

ELEGANT ELECTRICS CONVENIENT

ELECTRIC GARAGE A LEADER

New Management to Strive for Middle Western Supremacy.

ENGAGES EXPERT SALESMEN

Men with Countrywide Experience to Be Employed by General Manager Douglas and Sales Manager Hawke.

Since the inauguration of the new management of the Electric Garage company at Fortieth and Farnam streets the business of that organization has been considerably enhanced and the present officers hope to make the Electric Garage one of the largest exclusive electric vehicle sales firms in the middle western territory.

But a few weeks ago C. E. Douglas and H. H. Hawke purchased the garage. They entered the electric game as practically newcomers in that branch of the automobile industry. Mr. Douglas and also Mr. Hawke both had had extensive experience with gas cars and they both were familiar with the taxicab business. But electric was something new.

However Mr. Douglas was made general manager and Mr. Hawke was made sales manager and they started with all the confidence of men with a thorough knowledge of the enterprise. They organized a system and followed it. They made an exhaustive study of electric and prepared the best possible methods to take care of their customers. To prove that they have succeeded in such a remarkably short time one only needs to point to the sales they are making.

The Rauch & Lang electric has always been a popular car in Omaha, but its popularity has been accelerated many times in the few short weeks the new firm has handled the reins. The new 1915 models are in and already several are on the streets in active use.

Mr. Foxworth, sales manager at the factory of the Rauch & Lang company, is in the city assisting Mr. Douglas and Mr. Hawke to arrange their affairs.

Mr. Newcombe, one of the factory experts, will be sent to Omaha in a short time. He will make this city his headquarters. He is one of the most expert electric salesmen in this country. He has had a long experience in the game and he knows all there is to be known. The engagement of Mr. Newcombe is just another proof of the active progressiveness of the new firm.

Mr. Douglas plans to engage the services of other electric authorities and nothing will be left undone to provide for the advancement of the Omaha firm until it has set a standard in the middle west not to be overcome by any other exclusive electric firm.

Stock of Omaha Cars Turned Over to the W. L. Huffman Co.

The receiver of the Omaha Motor Car company, past manufacturers of the Omaha underslung "50," has turned over to W. L. Huffman the entire stock of finished cars that the Omaha Motor Car company had on hand at the time the stockholders applied for a receiver.

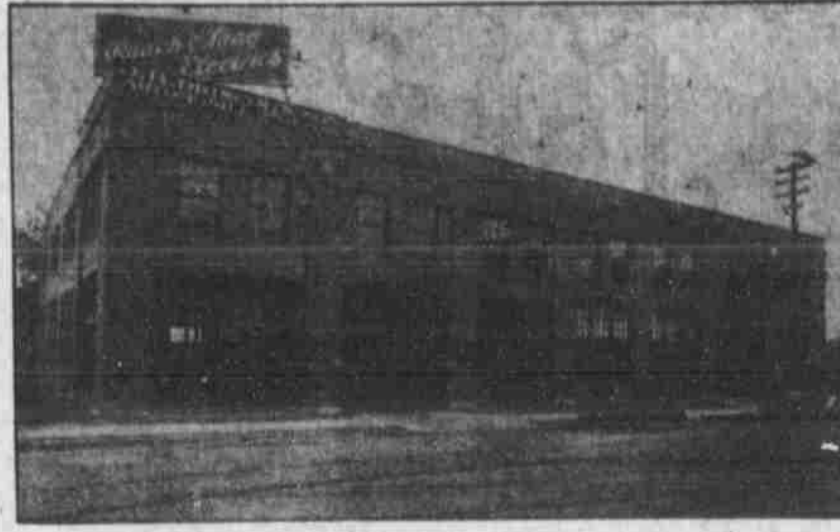
The receiver was restrained from selling the cars in question and they have since been held in storage, subject to the outcome of the litigation.

Tomorrow Mr. Huffman will secure this entire stock and place the same immediately on the market.

Electric Garage, Largest and Best Equipped in the West. New Management Now in Possession. New Show Room and Offices Completed



G. E. DOUGLAS, General Manager.



New Home of the Rauch & Lang Electrics



H. H. HAWKE, Sales Manager.

Recognizing that the Electric Car era is at hand, the Electric Garage was acquired by the new owners and managers with the belief that it is one of Omaha's most promising, progressive and permanent business institutions.

The Electric is now accepted as the practical and economical car for city and suburban use.

Whereas a few years ago its use was confined to a few cities, now every city in the United States uses them in great numbers and their owners are increasing in number more rapidly every day. THE ELECTRIC IS NEXT IN IMPORTANCE AND NECESSITY TO THE HOME.

One lives in privacy and independence in the home.

One goes in privacy and independence in the ELECTRIC.

The Electric is simple to drive (anyone can drive it)—it is perfectly safe—it gives sufficient daily mileage—it has sufficient speed—it is always ready to go—free from mechanical annoyances—it is low in upkeep cost—it goes year around in all kinds of weather—affords comfort in summer and winter—it is the car for every member of the family—it is clean, silent, refined and exclusive.

Service Afforded by Electric Garage

Our charging plant is the finest in the United States.

We can charge 100 Electrics daily.

We can garage 150 Electrics daily.

Our location is the most central and accessible to the residence section of Omaha.

Our garage is open day and night in order to afford Electric Owners attentive service at all hours.

Our men are expert mechanics and electricians who KNOW and do not experiment in their work.

Our drivers are well trained and careful. They call for and deliver customer's car day and night.

Your Electric is cared for as conscientiously as you would attend to it yourself, and the price is surprisingly low.

Our service helps to make owning an Electric a genuine pleasure.

ELECTRIC GARAGE COMPANY

FORTIETH and FARNAM STS. PHONE HARNEY 304

W. L. HUFFMAN ON ELECTRICS

Local Dealer Speaks on Efficiency of the Detroit.

MOST POPULAR CAR OF ALL

Asserts that Twice as Many Persons Buy Detroit Electrics as Buy Other Makes Because of Superior Qualities.

Twice as many people buy Detroit Electric cars as buy any other make. This year, through greatly increased volume, we are able to offer the highest quality ever built into an electric vehicle, but to price our cars lower than the prices previously asked for cars of far less than Detroit Electric quality.

Detroit Electric bodies are built in our own shops. Only the best materials are employed—frames of white ash throughout, and panels, moldings, roof, window sash, and fenders are of pure aluminum plate. Aluminum is ideal for this purpose, being strong, light and malleable, and will neither warp, crack nor check, insuring a permanent surface.

All lead batteries used are made in our own factory under our personal supervision and are sold under our own guarantee. The plates are assembled in high jars which eliminate the expense and inconvenience of washing, and cells are accessible to be thoroughly cared for, by raising front and rear hoods.

In painting our cars, only the highest quality of materials—rough stuffs, colors and varnishes are employed. Each car requires twelve to fifteen weeks in our paint department, giving sufficient time between each operation for thorough drying. This guarantees a hard and brilliant finish.

The luxurious interior of the car characterizes the Detroit Electric. The upholstery and fittings are of the very highest quality. Imported whipcords, broadcloths, and Morocco-finished leathers are optional equipment. Deep Turkish cushions, ten inch, with first quality white curled hair stuffings are used throughout all models. Cut glass flower vases, toilet and card cases, with watches, etc., are standard equipment.

Total mileage per each discharge, in the electric car, must be considered simultaneously with the speed at which the car is driven. In both total mileage and maximum speed, the Detroit Electric exceeds any make of electric. These conditions are the result of an excellently balanced car of superior mechanical construction.

Detroit Electrics are designed to ride luxuriously on either Special Electric Pneumatic or Cushion tires, which are optional equipment on all models. These tires are oversized for the weight carried, which guarantees the greatest economy and least inconvenience.

NUMEROUS SALES ARE MADE BY W. L. HUFFMAN AUTO CO.

The W. L. Huffman Automobile company report the following sales of automobiles the last week:
 Workman & Rossan, Aurora, Neb.
 Steidman Bros., Syracuse, Neb.
 George H. Kiker, Des Moines, S. D.
 Paul Will, Carson, Ia.
 E. C. Swartz, Gordon, Neb. (carload).
 W. R. Patrick, South Omaha.
 George W. Coffman, Mondak, Ia.
 E. & B. L. Huffman, Sutherland, Neb.
 Charles G. Shultz, Herington, Neb.
 John Kresger, Leavenworth, Neb.
 Charles E. Hanson, Osceola, Neb.



HUERTA PLANS MOTOR FLEET

Gave Large Order to Studebaker Corporation for Autos.

ORGANIZE FLYING SQUADRON

Arranged to Subdue Constitutionals in Wilderness, But Fall of Torreon and United States Intervention Lost Dealer Big Sale.

That Victoriano Huerta had definite designs on the pacification of all northern Mexico by means of 300 American automobiles is an interesting piece of news brought out of Mexico City by D. B. Richardson, Studebaker dealer in the "Star Republic," who has just arrived in Detroit, after successfully escaping from its metropolis with his family.

As a souvenir of his last business month in Mexico, Mr. Richardson retains a copy of a highly flattering report, made to War Minister Blanquet on the Studebaker light weight "Six," a report which, but for the fall of Torreon, would undoubtedly have resulted in a record breaking order for immediate delivery.

"For several weeks," Mr. Richardson relates, "the government had been conducting competitive tests of cars for use in northern Mexico, with a view to organizing a flying squadron of 2,000 men, which would clear the entire country of the constitutionalist bands. The tests were the most rigorous I have ever heard of."

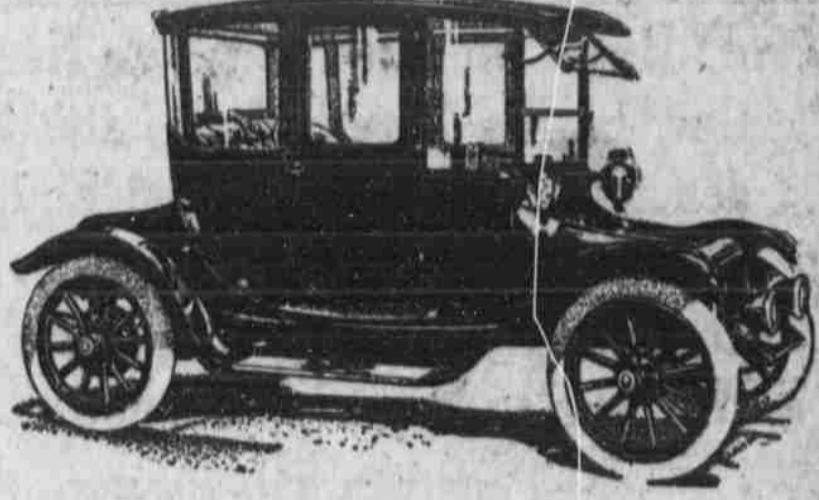
"They paid no attention to smooth roads, but picked out some of the roughest country about Mexico City and demanded that, with ten men in each car, competing automobiles should demonstrate that they could dash about in the wilderness of northern Mexico.

"Major Olvera of the regular army was the man whom the government put in charge of the test. He ran us up and down mountains and through gorges. The regulation load of soldiers wasn't big enough, so he got peons to hang on the running boards. When he got through and picked our car as the one that showed him the requisite performance, power and strength, he measured carefully our fuel consumption and frankly voiced his admiration. This was really the clinching argument for us, as fuel economy for such work was plainly a tremendously important merit.

"The Mexican government agreed to accept delivery of the cars at Laredo, on the border, but held off final order, pending the result of the siege of Torreon. When Torreon fell and the Americans blockaded the seaports, they had no longer any means of getting the cars into the country and would have been without a base of supplies from which to operate their flying squadron."

"But I'm preserving the resume of the test and a copy of the report Major Olvera made to the Huerta government. As an unsolicited testimonial it can't be beaten, especially when the rigorous nature of the test is taken into account, with the fact that when it started, the Huerta government had no idea of considering anything but heavy cars of sixty-horsepower or more."

Persistent Advertising is the Road to Big Returns.



In Hilly Cities

There Are More Detroit Electrics Than Any Other Make

We have delivered ten of these elegant cars in hilly Omaha thus far this season with a much larger sale assured us for the remainder of the season.

Hilly cities provide the supreme test for any electric car—for its power, its speed, its economy. And the electric that leads all others on the hills is all the more desirable for level cities. As evidence, every third electric car sold today is a Detroit Electric.

In every hilly city in the United States you find more Detroit Electrics than any other make; 74 per cent of the electric cars in Seattle are Detroit Electrics. They lead also in Kansas City, in Cincinnati, in San Francisco, in the hilly residence suburbs of Boston and Philadelphia.

In choosing your car, consider the electric with the record for greatest success on hills and in level cities alike. We invite your inspection of this capable, useful, beautiful car.

We Have a Complete Line on Our Salesroom Floor.

W. L. Huffman Automobile Co.

1814-16 Farnam Street, Omaha

Mitchell, S. D. Sioux Falls, S. D., Lincoln, Neb., Sioux City, Iowa,
 124 S. Main St. 222 S. Phillips Ave. 1128 P Street. 317-19 Fifth St.

Only the Rauch & Lang--the Sole Coach-Built Electric Reflects Genuine Distinction

THE person of discriminating taste is as proud of the coach work of his Electric as he is of his genuine oil paintings, oriental rugs, furniture of historic periods and the distinctive architecture of his home.

He is not deceived by imitations or influenced by price concessions.

He knows the outward characteristics of genuine coach work and appreciates what is under the surface to render him real value and service.

Coach building is one of the fine arts. Its designers and engineers build refined vehicles. The present day exclusive vehicle for family and social use is the Electric.

Essentially, the Electric is coach-built. Logically only trained coach builders are capable of producing the Electric in its highest perfection.

It is significant that Rauch & Lang are the sole recognized coach builders producing Electrics.

As Stradivarius made the finest violin because of a complete mastery of materials and processes, so for over 60 years have Rauch & Lang built distinctive vehicles for those demanding the best. Thus do they make their coach-built electrics today.

Study the models exhibited in our show room; you will appreciate their quiet elegance and air of exclusiveness—their superiority.



ELECTRIC GARAGE CO.

H. H. Hawke, Sales Manager G. E. Douglas, Gen. Mgr.
 40th and Farnam Sts. Phone Harney 304