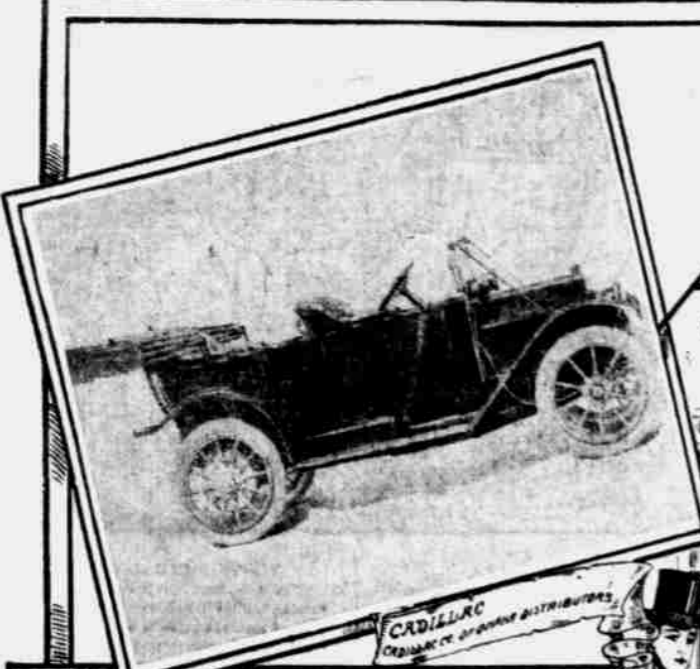


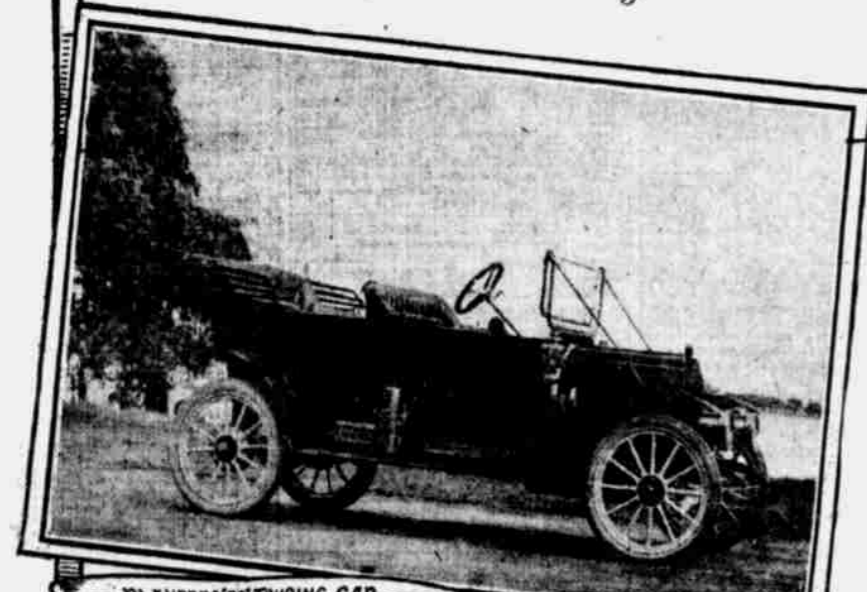
1912 GREET'S THE AUTOMOBILE



CADILLAC
OMAHA BRANCH OF HUFFMAN AUTOMOBILE CO.



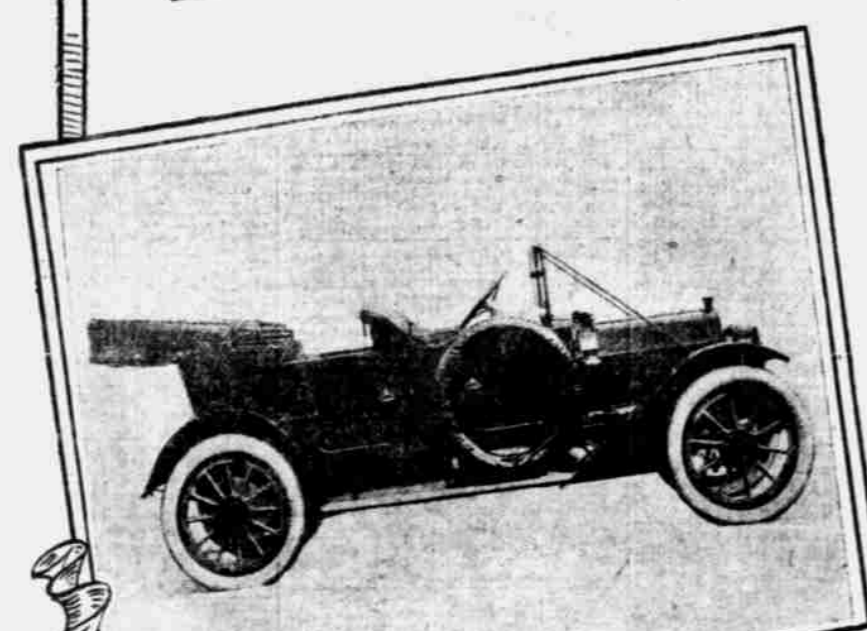
HUPP-YEATS ELECTRIC
HUFFMAN AUTOMOBILE CO. DISTRIBUTORS



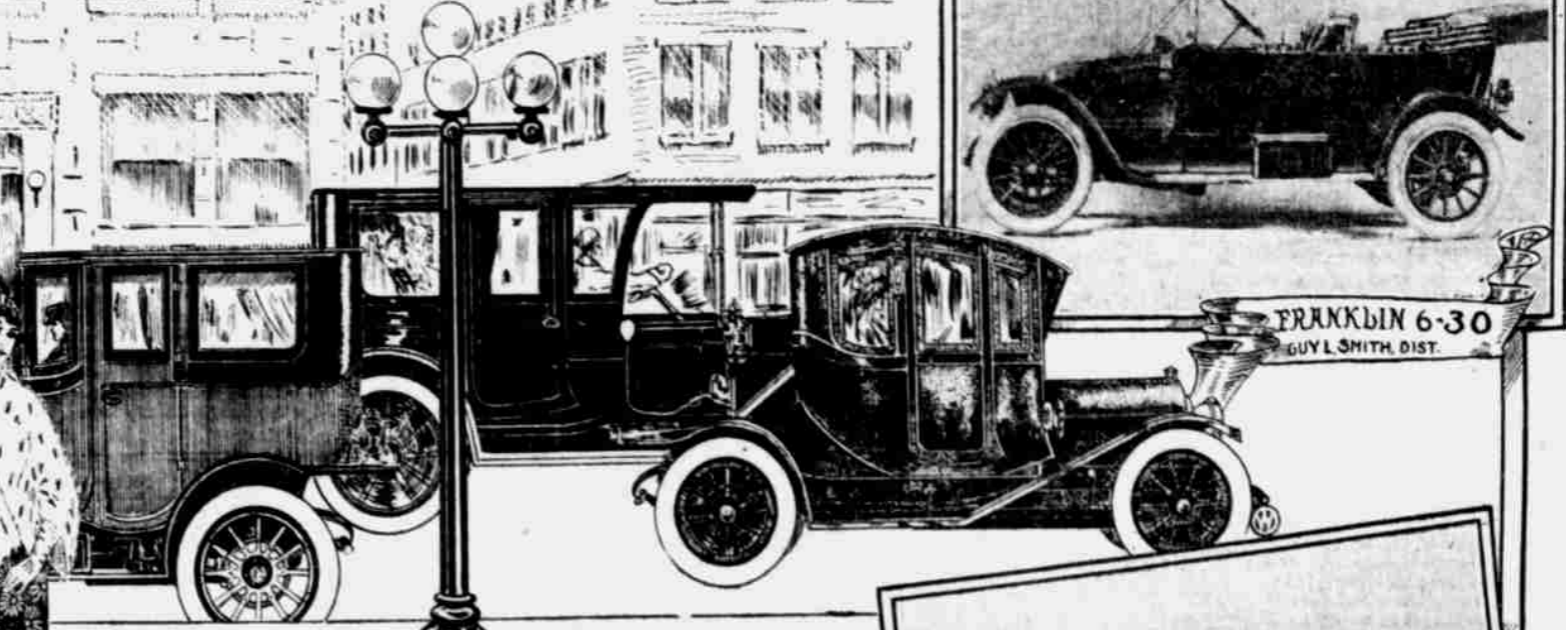
F. FLANDERS' 20 TOURING CAR
STUDEBAKER CORPORATION OF AMERICA
OMAHA BRANCH 2232 FARNAM STREET



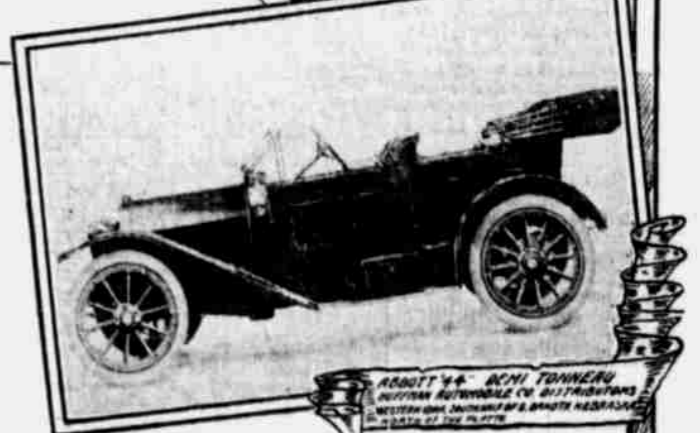
MODEL "A" STEVENS-DURYEA
R. R. KIMBALL 2027-29 FARNAM ST.



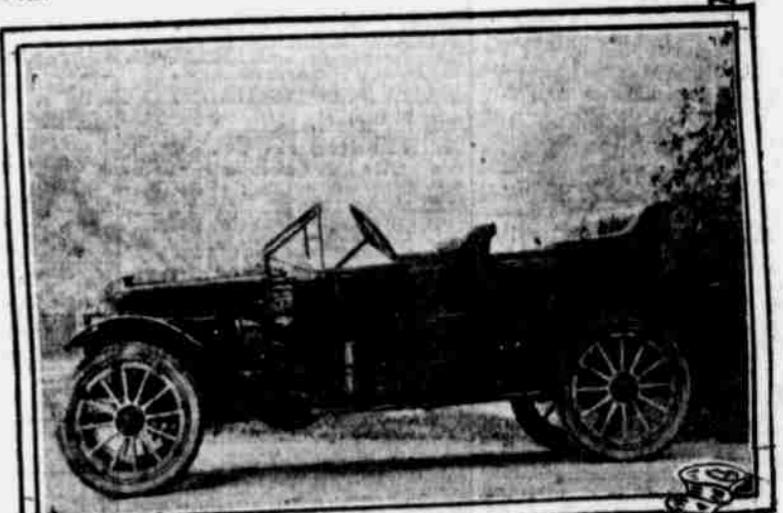
MARMON "32"
MARION AUTO CO. Wm McDONALD, MGR. DISTRIBUTOR FOR
WESTERN IOWA, NEBRASKA & S. DAKOTA via FARMERS & MERCHANTS



FRANKLIN 6-30
GUY L. SMITH, DIST.



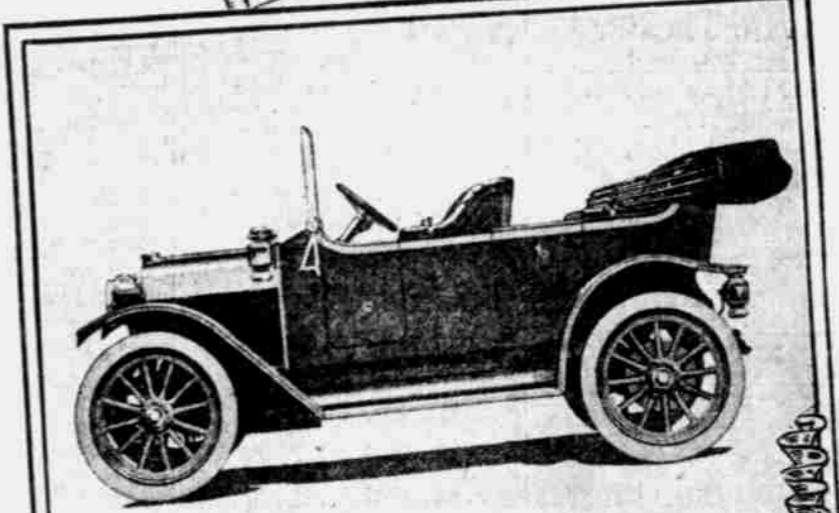
RAUGH & LANG ELECTRIC BROUGHAM
ELECTRIC GARAGE DISTRIBUTORS



E.M.F. "30"
STUDEBAKER CORPORATION OF AMERICA
OMAHA BRANCH 2232 FARNAM STREET



RAUGH & LANG ELECTRIC BROUGHAM
ELECTRIC GARAGE DISTRIBUTORS



THE DETROITER "25"
THE T.G. NORTHWALL CO. DIST.

Changes noted in the Cadillac line as shown in the local showroom include an automatic electric starting device which also furnishes light and ignition. The plant for all this consists of a compact and powerful dynamo operated by the engine of the car. The dynamo charges the storage battery. For starting the engine the dynamo is temporarily and automatically transformed into a motor, the current to operate it as a motor being furnished by the storage battery. As for the car itself, it is the same thirty horse power model with which the public is familiar, coming in six body types, including touring car, phaeton, roadster, torpedo, coupe and limousine. Outside of the starting, lighting and ignition devices the improvements consist of two complete ignition systems, an improved carburetor, more power, larger wheels and tires, larger brake drums and steel bodies. The wheels are 32 by 4 and the wheel base is 116 inches. The car is distributed in this section by the Cadillac Co. of Omaha, of which Geo. Helm is president.

The pretty little Electrics with low hung body, curved roof and sloping body tops on the streets of Omaha are the Hupp-Yeats Electric, handled by the Huffman Automobile Co., 2232 Farnam St. Their construction makes them safe, convenient and comfortable; they are so simple to control and economical to operate that their owners pronounce them the most efficient Electrics produced. They will run 15 to 20 miles on one charge. Brake drums are extra large. The power plant and transmission in the simplest in any car being merely a motor driven through a single set of gears. The motor pinion acts directly on the gear which propels the rear wheels. The price is \$1,500.00.

Both the E-M-F "30" and Flanders "20" are handled by the Omaha branch of the Studebaker Corporation of America which cares for a territory in this section. The E-M-F for 1912 comes with few mechanical changes, 4 in. longer wheel base and drop frame, a larger and adjusting the spare and tire placed on top of the steering wheel and the latter made of Circassian walnut. The company stands pat on the motor. The E-M-F comes in four models, including a foredoor five passenger touring car, a foredoor detachable semi-tonneau, a foredoor roadster, and a coupe. The Flanders twenty is a lower priced car than the E-M-F thirty. In body styles there are the foredoor five passenger touring car, four passenger suburban with a detachable rear seat, two passenger side door roadster, and a two passenger coupe. The Flanders motor is cast iron block and each of its four cylinders has a bore of 3 1/2 inches and a stroke of 3 1/2. The transmission is a three speed sliding gear, selectively controlled through a single gear shift lever, with the gear housing mounted on the rear axle.

NO VISITOR to the Automobile Show should leave the city without seeing the AA Stevens-Duryea—the car that keeps the American Automobile up to the European Standard.

Manufactured by Stevens-Duryea Co., Chicopee Falls, Mass.

THE MARION AUTO CO. believes that each succeeding year is producing a class and crop of Automobile buyers whose minds are on quality rather than the least possible investment. They are backing their judgment with their money and are offering higher priced cars this year than in former years. The authority for it is shown in the Marmon car from its 4-inch tire to its Aluminum Housing and Differential case with all equipment to correspond. With the additional safety and luxury of a "self starter" that really starts the car. A good buyer will appreciate what he can buy in a better advantage in January than in June—go and see C. W. McDonald of the Marion Automobile Co., 2101-2 Farnam street and he will tell you why.

The Franklin's new season offering consists of five chassis and four horse power, the latter ranging from eighteen to thirty-eight. Both sixes and fours are made. On all models but the 6 can be had the force feed circulating oiling system is used. There is a subbase below the crank case and between these two is a fine wire gauze. A rotary gear pump forces the lubricant from the subbase to the crank shaft bearings through individual leads. From the main bearing the oil is forced through a hole drilled diagonally through the web of the crank shaft to the connecting rod bearings. There it is thrown out into the engine base and cylinder wall as a fine spray. The excess oil runs down through a wire gauze into the subbase from where it started. Such of Franklin's features as the multiple disk clutch, contracting band brakes, elliptic springs, laminated wood chassis frame, and aluminum crank and transmission cases are retained. Guy L. Smith, 2232 Farnam street, is distributor for this line in this part of the country.

The Abbott-Detroit line, for which the Huffman Automobile Co. are now direct factory distributors, has been broadened out by the addition of a big car which is known as the model 44 and which is featured by a 4 1/2 by 5 1/2 inch long stroke motor, dual ignition, 19-inch wheels, base, demountable rims, foredoor body, and two pedal control. Body styles include a seven passenger touring car, a dem-tonneau and a limousine and roadster. Besides the big car the thirty horse power model is retained with few mechanical changes. The motor is the same, 14 by 14 inch engine, the wheel base is 116 inches, and demountable rims are a talking point. The Huffman Co. is distributor for Nebraska north of the Platte, western Iowa and the south half of South Dakota.

One of the prettiest Electrics that travels the streets is the Raugh & Lang. The one shown in the picture on this page is a roomy four passenger—roomier, because it is 4 inches larger inside than most Electrics. A 4-inch drop frame and 31-inch wheel base are features. Equipment offers 245 special Electric pneumatic tires of 32x3 1/2 Raugh & Lang Mole's high efficiency cushion tires. Start drive, 4 cells, 5 M. V. or 4 cells 11 M. V. standard equipment at \$2,000. Includes. 245 or 245 "cup" batteries. "Ironclad" 245 batteries are installed if desired by paying the difference in cost. This line is handled in Omaha exclusively by the Electric Garage Co., 2218 Farnam St.

The "Detroit" is a car manufactured by the Briggs-Detroit Co. of Detroit. This company is composed of men long connected with the automobile manufacturing industry in Detroit. This fact gives the Detroit an already established reputation. It has a 20 horse power four cylinder motor cast in bloc, with 2 1/2 inch bore and 3 1/2 inch stroke, polished valves, ball bearing crank shaft, 1200 cc. magnetos, and other points of excellence found in high grade cars only. This is one of the popular and efficient multiple disc type transmissions. It has the sliding valve, selective type, with full beam drive and center control. Its rear axle is of the full floating type, and the Detroit is the lower priced car on the market having the high grade type of rear axle construction. The wheel base is 116 inches with 32x3 1/2 tires, and the body except on the fully open and roomy 40 as seat. We full grown people with comfort. The front springs are semi-trailing and the rear springs, the full platform type which make unequalled riding qualities. The "Detroit" is sold completely equipped and the price is only \$250.00 with full equipment.