



Factory of Buick Motor Co., Flint, Mich.—For 1912, As Always, the Largest Motor Car Manufacturing Plant in the World

# BUICK OFFERING FOR 1912

**C**ONTRARY to the fixed policy of this company which has always refrained from making any announcement in advance of its season's production, this—the only announcement to be made—is being made because of the demand by Buick dealers and Buick users who have been to the factory and have seen the new production. The statements made by some manufacturers, making the usual unsupported claims, such as being the largest factory on earth, of tremendous production, or marvelous values, have a tendency to mislead the prospective purchaser of an automobile who has not had the opportunity to investigate in person. The Buick Motor Co. since its inception has had the distinction of being not only the foremost manufacturer of medium priced cars in point of quality but in numbers of cars built as well, and it enters the season of 1912 still occupying this enviable position.

**Its buildings occupy 160 acres and contain 53 acres of floor space. Its employes number 8,000 people. Its investment represents \$13,700,000. It has built and sold to date 83,000 automobiles. It has branches and distributors in 49 cities and is represented in the United States by 3,500 dealers.**

**Every part of this equipment has but one purpose and that is—to render such service to the user as has made it possible for Buick to openly defy anyone to produce a Buick car that is worn out.**

**A continuation of this policy is assured for 1912 by a strong, sound organization, backed by unlimited capital, and substantial resources.**

**THE FULL EXTENT OF THIS COMBINATION IS REFLECTED IN THE 1912 BUICK LINE COMPRISING THE FOLLOWING NEW MODELS:**

<p><b>A snappy powerful, high-grade Roadster.</b></p>	<p><b>A handsome, stylish, fore door Touring Car.</b></p>	<p><small>A Roadster with distinctive features, with top, glass front, gas tank and demountable rims.</small></p>	<p><small>A Touring Car of original design, fully equipped with top, top hood, glass front, Prest-O-Lite tank, demountable rims, etc.</small></p>	<p><small>A Touring Car supreme, fully equipped with top, top hood, windshield, Prest-O-Lite tank, demountable rims, etc.</small></p>
<p><b>\$850</b></p>	<p><b>\$1,000</b></p>	<p><b>\$1,075</b></p>	<p><b>\$1,250</b></p>	<p><b>\$1,800</b></p>

**ALL CARS FOR 1912 HAVE SLIDING GEAR TRANSMISSION**

Every Buick Car for 1912 will represent in its construction absolutely every tried and successful feature tending toward the one idea, that of successful performance for the user under any condition of usage in any section of the world. All the speed and power for which the name Buick is famous has been retained; cars are absolutely noiseless and in detail of finish and equipment are the equal of any car on the market regardless of price.

**WHEN BETTER CARS ARE BUILT BUICK WILL BUILD THEM**

## Nebraska Buick Automobile Company

OMAHA  
LEE HUFF, Manager.

LINCOLN  
H. E. SIDLES, General Manager.

SIOUX CITY  
S. C. DOUGLAS, Manager.