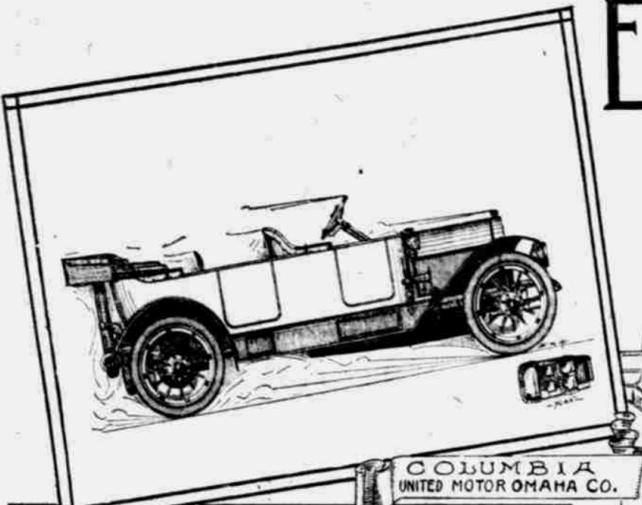
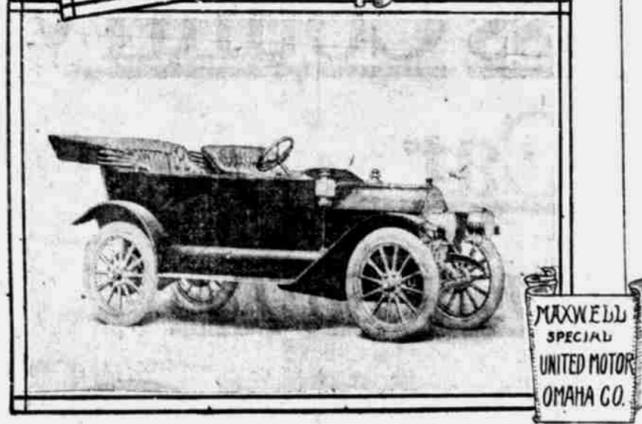


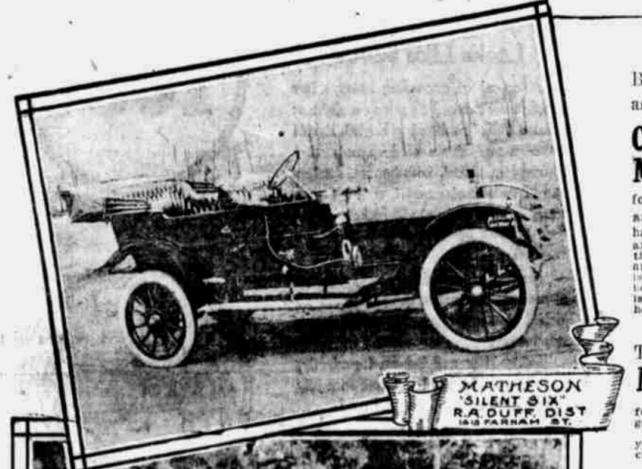
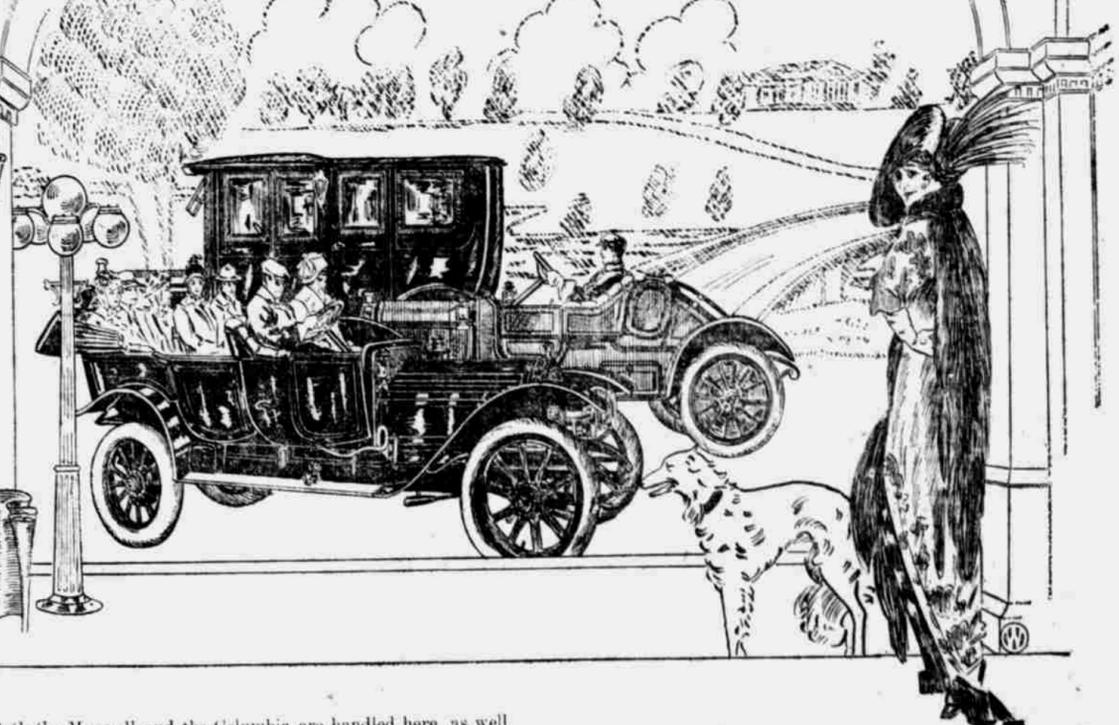
Examples of the Best in Motor Car Construction



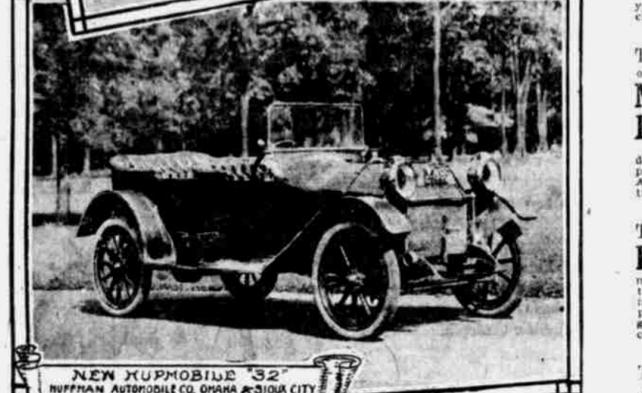
COLUMBIA UNITED MOTOR OMAHA CO.



MAXWELL SPECIAL UNITED MOTOR OMAHA CO.



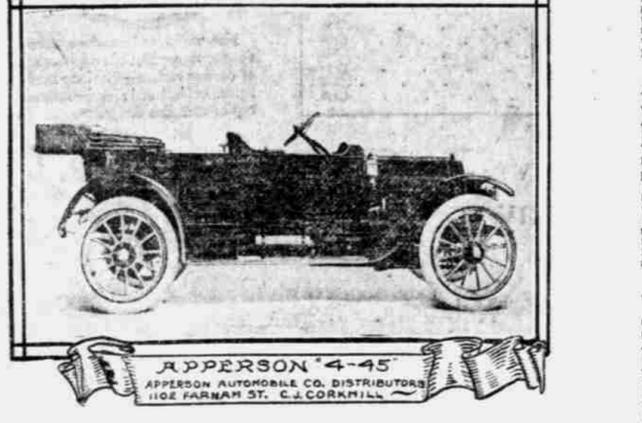
MATHESON SILENT SIX R.A. DUFF, DIST. 143 FARNAM ST.



NEW HUPMOBILE '32' HUPPSON AUTOMOBILE CO. OMAHA & SIOUX CITY DIST. WESTERN IOWA, NEBRASKA & DAKOTA



ELMORE, ROGERS SALES CO. DIST. NEBRASKA, WESTERN IOWA AND SOUTHWEST DAKOTA



APPPERSON '4-45' APPERSON AUTOMOBILE CO. DISTRIBUTORS 1102 FARNAM ST. CL. CORKMILL

Both the Maxwell and the Columbia are handled here, as well as the Sampson commercial truck, by the United Motor Omaha Co., at 2115 Farnam street.

Columbia Maxwell The Maxwell line consists of five models on four chassis, all using the unity power plant mounted on a three point suspension. The Maxwell Special is the leader, which is featured by a new convertible four-door body, the doors of which are removable. The radiator and hood are of the Columbia type, there are ventilators in the dash, and the car has a longer wheel base and larger wheels than before. It has full floating axle and long stroke motor. The Mercury, two Mascotas, and a Messenger are the others, the last named being the well known two cylinder. Maxwell prices are \$1,200, \$1,150, \$950, \$750 and \$600. The strange feature of the Columbia line is the addition of the new model with the Knight slide valve motor, the Columbia being one of the three cars licensed to use this style of engine. In addition there is the Columbia Cavalier, a thirty-eight horse power four cylinder car with a T head motor. The Knight motor is 4 1/2 x 5 1/2 and the Cavalier 4 1/2 x 5 1/2.

The Matheson "Silent Six" is a car of accomplishments. One knows what to expect of it because of what it has accomplished repeatedly in every sort of public contest and in private service of discriminating owners everywhere. The Matheson "Big Four" which has been a consistent winner of first honors for years, is recommended to those preferring a luxurious, powerful seven-passenger car of four-cylinder type. The "Silent Six" and "Big Four" Matheson cars are the result of fourteen years of successful development and manufacture of high grade automobiles exclusively. The R. A. Duff Co., 1418 Farnam St. are the distributors.

The new Hupmobile "32" which is the big leader for 1912, is one of the most remarkable cars for the money ever sold. It is the only car of its kind offered for 1912 having full 32 horse power with roomy passenger body at \$700. The motor is of the long stroke 3 1/2 inch type successfully used for years in expensive foreign cars. Crank and gear cases are aluminum. Center control, sleek high tension magneto and full floating rear axle are other striking features. Then there is the old design that first made the car famous. It now has fore-doors, wider fenders and vandadium springs. This is the car that has been equipped for business purposes with light delivery and utility bodies. The Hupmobile Automobile Co., 2925 Farnam St., Omaha, with a Sioux City branch, are sole distributors for western Iowa, South Dakota and Nebraska.

The Rogers Sales Co., 1506 Farnam St. and 2025 Farnam St. has just taken the territory of western Iowa, Nebraska and South Dakota for the Elmore, one of the oldest makes of automobiles on the market. Now that valueless motors are recognized as the ultimate point to which manufacturers are striving and the high price cars use them the Elmore is in big demand. It has a valvetec motor developing twice the horsepower of the same size cylinders in poppet valve motors and sells at popular prices from \$1,150 to \$1,500. It is two cycle, meaning that in its motor power is generated on both the upward and downward stroke of the motor, making the 4 cylinder Elmore engine equivalent to an ordinary 8 cylinder motor.

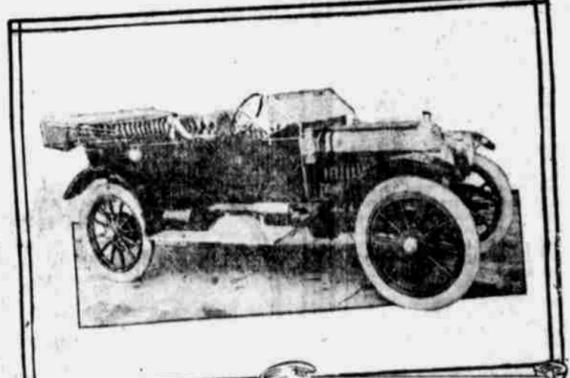
The "Jack Rabbit" car is the name applied to the Apperson line. It is one of the fastest cars on the market, having qualified for the 500 mile race at Indianapolis by officially scoring 50 miles an hour. It is not an expensive car—every part being made with 4 1/2 horsepower at \$1,500 and the following equipment—it is certainly worth investigating before any one buys: Mohair top with slip cover, glass Wind shield, speedometer, Full Lamp Equipment, Removable Rims, Horn, Hotte Mail, Foot pedal, Extra Tire Irons, Pres-to-Lite Tank, Tools and Tire Repair Kit. They make another model with 4 horse power at \$2,000. C. J. Carahall is manager of the Apperson Automobile Co. branch for this territory, located at 1102 Farnam St.

The new Lexington does not present any radical changes for the specifications were already of such a character as not to be much improved upon. A self-starter and electric lights are the 1912 improvements of note. Many cars selling for \$1,000 do not come up to the merit of the Lexington car which includes, Rubenber motor, Bosch magneto, Warner transmission, front axle Timkin, rear axle Timkin, full floating, Timkin bearings, throw-out shaft, Schwabe wheels, Spicer Universal joints, clutch, cone leather faced, double drop frame, cellular radiator, tires, painting and upholstery optional. Three 2x4. The Wilson Company are factory distributors for this line as well as the Fair-Detroit.

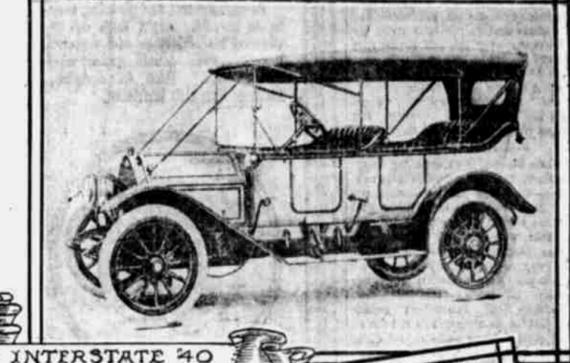
These are some of the distinctive features that have put the Model 40 Inter-State in a class by itself. You cannot find all these features in any other make of car: Long Stroke Motor, 4 1/2 inches x 5 1/2 in., en bloc; noiseless; no back pressure; large wheels and tires, 36 inches x 4 inches. Demountable Rims, set of five. Power Tire Inflator, instantly available and worked from motor power. Tire pumping labor eliminated. Multiple Disc Clutch, steel and bronze. 19 inch discs with cork insert, conical. Imported Angular Ball Bearing used wherever required. Long wheel base, 118 inches. Complete Electric Light System. Automatic Regulation of Fuel Consumption, effected by a wonderful new carburetor, economizing and gaining added power to the motor. Housed Valve and Valve Springs, insuring quiet operation and cleanliness. Dropped Frame Construction, narrowed for short turning, the drop allowing the low, straight line offset and giving great stability to car. Gasoline gauge on Dash, showing at a glance the supply and rate of consumption of fuel. The Inter-State car is represented by a direct factory branch at 210-212 South 14th Street with M. W. Montgomery as local manager, and it would certainly pay you to look at these new models on the floor.

Again the Locomobile line includes a six and a four, with the former the leader. It has not been found necessary to make any startling mechanical changes, and the makers have devoted their main efforts for 1912 to producing ease and comfort for the passengers. The feature of the six is the ten inch upholstery on the cushion and back. Some of the special features of the Locomobile line are the multiple disc clutch, which may be removed as a unit without disturbing anything else; a self-contained oiling system, and a four speed gear set. Bronze instead of aluminum is used for the motor base and gear box. All models are shaft drive. The six is rated at forty-eight horse power, and the four at thirty. The J. J. Derright Co. at 1818 Farnam street distribute the line in this territory and a stock is always on exhibition there.

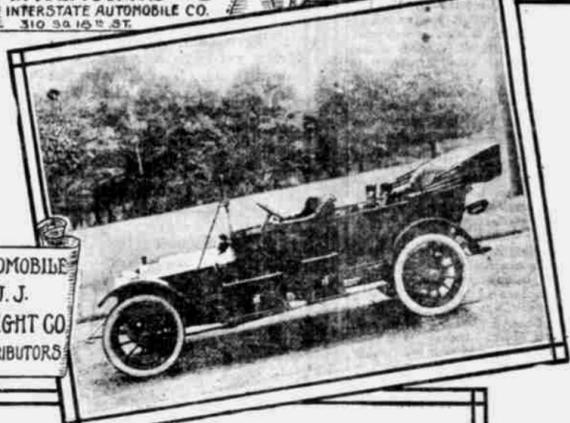
This is the only car in America equipped with a six cylinder silent Knight motor. It is positively the most advanced type of car in America. It has left hand drive and center control. Other salient features are the seven passenger capacity, Hardford shock absorbers, demountable rims, electric dynamo and battery, with full electric lighting system for five lamps and electric horn, seat covers, tire holders, trunk rack and speedometer, wide choice of color and upholstery. Then there is the regular line of Stoddard-Dayton Cars carried by J. J. Derright Co., 1818 Farnam street.



LEXINGTON CAR WILSON AUTOMOBILE CO. 2010 FARNAM ST. DIST. FOR WESTERN IOWA & NEBRASKA



INTERSTATE 40 INTERSTATE AUTOMOBILE CO. 310 30 10 E ST.



LOCOMOBILE J. J. DERRIGHT CO. DISTRIBUTORS



INVENTOR OF 'KNIGHT' ENGINE AT WHEEL OF STODDARD-KNIGHT, DERRIGHT, DISTRIBUTOR