



# AUTOMOBILES



**STANDARD PARTS FOR AUTOS**  
Manufacturers Have Conference with Cole Motor Company.  
**IS A VERY SIGNIFICANT ISSUE**  
Means that a Standard Construction Principle is Apt to Emerge Among the Makers of Automobile Machinery.

INDIANAPOLIS, July 19. (Special Telegram.)—Absolutely endorsing the principles of construction of the Cole motor car, standard parts makers who, as shown by actual investigation represented an aggregate capitalization of more than \$100,000,000 and who contribute the various units in the Cole, left Indianapolis tonight after a two day's standardization conference with the Cole Motor Car company at the Columbia club in Indianapolis. In addition to the parts makers, practically all of the Cole distributors from over the United States and Canada were in attendance. The object of the conference was to work out clearly in the mind of all concerned the real significance of the third and new type of automobile—the standardized car. Clear headed speeches were made by the representatives from all the parts makers, and at the end of the conference it was the unanimous consensus of opinion that the most important meeting thus far in the history of the motor car had transpired.

J. J. Cole, president of the Cole Motor Car company, said "The significance of this meeting cannot be over estimated and will not be appreciated until the news is a trifle older. These men I speak of, the parts makers, not our distributors, show by their presence that they unqualifiedly endorse the system of standardized building as introduced by the Cole Motor Car company and that they believe the user of motor cars is ready and impatient for a better motor car value at less money. The only way that the best results can be obtained in automobile building is to build strictly from the recognized parts."

After the main conference a discussion took place among the Cole men on the firing line and the vanguard of the Cole army will go into the field prepared to exploit the great Hoosier car in a way even more extensive and efficient than has characterized the marketing of the Cole product in the past. General Director of Sales and Advertising Homer McKee announced that the Cole factory is working exclusively now on the new series nine Cole, and the demonstrators are being shipped to Cole distributors and dealers daily. Mr. McKee, who was permanent chairman of the conference, expressed pleasure at the whole-hearted way in which the conference grabbed the idea of the standardized car and stated frankly that this conference constitutes the beginning of Cole supremacy in its class.

"This standardization conference," said Mr. McKee, "will undoubtedly become an annual affair with the Cole Motor Car company, an affair which will be regularly one of the most important automobile events from season to season."

**PACKARD SALES MAKE RECORD FOR THREE MONTHS**  
Shipments of Packard vehicles during the last three months make the largest total for a fiscal quarter ever reached by a concern manufacturing high grade motor vehicles.

In the period mentioned, motor carriages and trucks representing a value of \$1,120,000 were delivered to purchasers. The shipments in May were the largest for any one month since the Packard company started in business. April of this year was the highest month up to that time.

The Packard also reports a heavy volume of truck sales during the month of June. Sales of the heavy duty vehicles showed an increase of \$270,000 over the same month of last year.

**RAMBLER FACTORY SHOWS MILLION-DOLLAR INCREASE**

A million-dollar increase in sales for the fiscal year which ended June 30, with 217 orders for Cross Country cars unfilled on the morning of July 14, were striking facts included in a statement made by Second Vice President C. M. Berry to the branch managers of the Jeffrey company, who met in annual conference at the factory at Kenosha, Wis., July 14. The actual increase in sales for the twelve-month period, which began June 30, 1912, and ended June 30, 1913, was \$1,025,000.

The number of orders now being received breaks all previous records for this time of the year. In other years at this time orders have been falling off, but contrary to all past experience the sales of the last six weeks have been increasing.

**CAN'T SAVE SALES TALK, BUT TRUSTS HIS EYES**

A Mexican gentleman named Gomez strolled into the saleroom of the Richardson Motor Car company at El Paso and appeared interested in a Studebaker "25." He didn't seem to pay much attention to the exposition the salesman gave, but looked the car over carefully, motioned the salesman into the driver's seat and stepped in beside him. A demonstration was plainly in order. The Mexican gentleman got it.

When they got back, Mr. Gomez pulled a piece of paper from his pocket and wrote: "—"

The salesman caught the idea and filled out the blank. Without a word Mr. Gomez drew his check. He hadn't understood a word of the English sales talk, but he did know automobiles and automobile values.

**American Truck Makes Good.**  
The triumph of an American motor truck over all foreign trucks in an army trial in the Philippines recently is one which all American motor car men will greet with satisfaction because it marks the end of the dominance in that territory of the European truck manufacturer. The truck was a standard three-ton Peerless and the test was made by the quartermaster's department, United States army on Benguet Hill, Baguid. This road is known throughout the east as the most difficult on which any one has attempted regularly to operate motor vehicles.

**Gossip Along the Automobile Row**

John Gamble left for Colorado and takes part in his new Paige "36." He made fine time from Omaha to Denver and finds that light cars are as good overland travelers as the big six-cylinder machines.

The Orr Motor Sales company delivered a Packard "38" Phaeton recently to E. H. Burnham, president of the First National bank of Lincoln. Mr. Burnham decided to test the new car by a long overland journey and departed immediately for Boston, Mass. He reached Toledo, O.,

a day or two ago and reported that the "big boat" made touring a pleasure. He had experienced no troubles with the machine and the roads were in ideal condition.

Omaha dealers have been selling cars faster than they can receive them regardless of the intense heat that has prevailed for the last three weeks. Constant trips by managers to the factories have not increased the allotment of cars to a sufficient degree to cover the demand. E. R. Wilson, the Studebaker agent, has a list of orders that is as long as the list he had in the spring. It is simply impossible for him to get the cars as dealers throughout Iowa and Nebraska clamoring for cars and he is only able to get a small percentage of the cars that are sent into this section of the country. The Moine people received two carloads of machines and moved everyone in a few days. The Traynor Automobile company received a carload of Abbots after ten days of suspense due to the

fact that they had several orders and no cars but delivered the lot in forty-eight hours.

George Reim left for Detroit Tuesday evening to get the new 1914 Cadillac car. A. L. Schantz, L. W. Nygaard and Dr. George Roeder of Grand Island left Thursday evening for Detroit and will join Mr. Reim there. They will bring the demonstrator to Omaha and intend to make a non-stop run from Detroit to Omaha and to break previous records.

A. L. Johnson, 233 City National bank building, is driving a new six-cylinder Hudson touring car which he purchased from Guy L. Smith.

Manager Burbank of the local agency has received two more carloads of the new Paige "36" cars. Wayne Burbank is still in Detroit pushing more cars to Omaha to fill the long list of orders on hand.

Traynor Automobile company delivered an Abbott "48" to Kennedy Bros. of Lo-

gan, Ia., last week. One of the new 1914 five passenger National cars has been ordered for W. G. Whitmore. This will be the first of the National model in Omaha.

F. G. Salisbury, formerly a factory expert at East Moline, has been added to the local Moine agency. The constantly increasing business has necessitated an assistant to Manager Deal so Mr. Salisbury was transferred. He has been visiting agents over in Iowa for the last week adjusting matters before the new car is introduced.

Guy L. Smith sold a six-cylinder Hudson to James Smith of Shelby, Ia., last week.

Guy L. Smith has just delivered to H. H. Fish of the Western Newspaper union a beautiful six-cylinder seven-passenger Franklin touring car.

Frank Dahlstrom of Grand Island was in the city last week and drove home in a new Hudson "38" which he purchased

of Guy L. Smith, who also sold one of the same make to F. E. Pope, William J. Hill, William Lowe and John Wall of St. Paul, Neb.

Guy L. Smith has delivered new Hudson "38" touring cars to E. E. Koschus of this city and to J. R. Davis of North Platte, Neb.

Richard Kitchen of the Paxton hotel purchased a Hudson six-cylinder torpedo phaeton from Guy L. Smith last week.

**Now on Lester Staff.**

Renewing an association of years standing, Frank H. Smith, formerly of the Studebaker and Maxwell companies, has joined the sales staff of the Lester Motor company under Sales Manager Paul Smith. Frank Smith was formerly assistant to Paul Smith when the latter was sales manager of the Studebaker corporation and although the two men are not related in any way they were constantly being introduced as brothers

**REPUBLIC**



**BLACK-LINE RED INNER TUBE TOUGHEST OF ALL IT STANDS ALL TESTS IT WILL PAY YOU TO SEE**  
**Powell Supply Co.**  
2119 Farnam St.  
Omaha

The Marion Automobile Co. are promised a nice shipment and the receipt of Marmon Six Cylinder Cars to arrive not later than July 25th.

The Automobile public is cordially invited to visit their Garage and and look over the most complete and finest equipped cars yet offered to the critical buyer.

Four Cylinder "32" \$3,000  
Six Cylinder "48" \$5,000

**MARION AUTOMOBILE CO.**

2101-3 Farnam St.  
C. W. McDonald, Mgr.

**Exclusive "More Mileage" advantages in Diamond Tires that cost no more**

The greatest mileage at the least expense is what you most desire in a tire.

This is what we have demanded from our Chemists, our Engineers, our Tire Builders and factory experts—and here is their answer—

**Diamond (No Clinch) Tires**

**Chemists:** Vitalized Rubber—pure, lusty, young rubber put through a process that toughens and makes it road-resisting, with no loss of life or elasticity.

**Engineers:** Perfect 3-Point Rim Contact, that prevents all forms of rim troubles, such as cutting against the rim and bycaking above the bead.

**Tire Builders:** A No-Clinch more air-room tire, giving added resiliency and perfect balanced construction.

Then we protected the inner tube with a No-Pinch Safety Flap.

And, best of all, these exclusive Diamond advantages cost you no more. They insure liberal mileage and freedom from tire troubles.

So this time buy Diamond Vitalized Rubber Tires—you can get them to fit your rims from

**Diamond Dealers Everywhere**

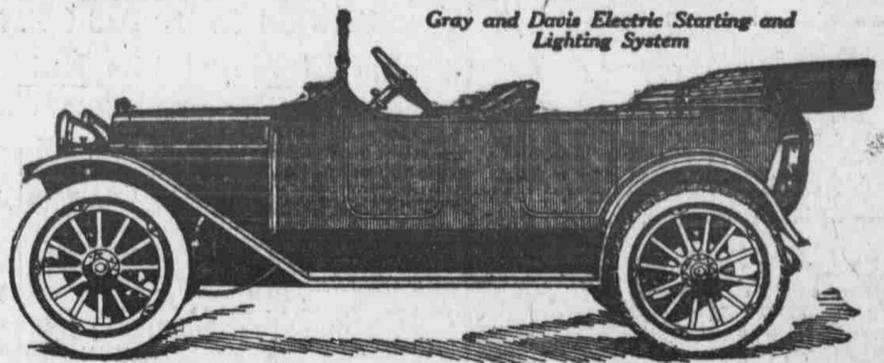
**L. n. nger Implement Co.**  
Diamond Tire Distributors  
Omaha, Neb.

**1914 ANNOUNCEMENT**

**PAIGE 36-\$1275**

Still More for the Money; No Change in Price

Gray and Davis Electric Starting and Lighting System



FOR the past season, the Paige "36" at \$1275 has been recognized by everybody as such extra value that it has had no competition. Manufacturers and dealers with cars selling at similar prices have declared the Paige "36" "a gift" at the price. They haven't even hoped to compete with it. They have been content to get their share of the business that we couldn't handle.

The equipment of the Paige "36" is universally acknowledged to be of a character and completeness only found on the highest priced cars. But bear this in mind—it is the Paige car itself, not its equipment, that has demanded the consideration of the trade and public alike and that is responsible for its overwhelming popularity. Clothes don't make the man and neither does equipment make a motor car. It is the superior design, the unusual mechanical features, the power and flexibility of the wonderful Paige motor, the quality of materials and workmanship, and the splendid construction of the Paige "36" throughout that have kept the thousands of Paige owners, in all parts of the world, enthusiastic over their cars and made every one of them a Paige "booster." No amount of equipment could possibly accomplish this if the car itself was not right. When you come to look at the Paige car, if you are not an automobile expert bring one with you. You can judge the equipment yourself, but let him judge the Paige construction. He will tell you that entirely aside from the equipment, no other car has ever been produced at anywhere near the price that will give you as much in fine construction, size, power, economy, comfort and style as the Paige. These are the qualities on which it will pay you well to judge your motor car.

It is hard to realize that the price of the Paige "36" is only \$1275. A really big, roomy car; 116-inch wheel base; left side drive and center control, a powerful, quiet 4x5-inch Paige motor; unit power plant; silent chain drive for cam shaft, pump and generator; deep tilted 10-inch cushions and a score of other features of design and construction which place this car beyond competition. As for equipment, in every detail, from starter to tail-lamp, it is all of the highest class.

Last year a lot of big men in the trade said we couldn't afford to sell the Paige "36" for \$1275, and that we wouldn't continue that price. After three or four months the same big men in the trade—alarmed at our sweeping supremacy—said, "They're making a strong play for popularity now, but watch out for their 1914 price."

Well the 1914 price is \$1275, just the same. Not a dollar added in cost to you, but look at the added equipment: Electric Horn, Jiffy Curtains, Combined Rain-Vision and Ventilating Windshield, Non-Skid Tires in the rear, and Ventilating Hood.

All of this is added on for 1914 and the price remains the same. If the Paige "36" has been sensational value this year—and for every car delivered there have been many purchasers waiting—what a value it is for the coming year! No other car approaches it in value at the price, and you would have to pay four or five hundred dollars more to find more value in any car.

This isn't "advertising talk." It is just the plain old-fashioned unvarnished truth and almost anybody that knows automobiles will tell you so.

Production has been increasing steadily in the factory and we are able to take care of more purchasers all the time now. The plant is working day and night. Deliveries of the 1914 models are being made as promptly as could be expected in the case of a success like the Paige "36." Our immense new factory is under construction and our removal to it will still further facilitate Paige production.

Above all things else, the Paige "36" deserves consideration first just as a car. But consider its equipment, too. Regular equipment includes the Gray & Davis electric starting and lighting system, Bosch magneto, rain-vision and ventilating windshield, genuine mohair top (tan lined) and boot, electric horn, Stewart revolving dial speedometer, 34 x 4-inch non-skid tires in rear, 12-inch electric headlights of parabolic design in black enamel and nickel, 6-inch electric side lights, flush in dash, crystal cut lens, 3-inch electric ruby light at rear, adjustable foot rest, nickel robe rail, demountable rims with extra rim, Jiffy curtains, extra tire iron, pump, jack, tools, tire repair outfit, etc., complete.

The 1914 season will be a distinctive Paige triumph. Keep that in mind. Just as the 1913 season has been a Paige triumph. Because in the Paige "36" and the Paige "25" the public finds extra value which no other car can give.

**PAIGE 25-\$950**

Electric Starting and Lighting System, \$75 extra

From this date we will equip the Paige "25" with an electric starting and lighting system for \$75 extra. The car is designed to take the equipment, and it will be added at request. Present owners can also have this system installed on their cars. Dealers will furnish prices and details. Think of this car, with electric starting and lighting for only \$1025. Wheel base, 110 inches; 32x3 1/2 inch tires; sturdy, silent motor, 34x4 inches; unit power plant; cork insert multiple disc clutch; wide doors; roomy body.

Previous models of the Paige "25" laid the foundation for the high reputation of the Paige Car. For the past two years, especially, the "25" has been recognized as a splendid, reliable car at a low price. And all this time we have worked steadily on refinements and minor improvements many of which are found in this year's model.

Equipment of Paige "25" is very complete, including genuine mohair top, side curtains and top boot; ventilating windshield, built into body; speedometer; two black enamel and nickel gas headlights, three black enamel and nickel side lights and tail light; demountable rims, one extra; non-skid tires in rear; robe rail; knicker covers running boards; tire irons; horn, pump, jack, tools and tire repair outfit. Five-passenger touring car, equipped complete as above, \$950.

**PAIGE CO. OF NEBRASKA, 2417 Farnam St.**  
**PAIGE-DETROIT MOTOR CAR COMPANY, Detroit, Michigan**