

**Gossip  
Along the  
Automobile Row**

J. P. Opper of the United Motor company has returned from a trip through the Nebraska territory where he secured considerable contracting business and got a line on just what proportion of his state dealers would be represented at the local show. Mr. Opper states that a full 90 per cent will be in Omaha this week.

The W. L. Huffman Auto company claims the banner contracting week of the year, having sold machines to the following people during the last seven days: A Hupp 22 touring car to L. B. Temple of Lexington; one to G. P. Meyers of Walthill; a Stoddard-Dayton roadster to L. T. Waldron of Waterloo; a Stoddard-Dayton touring car to A. L. Bowen of Scott's Bluff; a Hupp 22 roadster to "Buss" Colpater of Omaha; a 22 touring car to John L. Dowden of Cook, Neb.; a 22 roadster to Charles Auerwald of Fairfax; a 22 touring car to H. E. Caspey of Spencer; a touring car to R. E. Gallagher of O'Neill; a touring car to Rev. Mr. Waughena of Chancellor, S. D.; a touring car to the Sherk Auto company of Ida Grove, and a car load of six five-passenger touring cars to N. B. O'Connell of Sioux City, Ia.

The new six-passenger Hupmobile arrived late in the week at the W. L. Huffman Auto company and has been attracting a great deal of attention from the public. This is the first one of its kind to reach Omaha, and the people who have been reading the leading periodicals for the last few months are all anxious to see the much advertised product. Mr. Huffman states he could have sold the car ten times over since it has been on the floor, but as this will be the only one available for the next few weeks he is compelled to save it for the show.

The new Huffman headquarters were treated to a coat of white enamel last week which is making the home of the Hupmobile the most conspicuous auto home on the row. Mr. Huffman has also ordered a new eighteen foot electric sign to be swung over the entire front of the building to street.

The Cole Motor company received a carload of 49-horse power touring cars and three carloads containing 22 and 99-horse power machines. The show cars arrived Saturday from Kansas City and consist of three touring cars and a stripped chassis. C. J. Corkhill arrived Friday morning from Kansas City, having spent the week at their show. He says the exhibition was wonderful in a way, but that he fully expects the local one to outdistance it considerably in every respect.

The Traynor Auto company sold a car to M. H. Conrad of Council Bluffs last week, and also received a carload of Nationals Friday for show exhibition. Mr. and Mrs. Joseph Martin of Grand Island arrived in Omaha Thursday, after spending over a month in extensive travel through the east. They visit both the New York and Chicago shows and intend remaining in Omaha throughout the Omaha exhibition. Mr. Martin has about decided to purchase a seven-passenger National from the Traynor brothers.

Emmet Thuley, a leading lawyer of Council Bluffs, surprised his wife last Wednesday morning by making her a birthday present of a Stoddard Electric coupe, purchased of the Marion Auto company.

The Marion Auto company has repainted the front of its store, the floors of the salesroom and rehailed and cleaned everything in sight in preparation for the big show crowds. Manager McDonald expects to do fully as much at the branch house in demonstrating his cars to visitors as he does at the show.

T. A. James, western salesmanager for the Wolverine Lubricants company, will be in Omaha during show week looking after his products, Wolfshard and Panther oil, which will be exhibited by the Storz Supply company. Charles K. Stein also will be at the Storz exhibit, representing the Nayfield Carburetor company. An added feature which Mr. Storz has secured for show week will be a window exhibit at his supply house showing the life of a Federal tire from the cradle to the grave. Beginning with the crude rubber as taken from the tree and on up through all the processes and stages to the finished product.

E. R. Durfee, supervising sales agent of the Marion plant, and E. W. Cunningham of the Marion factory will be visitors in the city show week.

Doty & Hathaway sold four Reos and one Little Four last week. The Reo show cars have arrived and to say that they are beauties would be stating the case mildly. All are equipped with the famous Gray-Davis system of electric lighting and starting. This firm expects to have a special representative here to deliver an instructive and interesting lecture.

White & Pettit of Springfield, Neb., contracted for the sale of Hupmobiles with the W. L. Huffman Automobile company last week and drove a touring car home.

J. B. Brown of the Valentine Auto company of Valentine, Neb., came to Omaha last week and drove another Hupmobile touring car home.

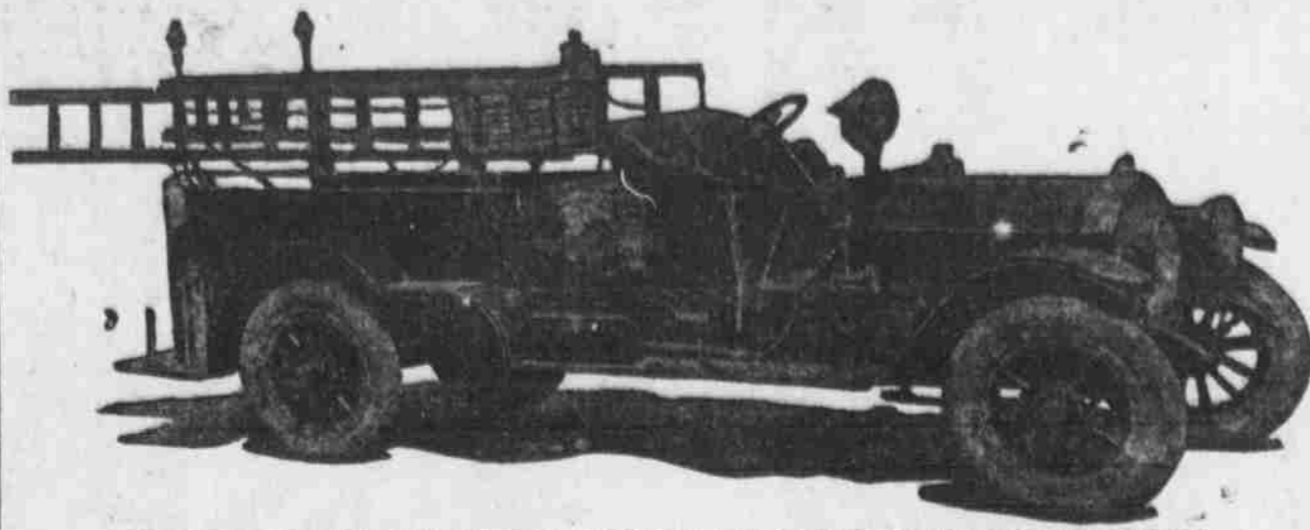
H. S. Clark, vice president of the Corn Exchange National bank, bought an Abbott-Detroit "4" seven-passenger car of the W. L. Huffman Automobile company last week.

The W. L. Huffman Automobile company delivered a carload of Hupmobiles to the Atlantic Hupmobile company of Atlantic, Ia.; one carload to the North Platte Hupmobile company of North Platte, Neb.; one carload to L. R. Keeser & Son of Superior, Neb., and two carloads to the N. B. O'Connell Automobile company of Sioux City, Ia.

The Drummond Motor company purchased a Hupmobile coupe last Wednesday from the W. L. Huffman Automobile company.

The United Motor company delivered Maxwell machines last week to Kall & Hansen of Walnut, W. H. Swanson of Hastings, Burt Phillips of Weeping Water, Workman & Rosen of Auburn and W. W. Miners of Onawa. Manager J. M. Opper motored to Seward Christ-

**Fire Truck at the Auto Show**



MOTOR PROPELLED COMBINATION CHEMICAL AND HOSE CART TO BE ON EXHIBITION.

mas day to visit his brother, William Opper, of that place. The trip was made in record time, Mr. and Mrs. Opper leaving Omaha at 9:15 in the morning, and after spending three hours in Seward, arriving home at 8 o'clock sharp. The distance covered was 124 miles.

F. L. Tyler of St. Mary, Neb., came to Omaha for another Hupmobile 22 last Monday. Mr. Tyler expects to sell twenty cars during the 1913 season. W. N. Hellen, sales manager of the Huffman Auto company, drove over to Red Oak and Villisca, Ia., yesterday in the interests of the Hupmobile and to demonstrate the pulling qualities of the car. The Goddard Auto company of Lincoln has taken the agency for the Hupmobile. One of the most attractive advertising cars seen in Omaha is the Hupmobile 22, recently purchased by the Omaha Paint and Glass company. John Refschneider will use the car in making his territory.

W. E. Foshier of the Nebraska Cartier company, who has been touring the Pacific coast for the last few weeks in the interests of his firm, returned Thursday after a very successful trip. Mr. Foshier organized new Cartier companies at Salt Lake City, Portland, Seattle and Spokane. At Salt Lake City Mr. Foshier, assisted by Tom Bromwell of the Nebraska company, helped open the largest and best equipped garage in the state of Utah last week, the Carter Utah company at 123 South State street. The garage proper is 200 feet long and is well stocked with the friction drive product.

The Studebaker News states that L. A. Keller of Omaha, together with Snoko of Sioux Falls, are veterans of the Studebaker service, whose days date back to the time when autos were as common as airships. W. W. Wertz, erstwhile Ford dealer, has taken up the Studebaker line for 1913, having closed a big contract through the Omaha branch house.

When the employees of the Buick Motor company of Flint, Mich., left the factory on December 23, they had in their pockets more than \$275,000. It was the Christmas payroll for them and fell upon a day when they appreciated it more than ordinary paydays.

Manager Lindsey of the John Deere Plow company automobile department reports a good trade on Velle cars during the so-called winter month of December. Because of the exceedingly fair weather experienced, this has been the best winter month in years for the Velle company. "I have been in these parts long enough to know, however, that we will probably get all the cold weather we want a little further on," remarked Lindsey, "but if it stays off two weeks more we will have made some record."

L. E. Doty of Doty & Hathaway returned early in the week from the Reo factory, where he made arrangements for several large shipments of Reos, and from the "Little Six" factory, where he ordered sample machines of this model, and the new Chevrolet car. Both are products of the Republic Motor company of Detroit and are heralded as automobiles in a class by themselves in regard to service as well as cost. The "Little Six" is the lowest priced six-cylinder car on the market.

The Cole Motor company received three sixty and three fifty-horse power six-cylinder machines last Tuesday, which since then have been delivered to customers throughout the state. Three sixty's were unloaded Thursday at the local house, two of which are awaiting any kind master who will furnish their purchase price.

A Cadillac car, 1913 model, was completely victorious recently in a unique contest at Riverside, Cal., a coasting event in which thirty-two cars, representing twenty-four different makes, were entered and which was watched by 7,000 people. The cars were sent down a grade with power shut off, gravity supplying the energy. Besides providing Riverside an attractive holiday and considerable excitement, the contest had its value from the standpoint of motor car demonstration and comparison because all other things being equal, lack of friction is the factor that enables a car to win such a contest, or, in other words, to "roll" the farthest.

In the recent Emeryville auto races one of the surprises of the meet was the performance of a small Detroit car, which was entered in an added event of five miles. This race brought together several makes. Kirk Dumann at the wheel of the Detroit car, jumped into the lead at the start and was never replaced throughout the event, finishing in five minutes fifty-two and two-fifths seconds.

Lee Huff and H. E. Sidles of the Buick Auto company, spent last Saturday, Sunday and Monday at the Buick factory in Flint, Mich., where they made arrangements to have a duplication of the January trainload of Buick automobiles shipped into their territory. This trainload left the factory February 20 and will consist of fifty freight cars containing 20 Buick automobiles. The train will come through on a daylight schedule from Flint as far as the Des Moines river, from which point cars will be switched off to their destination direct to the dealers. There will possibly be as many as thirty-five loads in this train come as far as Council Bluffs, and from that point they will be distributed to dealers in Nebraska, southern Iowa and South Dakota. This makes the third solid trainload of Buick automobiles shipped from the Buick factory into the Nebraska-Buick Auto company's terri-

tory since January 15. It goes without saying that the Buick dealers over this territory have been successful and the above trainloads for direct shipments certainly goes to prove that the Buick cars are very popular and in great demand.

The W. L. Huffman Auto company will make practically the same exhibit as at the New York and Chicago shows, but owing to the increased amount of show room which the removal of the Derignt company's place of business has afforded, it will conduct a good portion of its exhibition there. The new models put on the market by the Hupmobile people this year has occasioned a greater amount of comment than anything this factory has accomplished since they first put the 22

on the market. This is the six-passenger 22 and the Hupmobile samples of these machines will be shown both at the show rooms and at the Auditorium. Five cars will constitute the exhibit together with a display board bearing all the working parts of the Hupmobile cars.

The Freeland Auto company delivered five cars in Minnesota county, Iowa last week; one at Henderson, Neb., and one in this city. Also a Mason truck to the Union Pacific Steam Baking company, which is attracting a great deal of attention on the streets of the city on account of the wonderful painting job with which it has been finished. Mr. Freeland spent week before last visiting the Mason and Midland factories, where he made arrangements for show cars

The Freeland exhibit will consist of five machines, two of which will be trucks. A carload of Midland touring cars arrived at the local house early in the week.

Omaha is the favorite city of the high officials of the Velle Vehicle Motor company of Moine, Ill., and they are always glad to come here, taking advantage of every opportunity to do so. During the auto show there will be W. L. Velle, president; L. E. Nutt, general manager; C. E. Gilmore, sales manager; Charles E. Rose, chief engineer, and A. Dickson, salesmap, all Velle men, who will be in bright and early for the opening day of the show to help the representatives of the John Deere Plow company in furthering the interests of their car in Nebraska.

Manager Lindsey of the John Deere Plow company auto department, after spending the greater part of last week out in the state, returned with great enthusiasm over the prospects for the auto show. It is the one tonic uppermost in the minds of the country dealers, and they are passing the good word along to their customers, and there is every indication that all local show records will be broken.

The local Rambler house received a telegram from the factory at Kenosha, Wis., last week that a new sales record had been established for the car at the Chicago Automobile show. According to the telegram, ninety-three cars, approximately \$207,000 worth of Ramlers were sold to individuals in seven days. This sale beat the record at the Chicago show one year ago, when 137 cars were sold.

That this will be a banner automobile year is shown by the records of shipments being made out of Detroit. During January the Michigan Central railway shipped 3,000 carloads of motor cars, against 1,207 last year, January. Of this

number, with one exception, the Cadillac led others with 625 carloads. Chalmers shipped 141 carloads; Hudson, 139, and Packard, eighty-one. These were the Cadillac's nearest competitors.

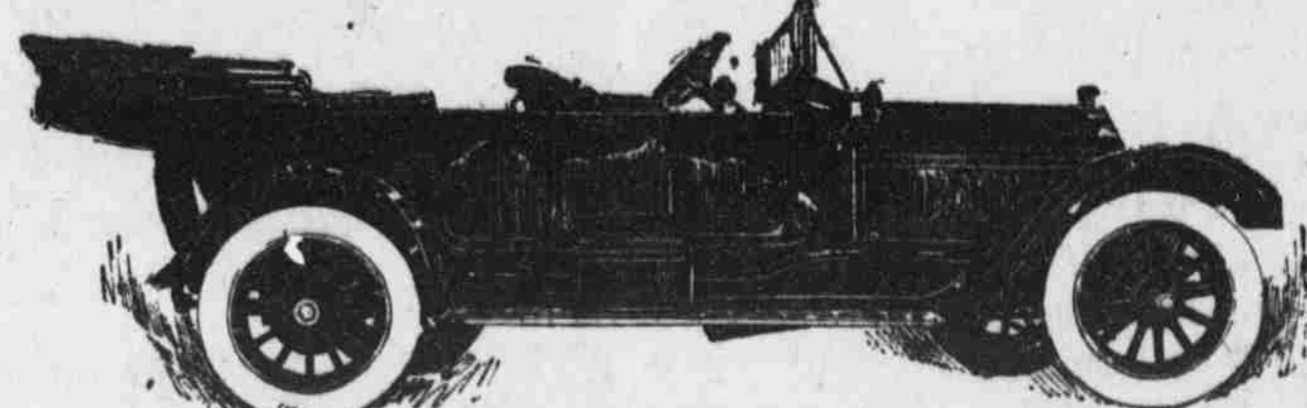
F. A. Padgett, general sales manager and C. G. Wilson, special representative of the Midland factory, will be in the city during the show. E. K. Mason of the Mason plant, and W. W. Freeland of Chicago will also be here.

Law Traynor returned early last week from a 1,000-mile trip throughout the Traynor firm's territory in Nebraska. Law says that prospects indicate the

best year in the history of the automobile. Law remarks that he has never seen road conditions better than now. The recent agitation for good roads and the prospects of the spring auto have brought the farmers out with drag and hoe until all that is needed to make the highways perfect is the tread of traffic. The Traynor subagents are planning to spend show week in Omaha. The Traynor show exhibit will consist of two Abbott-Detroit and two National touring cars. R. B. Bowman of the Abbott-Detroit factory and R. W. Chapman of the National will dish out the technical chat-

**United States Tires** are the **Strongest Tires** in the world

**Here is the Car Which is Writing Gasoline History**



This is the Six-Cylinder Cole "60" Delco Electric \$2485 Starting Touring Car

**A**T the Chicago show 122 Coles were sold. In New York the record was almost equaled. Every Cole you know is giving wonderful service at low cost. The motor is one of the quietest ever built. There is not an ounce of material in this car that is not the best that money can buy. The Cole is the only medium priced car built using the Mayo Radiator. You know what Timken products are—they are recognized best. The Cole uses Timken axles and bearings THROUGHOUT. Note that word "throughout." Then, just to cinch the argument, the Cole comes regularly equipped with the Delco Electric starting, lighting and ignition system, another recognized best, and we charge you nothing extra.

**COLE**  
The Cole Series Eight comes in 3 chassis. The prices are:  
\$1,685 for the fully equipped Cole 40  
\$1,985 for the fully equipped Cole 50  
\$2,485 for the fully equipped Cole Six Cylinder '60'. The wheel bases are 116, 122 and 132 ins. respectively.  
Absolutely no difference in quality, merely diamonds of varying karat.

Whether you are a prospective user or a well rated dealer seeking a new connection you will want to know how we can offer all we claim at these remarkable prices. The answer is complete STANDARDIZATION. Do you want to know how standardization is going to affect you and your pocket book? Of course you do. It's a big subject and a live one—one that goes home to all of us. The Cole is the Parent of Standardization.

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