

**COLE COMPANY HAS NEW LINE**

Shows Its 1915 Models to Visitors at the Race Meet.

**HAVE ADDED A LITTLE SIX**

Power and Speed Are Only Incidental Qualifications of the New Model—Many Cars Sold by Cole Representatives.

INDIANAPOLIS, Ind., June 6.—The Cole Motor Car company, manufacturers of the Standardized Cole, took advantage of the big speedway crowd visiting here and showed their full 1915 Cole line, which will consist of a four-cylinder, a little six and a big six model. The attractive line made a striking appearance in the big new Cole plant and bore out fully the recent statement from President J. J. Cole that standardization keeps quality up and price down.

The fact that Cole has added a little six to his line is in no way a surprise, for it was known that as long as a year ago last March the manufacturer of the Standardized Cole showed his representatives such a model at a distributors conference held here. But at the time he advised against placing it on the market, as it was not up to Cole standards. The little six now available in the Cole line is a tribute to the keen foresight of President Cole and is in no way in the nature of an engineering experiment.

**Has Two Records.**

The little six comes to the public with two records to its credit, for in its tests Chief Engineer Charles Crawford broke the Indianapolis speedway pleasure car top-and-windshield-up record by wheeling the car around two and one half miles at over sixty miles an hour.

Visitors to the Cole factory who rode in the car say that power and speed are only incidental qualifications in the new model. The car also broke the Detroit-to-Indianapolis road record, making the run in railroad express through a blinding rainstorm.

It is significant to know that as a result of the Cole opening here in Indianapolis speedway week 219 Cole motor cars were sold to new motorists or Cole representatives. Of this number 107 Cole motor cars of the new models were driven overland to their new homes; the remaining 112 Cole cars are to be shipped. Cole did not have the full number ready for delivery. There were 149 Cole little sixes sold, twenty-four being driven overland; 112 Cole four-cylinder models sold, sixty-four being driven home and fifty-eight orders received for the big six, nineteen going overland.

The new line is completely standardized. Each model has the world's recognized standard units such as the three-point suspended Northway unit power plant, the highest quality and strongest type front and rear Timken axles and bearings, Mayo radio, Spicer universal joints, Gemmer steering gear, hydraulic pressed steel frames, Detroit Steel Product springs, Rich Tungsten steel valves, Stromberg carburetor, Delco electric lighting, starting and ignition system, Janney-Stelmets gasoline tank, Firestone tires and demountable rims and the Cole-Stewart-Warner Gravity gasoline control.

**Drive New Machines Home from Factory**

In order that they might not be disappointed in procuring 1914 Oakland cars, for which they had already placed orders, a party of Oakland enthusiasts of Davenport, Ia., traveled over 400 miles to Pontiac and descended upon the factory in a body, buying their cars on the spot.

Following the announcement two weeks ago that the Oakland 1914 output was oversold and learning that the Thomas Auto company, who sell Oakland in Davenport could not guarantee delivery, it was decided not to risk freight shipment and a party was organized to make a trip to the factory. There were twenty-eight in the party and they were accompanied by two of the representatives of the Thomas Auto company.

After being conducted over the Oakland plant and gaining an insight into the manufacturing methods, the visitors completed their individual purchases.

The new owners took immediate possession of their cars and, combining business with pleasure, drove the fleet of Oakland the entire 400 miles on the return journey.

**BETS WAGERED AGAINST FOREIGN MAKE OF TIRES**

Goux, the wily Frenchman, whose sensational driving captured last year's Indianapolis sweepstakes, found thousands of bets placed against him this Decoration day, when it was announced that he would use foreign tires this year.

Never before have tires figured so prominently in both the betting and the race itself. "A mighty battle of tires" was surely a proper name for this greatest of racing events. Faster by far than last year, with tires literally red hot under the scorching, grinding and grueling speed of the heavy cars.

Firestone tires helped Goux to victory last year, and in the reverse ratio foreign tires were his undoing this year. With all tire changes, he had no chance of winning, even though his speed between stops was wonderful.

Barney Oldfield in a Stutz crossed the wire ahead of all other American cars. It was a great victory for Barney and the veteran driver was widely applauded during the entire race. His cool daring and his sure and deliberate judgment proved that he is not only dean of the one and two-mile dirt track, but America's favorite long distance racer as well. He used Firestone tires, two of them going through the entire race unchanged. Barney's speed averaged 73.15 miles per hour for the 500 miles which is considerably faster than the time Goux made last year when he won the race.

**GRANTING OF SALOON LICENSE IS UPHELD**

Decision upholding the granting of a saloon license to Joseph O'Brien by the village board of Florence over the protest of an employe of the Lelay Brewing company was rendered by District Judge Sutton. Notice of appeal was served.

**BURGLARS TAKE MONEY AND GROCERIES FROM STORE**

H. Lincoln, 2424 Leavenworth street, reports to the police that during Friday night burglars gained entrance to his store and stole about \$10 worth of groceries and \$2 in cash.

# AUTO SALES COMPANY

**ERIC NELSON, Manager**

**2549-51 Farnam St. Phone Douglas 6134**

**GUARANTEED ABSOLUTE LOZIER SERVICE**

**ATTRACTIVE PROPOSITION FOR COUNTRY DEALERS. IMMEDIATE DELIVERIES**

## It's Here Today— That Light Lozier Four—\$2100

**YOU'VE DREAMED**—as thousands of others have dreamed, "Some day I'll own a Lozier, too."

**THAT DREAM** is now possible of realization. This Lozier at \$2100 is within your reach at the price you want to pay.

**YOU'VE ASKED** many times, as others have asked, "Why doesn't some concern like Lozier build a car of quality and yet at a price within my reach?"—or appropriation, which is the same thing.

**LOZIER HEARD**—heard you and heard thousands of others ask the same thing—for a car bearing the Lozier name-plate as a guarantee of Lozier quality and yet selling "around \$2000".

**AND THIS LOZIER FOUR** is the response to that demand—that need—that desire. A Four built just as well as Lozier knows how—and what concern knows better or has a better reputation for embodying the best it knows in its product.

A "ONE HUNDRED PER CENT CAR" in every last detail—including the "hidden excellence" for which all Loziers are famous—seating up to seven passengers and yet selling for \$2100.

**NOT A "SIX," BECAUSE** we found after going into the matter thoroughly, that a six could not be made at that price—and you said "around \$2000" you will recall. Not at that price without skimping at many points in materials, work and finish. Points you might not notice when the car was new but which Lozier would know all the time—and Lozier standards permit no such practice.

**SO IT'S A FOUR**, as it should be—as it must be in a car of that passenger capacity and that price and made as it must be made before we will attach that Lozier name-plate.

**THIS CAR IS BUILT FOR YOU**—assuming now that you are one of that rapidly increasing class of buyers who ask about maintenance cost before asking the price. And who insist on proof—not mere claims or assertions.

**YOU'LL WANT TO SEE THIS** sensational car—of course. Not to see it—not to know all about it and be able to discuss it intelligently when the talk turns to the latest things automobile, is to argue yourself uninformed on a matter

that is considered vital in the automobile trade at this moment.

**YOU'LL WANT TO SEE THIS CAR** because it is the Four that stemmed the tide of big, cheap sixes—big only in terms of wheel base and bulk and cheap only in first cost.

**YOU'LL WANT TO SEE THIS FOUR** for the same reason every man in the trade inspected and discussed it during the Automobile show. Because it is the car most worth seeing this year.

**AND YOU'LL WANT TO SEE IT** because this Lozier was designed for you—made to your heart's desire just as if, in response to that desire you have so often expressed, you, instead of Lozier had made it. You'll want to see this four.

**DETAILS?—NOT HERE.** Space forbids. Beside, there are some things one cannot adequately describe in cold type. Have to be seen to be fully appreciated and enjoyed. And you will enjoy some of the Perrin features in this Four—features you will find on many other fours—next season. This season they are exclusively Lozier.

**CLEVER—YES. SIMPLE—VERILY.** And sane and logical and right at every point. Design—like all Loziers just a little more artistic, just a little more individualistic—just a little more to your taste. But you'll have to see the car in order to appreciate fully.

**OF COURSE YOU KNOW** that more Lozier Fours were sold at retail during the New York show than of any other make in that class. Hundreds of demonstrations booked since—and we can get only so many Lozier Fours. So that's another—and perhaps the best—reason why you'll want to see this car at the earliest possible moment.

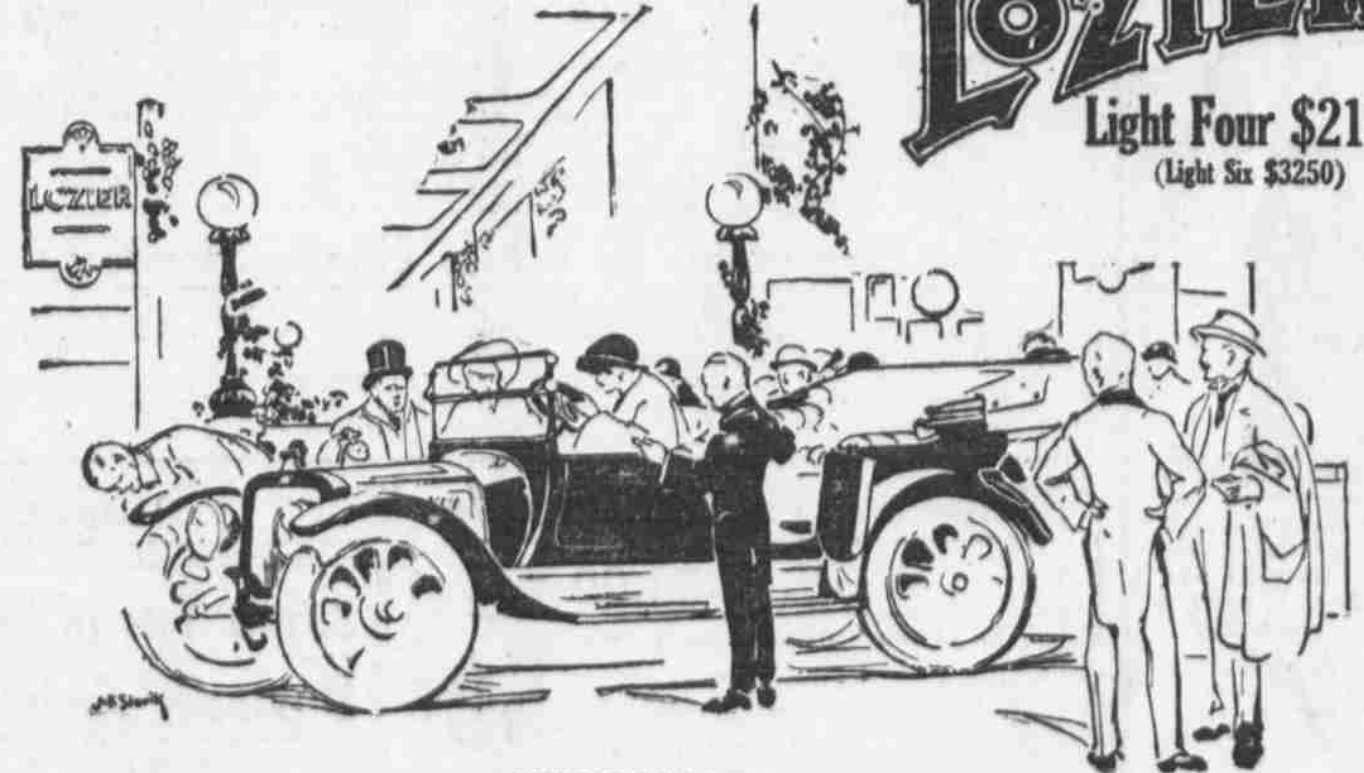
**IT'S HERE—JUST ARRIVED** today—for your inspection.

**THIS AD WILL BE READ** by thousands of people today. Not all of them will be in to see this car. But we expect the biggest crowd—the most enthusiastic reception committee that ever greeted a new model on its debut. You'll be there—of course.

### What We Offer You Instead of Superfluous Cylinders

- |   |                                     |  |
|---|-------------------------------------|--|
| Special mountain climbing type Lozier motor.              | New top—can be operated by a woman. | Instrument board within easy reach of driver's hand.             |
| 300 to 500 pounds saved in weight.                        | Quick acting side curtains.         | Gray & Davis electric starting and lighting system.              |
| Four speed transmission with direct drive on third speed. | One-hand operated windshield.       | Cleared running boards.  |
| Tungsten steel valves.                                    | Silent chain engine drive.          | Corrugated hard rubber steering wheel.                           |
| Gun iron pistons.   | Convex rounded fenders.             | 36 1/2 ft. turning radius.                                       |
| Chrome-silico-manganese springs.                          | Tire pump—motor driven.             | Pull seven or five-passenger body with disappearing extra seats. |
| Silent floating rear axle.                                | Electric headlight dimmers.         |  |
|   | Instant locking rear tire carrier.  |  |
|   | Original Lozier streamline body.    |  |

*"The Choice of Men Who Know"*



**LOZIER**  
Light Four \$2100  
(Light Six \$3250)

**ANNOUNCEMENT**

The Lozier Motor Company is pleased to announce that the Auto Sales Company, 2549-51 Farnam Street, have taken on the Lozier Line in Omaha and are ready to give prompt and efficient service to owners of Lozier Cars.

We invite you to call on them at their salesroom, 2549-51 Farnam Street, and inspect the new Lozier Light Four and Six, the moderate priced Loziers which are causing such a profound sensation this season.

Written by E. LeRoy Peffer  
Copyright by Lozier Motor Company, Detroit