

The Overland Car

THE Overland has proven a more acceptable machine to the people than ever before—if that is possible. Our model "59T" has shown its great popularity by the immense crowd always about it and the many direct sales it has won. Especially the dealers have realized its merit and closed large contracts on this model for early delivery.

This year will be the greatest, so far as Overlands are concerned, and the show was truly a winner.
VAN BRUNT AUTOMOBILE CO.,
Harry Van Brunt.

"Dreadnought" Moline "35"

THE farmers are this year buying more popular-priced cars than ever before and are demanding the best machines they can get. The Moline is proving that it is one of the best cars made and it is having the largest sales in its history. During the present show we have sold a large number of these machines, far more than the most sanguine could have expected. We have had the sales and are delighted with the Omaha exhibit. The outlook for the automobile business is the best in its history.

MOLINE AUTOMOBILE CO.,
D. M. Beal, Mgr.

E-M-F "30"---Studebaker---Flanders "20"

WE agree with everybody else that the 1912 show has surpassed any other for sales and attendance. We never have witnessed such a wonderful exhibit. Our sales have been ten times as large as they were last year. The sturdy E. M. F. "30" and the speedy little Studebaker Flanders "20" have met with favor everywhere. It has been a great show in every respect and we are delighted with the business that we have done.

STUDEBAKER CORPORATION,
L. A. Kellar, Mgr.

The Mason Car

THE Mason car fared more than well at this 1912 show. People wanted to know what it could do but we didn't only tell them, we showed them. As a hill climber and sand and mud traveler the Mason has no equal. It has been a great show for business and we have closed more business than we ever hoped to during the past six days.

FREELAND AUTOMOBILE CO.,
J. A. Freeland.

The Long Stroke Hupmobile "32"

THE great Omaha Automobile Show of 1912 was an unqualified success from every standpoint. Everybody will say so. Personally speaking our new "32" long stroke Hupmobile made a decided hit. We had a great deal of fun climbing the Capitol and Davenport hills. The car has great power. We wrote a large number of dealer's contracts—in fact, more than we expected. The public is alive to the fact that a powerful car can now be had for \$900. I am highly pleased with the results of the show and anticipate another big week at the Sioux City show starting next Monday.

W. L. HUFFMAN AUTOMOBILE CO.

Apperson

WE are delighted with the show of 1912 and believe there never has been a better one for business. The Apperson car has had large sales this week and we are more than satisfied. We do not believe our sales could have been much better, for we have done a much greater amount than we had expected to do. We were prepared for a large trade, but not for such a big business as was done. This show has proved its worth in a hundred ways.

APPERSON AUTOMOBILE CO.,
C. J. Corkhill.

Chalmers Automobiles

TWO things impressed me greatest at the 1912 show. First, the great number of people interested in popular priced cars with self starters like the Chalmers. Second, the very large number of sales we actually made at the show—far exceeding our anticipation. Of course, the show was a success.

H. E. FREDRICKSON AUTOMOBILE CO.
H. E. Fredrickson, Pres.

How the Dealers View the 1912 Automobile Show.

ANNUAL AUTO SHOW CLOSES

Big Motor Car Exhibit is Declared a Huge Success.

EXHIBITORS ARE WELL SATISFIED

Results Are Coming in from All Points of the Territory About Omaha—Many Dealers to Double Orders.

Omaha's seventh annual automobile show came to a close last evening—the biggest and most successful automobile exhibition ever held in this city. Exhibitors and visitors of the show of 1912 are equally satisfied with the auto event of the year. The record attendance of the show testifies to the popularity of the attraction to Omaha people.

The results of the week's work of the show was to give the industry a boost in Iowa, Nebraska, South Dakota, northern Kansas, eastern Colorado and Wyoming that many dealers will almost double the number of cars in use in this territory before another year passes.

The number of cars actually sold during the progress of the show, although it speaks well for the Omaha dealers and for the prosperity of the country surrounding Omaha, is but a small part of the results that will be brought to the automobilists and the dealers. The automobile show in educating the public mind to the value of owning a machine, in the intrinsic value a car owner can gain from his machine in a saving of time and in adding to his business, has done a great work. As one dealer remarked one day in show week, "The show is merely the signboard of the real boost."

Practically every one of the dealers interested has declared that his order sent in to the factories for the spring would have to be doubled. As Omaha is the center of automobile agencies all over Nebraska and the surrounding country, the dealers from this territory were all in attendance at the Omaha show and they will sell a correspondingly greater number of automobiles.

Attendance Makes Record. Attendance at the auto show this year broke all records. The fine weather Omaha experienced all of the last week brought the farmers into the city day after day. And the farmer of today is a buyer of automobiles, both pleasure and commercial cars. The dealers took hold of the seventh annual show in 1912 and made it an even bigger affair.

"We had an informal meeting of the officers today," said the president of the association on Saturday evening. "All of them reported that they are receiving from all sides congratulations upon the show of 1912. I will freely admit that it has much exceeded my personal expectations, and they were not small."

Clarence Powell, secretary of the association and the manager of the show, was a tired but happy man. Congratulations from the dealers in the show from visiting automobile men from the factories of many of the cars exhibited and from the visitors who attended the show were his. "I think that the automobile dealers as a body are more than glad that they undertook the show of this year. It is not only the biggest show we have had, but as measured by results it is far beyond any of the exhibitions held before."

Crowds Keep Coming. During the closing day and night of the show the interest was kept up until the last light was turned out. The crowds were present as large as ever all the day and they literally swarmed into the long aisles Saturday evening. Both the commercial and pleasure cars were as engrossing as ever and at the closing hour the crowds simply had to be shoved from the building that the exhibition might not run into the next week. Each year as the Omaha Automobile show closes the exhibitors have learned something new in displaying their machines to the public and the possible buyer. And in both the departments of the sixth annual show there was something learned this year.

One of the things that has shown up even to the casual observer is the value of showing the public the working parts, the chassis, running if possible, and with the coverings out so that the vital parts of the mechanical parts can be seen in action.

Around each of the five or six chassis shown that were running by means of an electric motor there was not a minute that the Auditorium was open that there was not some interested spectator gazing in a rapt fashion at the wheels working and the pistons turning.

Notes of the Auto Show. Forty-seven out of the 121 cars exhibited at the show are equipped with Goodyear tires.

A. Holdrege of Reardon, Neb., purchased an Abbott-Detroit car from the W. L. Huffman company Thursday.

C. Cowley of the sales department of the Denver branch of the Studebaker corporation was at the show yesterday.

Frank Smith, assistant sales manager of the Studebaker factories in Detroit, was the guest of Manager Kelley at the show yesterday.

C. F. Stewart, manager of the Des Moines branch of the Studebaker corporation, was the guest of Manager Keller of the Omaha branch at the show yesterday.

Fred C. Moyer, manager of the Des Moines branch of the Goodyear Tire and Rubber company, visited Manager Graves of the local branch Thursday and Friday. He said that he thought the Omaha show the best show that he had ever attended, and that the variety of cars exhibited was far beyond his expectations.

Famous Lavender Car at Show is Sold

Among the out-of-town dealers who visited the show last week, H. M. Scott of Plainview, Neb., proved to be the luckiest who in the bunch. When Scott saw the beautiful Violet model "M" Franklin in Guy L. Smith's exhibit he remarked that the car would go to Plainview. Mr. Scott made good on Friday by selling the Franklin car in question to Fred Free, a prominent attorney of Plainview. Not being satisfied with this sale Scott got hold of Mr. Wood Coates, a banker of Pierce, and sold him an exact duplicate of the Violet car. The Scott Automobile company has the Franklin agency under Guy L. Smith and will feature that line this season.

Buick--Marquette

THE thousands who viewed and inspected these two lines went away feeling that no better cars, at their price, are made. The contracts made with dealers and the number of individual sales recorded by the Buick and Marquette assure their popularity for 1912. The success of the show was phenomenal and its results far reaching.

NEBRASKA BUICK AUTOMOBILE CO.,
Lee Huff, Mgr.

Alco

THE Alco pleasure car and the Alco trucks shown at the Automobile show were examples of America's best automobiles. The Alco has no superior. This fact is well known in the west as well as the east. The Omaha show was a success beyond expectations and we are highly pleased with its results.

AMERICAN LOCOMOTIVE CO.,
Jack Sharp, Agent.

G. M. C. Trucks

OMAHA'S greatest Automobile show has "broke up." It is one of the "breaks" Drummond can't remedy, but the great show of General Motors Co. Trucks will be continued daily throughout the year at the big Drummond establishment.

G. M. C. Trucks, both in gasoline and electric, attracted much attention but no more than they merit.

Then, remember the high class service department maintained by the General Motor Co. representative in Omaha.
DRUMMOND MOTOR CO.,
Wm. R. Drummond, Pres.

The Cadillac Car

"TO find the busiest booth at the Automobile show, look for the Cadillac." That was our saying before the show and all during the week it was well borne out. Our exhibit was educational. It told hundreds just what a motor car is and just how it is operated. It proved conclusively the absolute superiority of the Cadillac over any other car selling at anything like its price. Our business was certainly good. The orders came liberally and we are surely pleased.

CADILLAC COMPANY OF OMAHA,
Geo. F. Reim, Pres.

Arthur Storz Supply Co.

THE newest business firm, consequently with the newest, latest and cleanest stock, represented at the show is more than pleased with its reception. The show demonstrated there has long been an opening here for the sort of a business we shall conduct and the market will be good for our splendid merchandise. A complete automobile supply house, with no old stock still to sell, and one quoting merchandise at the fairest profit is what you will find in the

ARTHUR STORZ SUPPLY CO.,
Arthur Storz, Pres.

Peerless--Franklin--Hudson

WE were proud of our three lines represented at the show. Proud because each is the leader in its class and proud because the visitors invariably realized their merit and supremacy. To comment upon the show is unnecessary—everyone knows it's by far the greatest automobile show ever held in the west.

GUY L. SMITH.