningham company of Rochester, N. Y., both of which build automobiles. In his capacity of salesman with these people he traveled over the whole United States and attained a very valuable acquaintance with the trade. Mr. Peck has always sold high grade stuff and been very successful. The McIntyre Auto company is very fortunate in securing the services of such a man and with the Stearns-Knight line, Mr. Peck will be at home, as it is second to no other line built in this country.

**Haynes Now Leads Auto Producers in State of Indiana**

"The Haynes Automobile company is now the biggest producer of automobiles in the state of Indiana," states C. J. Corkhill of the Nebraska Haynes Auto Sales company, distributors in this territory for the Haynes. "During the last three months, according to actual statistics, more cars have been shipped from the Haynes factory than from any one of the fifteen Indiana automobile companies."

"During the months of September, October and November the Haynes factory has continued to run twenty-four hours a day in order to fill 1915 season orders. The Haynes Automobile company has manufactured automobiles continuously for the last twenty-two years, and while very conservative, has had a steady, consistent growth until it now surpasses all the other companies throughout the state in the number of cars produced. The popularity of the Haynes Light Six, the 1915 car, has been the immediate cause of placing the Haynes company at the head of the Indiana manufacturers."

"The progressive automobile manufacturer has come to realize that the permanency of his business depends upon the service that the particular car gives, and the service given the owner. The automobile owner is entitled to more attention from the producer since he has a larger investment at stake than have the customers of many other industries."

"Few people who drive a machine have had the necessary training to understand the exact working principles of a gas engine and it is the duty of the manufacturer to explain the best means of operating the car so that the owner may receive the greatest return for his money. Service to the owner must also extend to the replacement of parts on the older cars. It requires considerable capital to carry the complete stock of parts for all cars that have been built, but this extra capital yields good returns in maintaining satisfaction."

**Every Feature of the Jeffery Chesterfield Six is the very finest of its kind**

IN appearance the Jeffery Chesterfield Six fulfills the significance of its name. It is substantial, exquisite, smooth. You couldn't suggest a change to improve it; it is perfect as it is.

Mechanically the Jeffery Chesterfield Six is a jewel. Last year Jeffery brought out the famous Jeffery Four, which made its reputation as the best Four ever designed in America. An extra \$1,000,000 was the price Jeffery paid for the super-quality in that car.

This year the high Jeffery standard is still advancing. Another extra \$1,000,000 will be freely spent to produce the finest Six—not the largest but the finest—ever offered for your use.

The high speed, high efficiency, small bore, long stroke motor of the Chesterfield is the type which European engineers have developed and which Jeffery has made famous in America. It is undoubtedly the most advanced of automobile engines.

The specifications show clearly how Jeffery has put unstinted quality into this Six, until the name Chesterfield suggested itself as the most fitting for a car so superb in appearance and of such splendid excellence.

If you were only to name to yourself the Chesterfield Six features you would find yourself delighted with them and instinctively asking "Where can I get such a car and at what price?"

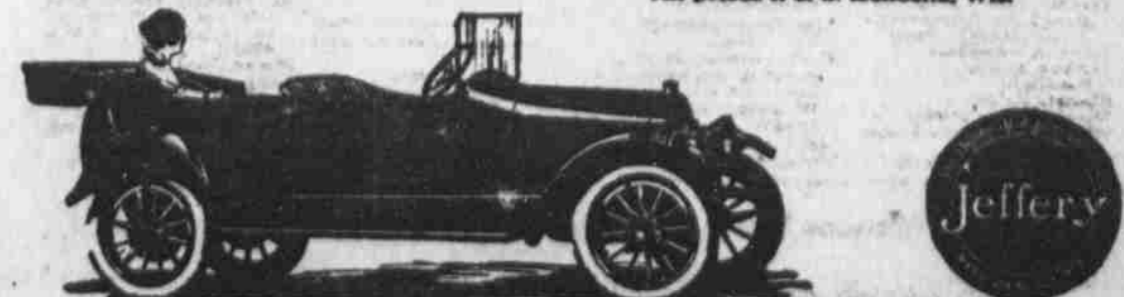
The \$1650 Jeffery Chesterfield Six is the answer. That car is built for people who are good judges of looks and quality.

**CHESTERFIELD SIX SPECIFICATIONS**

The specifications below, you will immediately see, have never before been embodied in any car at any price.  
Motor: High speed, high efficiency, bloc type; 36-hp horse power. Five two-unit starting and lighting system, used in the most popular high priced car in America.  
Transmission: Four forward speeds and reverse. Worm drive, full floating, ball bearing rear axle. Imported snapper ball bearings. Three-plate dry-disk clutch. Spicer universal. Daimler leather coupling. Rich Ferguson steel valves—requires no grinding or other attention.  
Boch ignition, magnets, cables, and plugs. Cantilever springs, self-oiling springs bolts. Combination coast and level splash and gravity feed lubrication, with indicator on dash. German steering gear. Eighteen-inch corrugated steering wheel, with signal button in center. Left drive, center control. Two sets internal expanding brakes—14x2 inches. Side rails of frame extending under sills of body—most rigid construction possible.  
Honeycomb radiator—European design. Demountable rims with lugs. Crown fenders. Wheel base, 122 inches. Body roomy, five-passenger. Weight, 2850 pounds, as shipped.

Equipment: Rain vision ventilating two-piece windshield shaped to curve; One-man Neverleak top and boot; Collins curtains; Stewart-Warner speedometer. Spicer drive enclosed in axle shaft; Walham clock; power tire pump; Solar electric headlights with one bulb of five intensities; 4x4 lens pressed steel round gasoline tank with gauge, carried in rear, with Stewart vacuum feed; combination dash and trouble lamp; extra demountable rim with carrier; Klaxon horn; ammeter; robe rail foot rest; full set of tools, tire repair outfit, and jack. Cloth upholstery optional.

Jeffery Four, \$1450; Jeffery Chesterfield Six, \$1650; Jeffery 7 Passenger Six, \$2400. All prices f. o. b. Kenosha, Wis.



**JEFFERY OMAHA COMPANY**

Geo. G. McVicker, Mgr. 2056-58 Farnam St. Omaha, Nebraska

"The dealers stand behind Diamond Tires, because Diamond make good what the dealer says. More, too, you can now buy Diamond Tires at 'Fair-List' prices—see below." —Mister Squegee

**Two tires went bad—out of 4000**

Here's a sample Diamond Tire record: Out of 4000 Diamond Tires sold by one Diamond distributor during 1914, two—just two, mind you—were returned. Out of 4000!

This was about the average experience of all Diamond dealers through the year.

Is it any wonder that the Diamond dealer—unlike other tire dealers—is ready to recommend and advise you to put on Diamond Squegee Tread Tires.

Added to the wonderful Diamond Service, you can now buy Diamond Squegee Tread Tires at the following

**"FAIR-LIST" PRICES:**

Size	Diamond Squegee	Size	Diamond Squegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.50
33 x 4	20.00	38 x 5 1/2	46.00

**PAY NO MORE**

For Automobiles, Bicycles

Put on

For Cycles, Motorcycles

**Diamond Squegee Tread Tires**