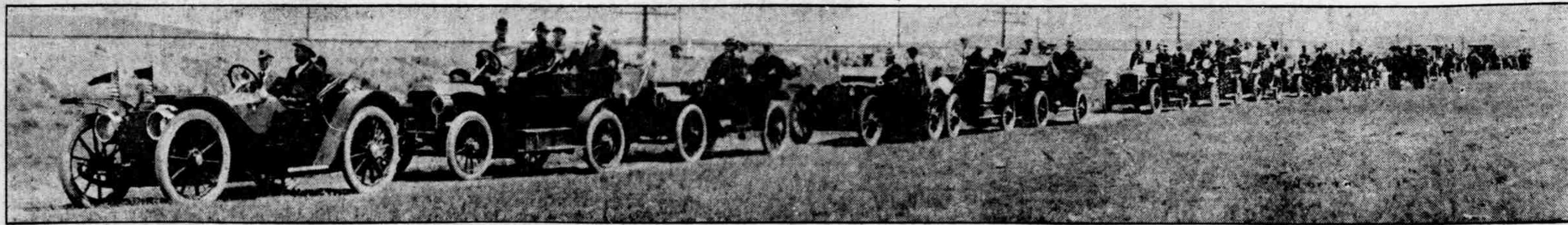


Good Roads Caravan on the Trail Between Cheyenne and Denver



NEW AUTO BRANCH COMING

Cole Motor Company Decides to Locate Permanently Here.

CORKHILL AS SALES MANAGER

C. P. Henderson, General Sales Manager Under Consolidation, Completes Arrangements for the Omaha Concern.

The Cole Motor Car company of Indianapolis, has established a permanent branch in Omaha and makes the city its headquarters for C. J. Corkhill, who tomorrow becomes western factory sales manager for this motor car company.

Charles P. Henderson, who becomes general sales manager of the Cole Motor Car company tomorrow, amalgamating with the Henderson Motor Sales company, has been in the city this week, completing arrangements.

Since the Cole company has been manufacturing motor cars, the Henderson Sales company has sold its output. Growth is responsible for the consolidation of the sales company with the factory. After today all Cole business at Indianapolis will be under the name of the Cole Motor Car company. Mr. Henderson, who was head of the sales company, retains his same position, only under the title of general sales manager for the Cole Motor Car company.

The Cole people have had a rapid growth. Today they claim to be the largest individual manufacturers of motor cars of Indiana. They have just added two \$100,000 new wing additions to their factory, a plant representing a \$300,000 investment.

For some time Mr. Henderson states he realized the importance of the middle west in the motor game. He has been to Omaha several times. In thinking about locating a middle west branch, several cities were thought of, but Omaha was picked.

For an experiment a temporary branch was established under control of Mr. Corkhill, with E. E. Butler assisting. It was located at 1102 Farnam street. Several carloads of Coles were early disposed of.

Western Branch House.
This resulted in a decision for Omaha as the western branch house. Mr. Butler will be the local sales manager.

MANAGER OF NEW COLE AUTO BRANCH HOUSE IN OMAHA.



C. J. CORKHILL.

which Mr. Corkhill will have charge of the territory between the Mississippi river and Rock mountains and the Gulf of Mexico and the Canadian border. He will look after sales and service department for Cole agents and owners in this territory, having a competent corps of mechanics at his disposal.

Mr. Corkhill is capable for his position. For eight years he was associated with the Olds Motor works and lately has been with the Apperson Bros. of Kokomo, Ind., here in Omaha. Mr. Butler has also been associated with Mr. Corkhill in these two companies.

For the present the Cole Motor company will retain its location at 1102 Farnam street, but Mr. Corkhill stated last evening that this location would soon be abandoned. Three different sites in the automobile section of Omaha, with good salesroom and fine service departments are under consideration. A selection is expected in a fortnight.

Mr. Corkhill will go to Indianapolis this week to attend a conference of Cole distributing agents. These conferences are held quarterly and attended by Cole representatives from all over.

Gossip Along the Automobile Row

Work is being rushed on the new National '49' car which was purchased by the city of Omaha for Mayor Dahlman and according to reports received by the Traylor Automobile company, from whom the machine was purchased, it will be in Omaha either latter part of this week or the first of next. Unusual care is being taken in making this car one of the best 1912 models the factory has turned out this year. The car is equipped with the same kind of an engine which was used by Joe Dawson when he won the International 500-mile sweepstakes at Indianapolis on Memorial day.

The 1912 National which was on display at the Traylor Automobile company for the last two weeks was seriously damaged last week when one of the mechanics happened to drop a match in a can of gasoline near the car. It will take some time to repair the car and put it in a presentable condition.

J. C. Bartlett of Onawa, Ia., drove out of Omaha last week with a Cutting 35.

Three Auburn cars were sold to residents of Central City last week. The purchasers were Raskall, T. C. Jensen and Henry Snodgrass. W. J. Ritter of Talmadge and W. G. Metcalf of Geneva also purchased Auburns last week.

George F. Reim and A. L. Schantz of the Omaha branch of the Cadillac company were in Detroit on business last week and returned home yesterday afternoon.

G. J. Adams, vice president of the Iowa short line, with headquarters in Walnut, came to Omaha last week and left after placing an order for a National 40, 1912 model.

H. M. Scott of the Scott Automobile company, Norfolk, made two trips to Omaha last week. Besides taking out all the Buick cars he could get his hands on, Mr. Scott placed liberal orders with

the Powell Supply company for Republic tires and general supplies.

The carload of tires which was recently received by the Goodyear Tire and Rubber company, has been disposed of and the local company is now sending out "C. Q. D." messages to headquarters for more tires. One car, which was ordered over a month ago and shipped via Chicago, has not yet arrived.

Every auto dealer in Omaha who has made a trip out into the country this spring comes back with glowing accounts of the wonderful rush of business in the country towns. C. G. Powell of the Powell Supply company said, "in a town where one will find one church, one bank and one store and restaurant he will find at least six and seven garages and agents for automobiles.

Farmers are buying automobiles this year on prospects of the good crops which they are predicting. Auto dealers say where five years ago an automobile in the country was a luxury it now has become a necessity. One dealer who made a short trip last week said he saw five automobiles to every horse and carriage on the country roads.

The United Motor Omaha company is complaining about the lack of cars that they can't fill all their orders owing to the great demand they are having.

L. W. Melcher of the Marion Automobile company arrived in Omaha from Indianapolis Friday in a Marion '49'. He had made the trip with the two sons of D. K. Smith of the Merchants Buying Syndicate of Omaha. The boys started on the trip with Mr. Melcher as soon as school closed for this year.

A Cutting T-45 was purchased last week by the Iverson & Johnson company of Kiron, Ia. The car will be used for delivery purposes.

Johnny Dugan, the popular rent car man who conducts a stand at the Catmet and Budweiser, has purchased a new seven-passenger Abbott-Detroit car from the W. L. Huffman Automobile company. Rent and livery service is the hardest test to which an automobile is subjected. Several of the rent car men have purchased Abbotts recently, which speaks well for the car.

Eric Brodhol of Okdale, Neb., who has used an Abbott-Detroit car the last year, brought his neighbor, John Malzac, down

yesterday and he drove home with a new Abbott-Detroit 4. Moral: An Abbott user, an Abbott booster.

Fred Woodard of the firm of Hand & Woodard of Shenandoah, Ia., came in Tuesday with M. M. Inman, a prominent farmer of Randolph, and took out a seven-passenger Abbott, which he has sold to Mr. Inman.

R. L. Larson of Orum took home a new Abbott-Detroit seven-passenger touring car Wednesday.

J. F. Williams, a railroad contractor, whose home is in Scottsbluff, was in the city last week, having driven an Abbott-Detroit touring car here from Denver. Mr. Williams had six people besides himself, several suitcases and a trunk, and expressed himself as being well pleased with the performance of the car.

Guy L. Smith left Tuesday night for a trip to the Hudson factory in Detroit, Mich., and the Peerless factory in Cleveland, O. Before leaving Mr. Smith said, "Orders have been coming in so fast for the cars that I handle that I have been simply driven to desperation to make prompt deliveries, and finally made up my mind that I would just visit the factory and camp there until I got a few shipments of cars."

E. L. Manchester of Dow City, Ia., was in Omaha last Monday. He drove over in his Hudson '32."

Woods Cones of Pierce, Neb., paid Guy L. Smith a visit last week. Mr. Cones drove to Omaha in his famous Violet "M" Franklin touring car. This is the car that attracted such widespread attention at the automobile show.

Two parties of tourists from California passed through Omaha the early part of last week, bound for the Atlantic coast. In one of the parties from Oakland were C. J. Wilson, Fred Hunter and four of their friends. The party was driving a Pierce-Arrow and had strapped on the back of their machine a tent and a large supply of bedding and edibles. The tourists do not stop at hotels, but pitch camp every night and start on their way east every morning at 5:30 o'clock. They expect to reach their destination, Atlantic City about early next month.

The Arthur Storz Auto Supply company is now state agent for the Ford water circulating pump, which changes the Ford car from the thermo syphon system to the forced water circulating system. They

claim they have now overcome the only two troublesome points on the Ford car, one being the heating, due to the water not circulating enough, and the other being the ignition, which they have overcome with the little Briggs & Stratton vibrator. They report enormous sales on both these articles.

The police department reports excellent services out of the four Federal tires with which the police cars were equipped some three months ago. They have had no trouble whatever with these tires under the remarkable hard service.

The Arthur Storz Auto Supply company has put in a complete line of motor boat accessories and is also agent for the famous Doyle motor boats. They report a nice business along these lines. The company also carries a special motor boat oil, it being the same that was used by the Dixie IV in breaking the world's record last year.

Claude Huffman of Scranton, Ia., has opened up one of the most complete and up-to-date garages in the state of Iowa. He was furnished with a complete equipment by the Arthur Storz Auto Supply company.

Motorcycle Notes

Motorcyclists in Philadelphia recently held a successful secret time run to Atlantic City.

One of the largest department stores in Minneapolis, Minn., has adopted a motorcycle for delivery purposes.

The National Capitol Motorcycle club is expecting 100 riders to enter its first Sunday run to Great Falls, Md.

The big three-state tour of the Short Grass (Kansas) Motorcycle club will start from Garden City, Kan., August 7.

Several motorcycle clubs of Tacoma, Wash., have been appointed special police officers to assist the authorities in enforcing the speed ordinances.

Nearly every one of the 600 motorcyclists in Indianapolis are enjoying summer rides in and about the Hoosier capital.

Tentative plans have been announced for ten motorcycle-automobile shows during the first three months of 1913. They will be held in New York, Chicago, Cleveland, Philadelphia, Detroit, Minneapolis, Kansas City, St. Louis, Pittsburgh and Boston.

Henry W. Wallace, R. F. D. Carrier out of Knox, Ind., has cut down the time for deliveries on his thirty mile route, 50 per cent by using a motorcycle which he operates for about one-fifth of what a horse and buggy cost him.

What Becomes of Old Automobiles?

What becomes of the aged automobile? In an endeavor to answer that interesting question a well known Detroit automobile authority made an investigation which were received here today.

In determining what becomes of the old automobiles the authority was unable to find any of these cars which were "scrapped." In several instances it was discovered that old cars were being used for pleasure on farms and were also being employed in doing some of the farm work. Some big beautiful cars of years ago were doing service as delivery wagons, others were being used in livery service, still others were being used only occasionally, while a few had been stripped of bodies and were converted into power plants for pumping water and general work. Very few of the aged cars of the infant days of the automobile industry had been lost to sight completely.

It was found that with one make of car, the Hudson, none had worn out and motorists were successfully operating all of them. Some cars, though they had been sold and resold several times, were still in operation. But it was found that most of the old automobiles were still running. No trace of an automobile "junk heap" was found.

The inquiry brought out the interesting fact that the first car created by Howard E. Coffin for the Hudson Motor Car company—car No. 1—has run upwards of 50,000 miles and is still doing admirable service in the hands of Joseph P. Davis, Poughkeepsie, N. Y.

NEW SPEED MARKS SET FOR REPLACING TIRES

One of the interesting features of the Memorial day race of 500 miles at the Indianapolis speedway was the rapid manner in which tires were changed. With one exception all the cars in finish were equipped with Michelin tires. One Michelin was changed on the winning National in thirty seconds, hardly giving Dawson, the driver, time to get a drink of water.

Two men in the press stand timed a change on De Palma's car in twenty-three seconds, and if this is true another speed record was established.

COLE ENCORE COLE

WHEN an actor's work meets the approval of the public he is called back on the stage. Encores are as flattering in business as in art. **The series 7 Cole motor car** was the greatest success we ever produced. After three years of successful building it means much to excel our past efforts. So far advanced is the design of this last series that at no time will we depart from its lines—radically. We may change minor details but the general design **never**.

Buyers of Series No. 7 have been so delighted with its wonderful efficiency and beauty that their enthusiasm has spread to many additional prospects—to more—frankly—than we had anticipated.

Consistent with our policy to serve the public diligently, we have been prompt to meet their demands and **200 ADDITIONAL SERIES 7 COLES** is the answer. This limited allotment of cars will be evenly distributed among our representatives.

When the motor car was young, buyers had to take a certain amount of chance. It was hard to **know** just what to buy.

Today things have changed.

Construction has been so standardized; various makes so tested in actual usage; the public so educated in automobile values that the day of **guessing** is passed. Out of this **PROVING up process** a few cars have come with the absolute endorsement of the motor-wise. Perhaps about six American cars are generally known to be good. Among them is the **COLE**. The other American cars which have qualified in this great elimination test are cars selling at much higher prices than the **Cole**.

Now, our contention is that there is no better built car in America—and America builds the best cars in the world—than the Cole, at anywhere near the price. We can convince any reasonable person; in fact, we are convincing reasonable people every day, that no car at any price has anything about it superior to the Cole in the way of advanced ideas in construction, beauty, luxury, comfort, style, workmanship, longevity or economy.

The Cole introduced Fore-doors in America. The Cole introduced the Toy Tonneau in America. Because of its enclosed valves—another idea introduced in America by the Cole Motor Car Company—the Cole actually has the quietest running motor in America. Compare it with the motor in the five thousand dollar car you or your neighbor owns. We invite you to do it. We do not ask the privilege of furnishing an especially "tuned" car for the test—any Cole anywhere will prove our assertion. Of course, **you** know what a quiet motor means.

JUST THINK THIS OVER—If the Cole is the wonderful car we and our users say it is—just as good as anybody's five thousand dollar car—wouldn't it be a grave mistake to overlook it! The Cole, you know, sells for \$1,885. Save the difference between \$1,885 and \$5,000. You might just as well have it yourself as waste it as a non-productive tribute to some maker's vanity. It's wrong to pay \$1,885 for a car and then \$3,115 for a nameplate. We don't believe that's your idea of business. At any rate, we believe you will go through our catalogue **carefully** just as you would in the investigation of any phase of business which means the saving of thousands of dollars to you during the years in which you expect to continue in the ranks of motor car owners.

And then when you have read the **"Ten Cole Principals"** realized what they **mean**, and comprehended the full significance of "The Conference Car" get in instant touch with our nearest representative.

COLE MOTOR CAR COMPANY

Telephone Douglas 3811

1102-04 Farnam Street, Omaha, Neb.

Factory—INDIANAPOLIS, INDIANA

C. J. Corkhill, Omaha, Factory Western Sales Manager.

E. E. Butler, Local Manager.