

Gossip Along the Automobile Row

Lee Huff of the Nebraska Buick Auto company says the Buick racing car entered in the Indianapolis speedway races has no connection with the Buick factory in any way, but is owned by an individual.

During the last week the W. L. Huffman Auto company has delivered a large number of cars and made a number of new agencies. An important distributing house at Hastings, with Fred Nair as manager, has been established.

J. P. Hess of Council Bluffs purchased a touring car last week from Manager Reim of the Cadillac last week.

Manager McIntyre of the McIntyre Auto company sold an Oakland "40" last week to Smith Brothers, South Omaha live stock commission merchants.

The Powell Supply company made arrangements with the Nye-Schneider-Powier company for the sale of batteries to the company's large string of elevators.

Several carloads of Hupmobiles are expected to arrive the first of this week. Manager Huffman has booked orders already for these cars, and has prospects for several more machines.

W. H. Lineberger bought a Cadillac touring car last week from the local branch.

H. C. Forster, manager of the Omaha Crockery company, is now riding to and from his office in a brand new Oakland "40" car, which he purchased last week from the McIntyre Auto company.

Dick Stewart of the Mitchell Auto company is one of the busiest dealers along the row. The great demand for the Mitchell Little Six keeps him on the jump getting cars through from the factory.

H. M. Scott of the South Auto company, Norfolk, called at the Powell Supply company last week and placed a large order.

Many twenty-horse power Hupmobiles were delivered last week to retail buyers. Mr. Huffman expects another shipment of these cars about the middle of the week.

Benjamin T. Auld of Griswold, Ia., was a visitor at the McIntyre Auto company last week. Although he came to Omaha via railway he returned overland in a new Oakland "40," which Manager McIntyre convinced him it was necessary to have.

J. G. Martin of South Omaha now makes his visits in a new Cadillac car, which he purchased from the local branch a short time ago.

During the last week the Powell Supply company made several shipments to the Walter Land company, Mayburn, Saskatchewan, Canada. Clarke Powell said he wouldn't be a bit surprised to receive an order from across the water in the next

few months. However, he didn't say whether he meant from across the Missouri or the deep blue sea.

R. E. Green of the Goodyear Tire and Rubber company factory visited with Manager Graves of the local branch last week, and also called on the Omaha dealers. While here he visited Fort Omaha and inspected the large balloon purchased recently by the government.

Six Omaha racing fans will leave May 18 for Indianapolis to attend the auto races there Memorial day. They will go by railroad. In the party will be Dick Stewart, manager of the Mitchell Auto company; E. M. Fairfield, C. W. Hull, Frank Parmelee, M. G. Caltwater and C. T. Stewart of Council Bluffs.

Manager T. V. Graves of the Goodyear Tire and Rubber company returned last Tuesday from a trip to Chicago.

The Apperson Auto company has not a single car left on the floor of the salesrooms that has not been sold. So great has been the demand for this car that Manager Corkey could not even keep a demonstrator. A large shipment of cars is expected in this week and the factory has promised more in the near future.

Three of the Powell Supply company's salesmen are making their territories in automobiles. The saving in time and expense is remarkable and the company is encouraging all its representatives to use machines.

Manager Kelly of the Midwest garage at Benkelman, Neb., was in the city last Wednesday and drove home in a new Flanders "24."

Arthur Lipp of the Oakland factory at Pontiac, Mich., will take charge of the repair department of the McIntyre Auto company in the near future. Mr. Lipp has been in the employ of the factory in this line for some time and knows the business thoroughly. "I believe in giving the trade the best service possible in the repair department," said Manager McIntyre. "I will see that all Oakland owners having repair work to be done will be attended to at once and in a most satisfactory way."

The following sales were made by the E. R. Wilson Auto company last week: F. Garrison, Omaha, E-M-F; Charles Biskley, Omaha, Lexington; Charles Fry, Thurston, Lexington; Perry Palmer, Cedar Bluffs, Lexington.

The Arthur Storz Supply company has reduced the price of repairing punctures in tubes from 50 cents to 25 cents. As a result, the repair department is working overtime to keep up with the work.

Six carload shipments of Carter cars and one carload of Metz machines were unloaded by the Carter Car company last week.

P. H. Rosbrook, salesmanager of the Powell Supply company, made a flying trip into the Iowa territory last week and opened up several big accounts. The dealers in that section are jubilant over the business outlook, and are stocking up heavily.

J. E. Greenwell, traveling representative of the Weed Chain and Tire Grip company, visited Manager Arthur Storz of the Storz Supply company last week. Mr. Storz placed an order for several thousand sets of chains.

Several Lion cars were sold in the territory and a number of city sales were made by Manager Held of the Lion Motor company last week.

Contracts for the sale of Carter cars were closed by Manager Fosher of the local branch last week with J. B. Capron or Ord, J. C. Kestabrook, Scott's Bluff, H. H. Nolte, Elkhorst.

A large shipment of Briggs and Stratton vibrators, especially for Ford cars, was

received last Wednesday morning by the Arthur Storz Supply company, and before evening every one had been sold.

The Carter Car company made the following carload deliveries in the state last week: Lincoln, six; Brainard, two; Oakland, two; Butte, four.

A shipment of rugged thread Federal tires was received by the Arthur Storz Supply company last week.

The Electric Garage company sold a three-ton truck to the Alamo Sanitary Dairy company last week, which will arrive here Monday, after which time it can be seen before the sun shines in the morning out thirteen miles on the West Dodge road, returning at 1:30 o'clock, the mileage registering twenty-nine miles; then going to Irvington, returning about 11:30 o'clock, making the depot between 8 and 9 o'clock for a little rest. At 9 o'clock the truck makes another trip out the Dodge road, returning about 8:30 o'clock, this making a total mileage of a day's run between sixty and sixty-five miles, thus not only making better time than teams, but preventing the souring of the milk in warm weather by being delayed so long on the road.

Cole Motor Car Co. Opens Branch Here

C. P. Henderson, general sales manager of the Cole Motor Car company of Indianapolis, will arrive in Omaha Tuesday to establish a direct Omaha branch of the Cole Motor Car company. Mr. Henderson brings with him to Omaha a carload of Cole motor cars and he will establish temporary Cole headquarters at 1102-4 Farnam street. E. E. Biefer will work with him in his preliminary efforts relative to establishing the branch.

A recently completed big addition to the Cole plant with an increased output makes it possible for the company to extend better service to Cole dealers and owners in all parts of the country and to more fully supply the Cole demand of Omaha and vicinity.

The Cole company now markets seven models of cars and it has been rumored recently that for the season of 1912 the company intends to launch a medium priced Cole. From what can be learned this car will embrace all the qualities of Cole construction, but will be smaller in certain details, such as cylinder diameter and wheel base. It is said that the new car will be called the Cole Junior and that the price is to be around \$1,500.

In referring to the Omaha situation recently, Mr. Henderson refused to discuss

the opening of the new branch, other than to say that in his opinion Omaha was the most ideally located center in the west from which to operate a sales campaign such as he has in mind. "I have had my eye on Omaha for the past few years," said Mr. Henderson, "but it is only on the completion of plans for our new factory that I have felt justified in opening this new territory. I believe that Omaha's reception of the Cole will be whole hearted as my impression of Omaha is favorable." Mr. Henderson will spend several days in Omaha consummating his plans. The establishment of this branch is consistent with his plans for working on an even more extensive distribution for the coming 1912 season. It is said Mr. Henderson will work out a sub-agency for Omaha in connection with the local distributor to be appointed.

Bitter in Defeat. The late Colonel Wilbur F. Sanders of Montana, who was once a United States senator from that commonwealth, mixed a good deal in politics, and one time when he ran for the governorship was defeated by a widely known democrat. On election night the democrats of Helena held a jollification meeting and Sanders went over to see what was going on. He stood in the edge of the crowd, but was soon recognized and called upon for a speech.

"Friends and fellow citizens," he began, "when I was nominated for the high office of governor by the republicans my opponents and democratic friends told me they could beat me with a yellow dog."

"There were loud cheers," "And," shouted Sanders, "they did." Saturday Evening Post.

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The COURIER \$1150 Complete f.o.b. Detroit. The only moderate priced car with these great advantages. You may search the entire market for another medium-price car with Courier features—and not find one. It has unusual value, as shown by those important details which most interest you. Body—Courier bodies are spacious, deeply upholstered, finished in dark coach blue. They have flush sides, inside control, pleasing lines. You'd be glad to motor with your family in a car of the Courier's self-evident class. Equipment—Its completeness makes Courier price all the more extraordinary. You have no expense for accessories. Your Courier has self-starter, mohair top, top boot, side curtains, windshield, gas tank and headlights, oil side and rear lamps, horn and tools. Motor—It is a quiet running 30 h.p. motor, starting from the seat. A long stroke gives it continuous power and greater economy. It is cast in bloc, runs on ball-bearings, has thermo-siphon water cooling and dual ignition. It is simple and flexible—throttles down to mere movement and "picks up" easily and quickly. If you've ever driven another car you'll appreciate the Courier engine. Brakes—The most important part of a motor car. Couriers have four large brakes acting directly on the rear wheels and equally effective when moving forward or backward—down hill for instance. They do not grip, but take hold smoothly and firmly. The confidence you feel when these brakes are applied is pleasant—you often do not get it in other cars—even expensive ones. Lubrication—Courier has a perfected circulating system for the motor. But in a gallon of oil about every 800 miles. Many grease cups are provided—on spring shackles, steering connections, and such places, and always easy to reach. Telephone or write and we'll call and take you for a real ride. The T. G. NORTHWALL CO. 912 Jones Street OMAHA, NEBRASKA

GOOD-BYE! TAI TAI. BEHOLD! GONE, ACHING FEET—YOU'VE MET YOUR MASTER. No more hobbling—no more stony walks—no more aches that you didn't have in your feet. (Don't you feel miserable?) SANATITE—that remarkable foot relief that has started hundreds of aches and pains and brought liberty to thousands of sore-footed, corn-footed slaves. SANATITE DRAWS OUT THE ACID and soothes and heals your wounded, burning, tired feet instantly. SIMPLY DUST IT ON YOUR FEET in the morning, and the sun will shine on the day that you, SOFT, BUBBLY WITH CURE, THAT REQUIRES NO FUR, RUB AND RUBBING, WASH WITH WATER—DON'T USE POWDERS THAT merely make your feet slipperier. SANATITE IS DIFFERENT—different from all others. It is a wonderful pain-killing, healing, soothing, cooling, and in a DRY FORM, antiseptic and sanitary—a relief that REODORIZES and REFRESHES—a relief that CURES BURNS, HITS, NITS, TRICKLE HEAT, FROSTING AND CHAPPING. It soothes, cools and delights—makes you feel like doing a Hubbard dance. You feel as though you were walking on clouds. People who walk or stand considerably—whose feet perspire, pain or burn should BEWARE! They are couriers and personal liberty injury that will cause days of misery. Try SANATITE—your DRUGGIST will supply you with a 5c or 10c package. If not, SEND \$1 for a large package, post-paid, direct to THE GERMICIDE CO., 14th Street, Denver, Colo.

The Cole Comes to Omaha. C. P. Henderson, sales manager of the Cole Motor Car Company of Indianapolis, will be in Omaha, Tuesday, May 21, to establish a direct factory branch in this city for his company. His headquarters will be at 1102-4 Farnam street. A Carload New Automobiles proceeded him. He is now ready to talk territory to a limited number of live-wire, reliable, experienced sub-agents. Is this YOU? If so, it is your chance to make the connection of your life. See him AT ONCE. His stay will be limited to a few days. See the wonderful self starting, dynamo Electric Lighted, 122-inch wheel base, big, roomy, SILENT COLE—the car you'll be proud to sell—and let him tell you about his distribution plans. It Means Everything to You to line yourself up with the greatest and biggest individual makers of automobiles in the state of Indiana, the recognized gasoline hub. Don't delay. Territory will be gobbled. Act quick. Phone number, Douglas 3811. Make an appointment NOW. \$1,885 Five convertible seven passenger COLE Touring car. This is the Car They all Want Call Tuesday at the above named address and learn just why it is the easiest riding and easiest selling and longest lasting car ever put on the American market at its price—\$1,885. This price includes Electric lights, self starter and demountable rims—one extra rim as regular equipment. Cole Motor Car Company Indianapolis, U. S. A. Omaha address, 1102-4 Farnam St. Phone Doug. 3811

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