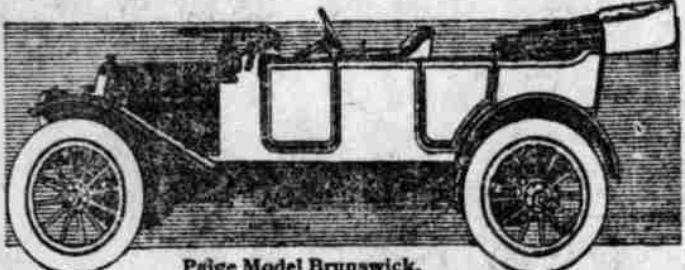


Where Else Can You Buy Such a Car for \$1000?



Paige Model Brunswick, 5-passenger touring car, \$1000

If there is any other car so good as the Paige—so carefully built, so graceful in its design, so luxurious in its finish, so complete in its equipment and so enduring—selling for \$1000, we never have seen it.

The PAIGE Car

gives more real automobile value, judged from any or every viewpoint, for a thousand dollars than any other automobile ever built.

Come and examine the Paige in every detail of construction

Compare the Paige with other cars selling for an equal or higher price. Come ride in the Paige—test its power, see how smoothly and silently it runs, see how comfortably it rides, see how simple its operation is.

Mitchell Motor Car Company

Tel. Doug. 782 2050 Farnam Street PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

ANOTHER AUTO ROAD STARTS

Dodge County Auto Club Building Highway in Northern Nebraska.

TO CONNECT WITH WYOMING

Convict Labor from Wyoming Prisons Will Be Used in Paving Route Through Wyoming and Black Hills.

Marking of the official auto highway through northern Nebraska to connect with Wyoming and the Black hills country was started last week by the Dodge County Auto club under the direction of E. Mennich, president, and George Staats, secretary, with headquarters at Fremont.

The route will be known as the "Blue Pole road" and will be marked by telephone poles on each side of a turn or cross road. These poles will be painted with an eighteen-inch strip of blue, with three inches of white above and below the blue.

For most of its length the road will run parallel with the Northwestern railroad. From Fremont to Chadron it will pass through the following towns:

Hooper, Scribner, West Point, Wisner, Stanton, Pilger, Norfolk, Tilden, Oakdale, Neligh, O'Neill, Newport, Bassett, Long Pine, Atkinson, Valentine and Rushville.

At Chadron two branches will be marked off, one going into Wyoming to Douglas, Casper, Lander and on into the Yellowstone park territory, and the other turning north into the Black Hills district.

A band of convicts from the Wyoming state penitentiary at Rawlins will be taken by train to Crawford, Neb. which is near the Nebraska-Wyoming line, from where they will assist in grading and marking the road across Wyoming. Forty convicts will be used for this work and a special squad of guards and deputies from Rawlins will supervise the gang. Arrangements are now under way with the Wyoming state authorities to determine a wage scale for the convicts.

ESSANKY SALES COMPANY IS ESTABLISHED IN OMAHA

The Essanky Sales company is now thoroughly established in a new location on the northwest corner of Nineteenth and Farnam streets and has just received its first shipment of the famous Essanky filter. H. A. Drew, formerly of Laramie, Wyo., is in charge of the local house and already has taken a number of orders for the famous tire inflator.

GREAT DEMAND FOR AUTOS

Home and Foreign Orders Crowd American Factories to the Limit.

Bankers and merchants now in the east, but whose homes are in the Pacific states, report most prosperous conditions in the agricultural districts of those states, and a number of them in recently published interviews allude to the increasing demand for automobiles in those districts.

Exporters of these machines also state that in foreign countries the demand for low and medium priced machines of American manufacture continues to broaden, and that all indications point to a very much greater number of machines being supplied by our factories to their foreign customers during the present fiscal year than in the one closed June 30, 1912.

With approximately \$25,000,000 worth of automobiles, auto trucks and auto machine accessories exported from the United States in the last fiscal year, these statements of great increases in the foreign demands augurs well for the growth of the auto machine industry in all the leading makes of these low and medium priced machines during the coming years.

Foreigners are proverbial in their attachment to articles with whose uses they have become familiar, and with those classes or brands, names of manufacturers or trade designations they associate good service and fair worth, and now made fully acquainted with the peculiar excellence of many makes of American manufactured machines, they will continue to call for those same classes, the outputs of the same machine shops and factories for years in the future.

Taking the lead in supplying foreign demands for these serviceable machines at reasonable prices, as the automobile manufacturers have done, very notably during the last three years, a strong hold, or dominant hold, has been obtained on this foreign trade, and it is very probable that five years from now will place our automobile exports at fully three times the value of those of last year.—Cincinnati Enquirer.

Counterfeit Dollars

buy trouble, but a genuine quarter buys Dr. King's New Life Pills; for constipation, malaria, headache and jaundice. For sale by Beaton Drug Co.

Motor Gnome Melodias.

I had a little motor gay, no bigger than my thumb.

I took it out upon the way and there it bade it hum.

If I jammed me And slammed me, It raised a heap of dust.

And when it flew Up in the air, Its tank and tires bust.

If I had a motor that wouldn't go Do you think I'd wallop it? Oh, no, no, I'd varnish it, and paint it in a nice green.

And sell it to a farmer for a sowin'-machine!

Niddle Noddle Bought a model Made in nineteen-seven. Went a mile, In bulky style.

Landing him in heaven, There was a man in our town, Why was so wondrous gay.

He jumped into the chauffeur's seat And speeded up the way; Zigzagging everywhere.

Instead of jumping in the road He jumped upon the air. He knew the road was very hard.

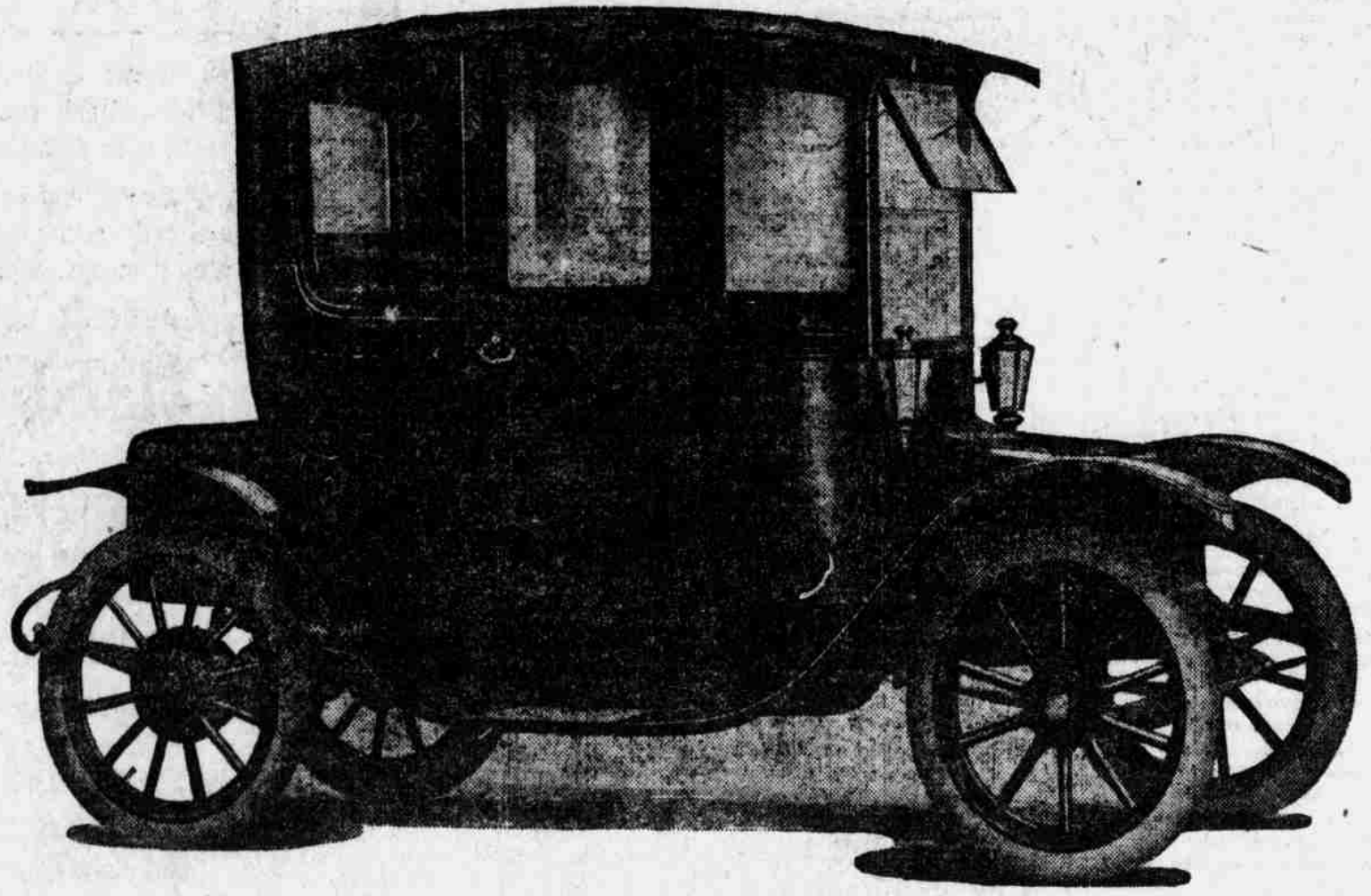
He knew the air was soft, And so he left a-jumpin' up To regions high aloft.

And if he had not changed his mind And 'e'en an earthward trek He would have saved himself the bump That broke his little neck!

Silly little Billy, Nid On his motor took a skid Skidded o'er the river bank Sitting on his naphtha tank.

Tank exploded with a roar, Blowing little Nid ashore. And his weeping parents say, "He warn't drowned, anyway!" —Harper's Magazine.

The Truth about Electrics How to Save \$1000



The Famous Standard Electric

Owners and Buyers: Here is a message for you that will give you wisdom to appreciate, opportunity to possess and the satisfaction of buying an Electric Pleasure Car that created in 1912 a new era in values and consternation among manufacturers, who, too long, held, or thought they held, the exclusive right to always demand from purchasers exorbitant, nay, fancy prices for their cars.

The Standard Electric quietly made its appearance last year and behold, alarm was created among our competitors, not only by reason of the remarkable simplicity and superior efficiency of the chassis but by the revolutionary low price—an alarm that has since resolved itself into the slogan—"Buy any Electric but a Standard," but they forget to add, "If you see a Standard, you won't buy ours."

When You Visit our Showrooms and examine, and ride in the beautiful Standard you will say "Buy NO Electric but a Standard" because we, the makers, challenge competition not by words, but by an Electric Pleasure Car, which in itself, is the one unanswerable reason for all the good things our engineering friends freely say about it and all the innuendoes our competitors are compelled to say about it.

This car is doing in the "Electric" field what is now history in the gasoline motor car field—it is breaking down the barriers of high price, it is uplifting the standard of high quality, it is giving opportunity to hundreds—we hope thousands—of men and women to possess the luxury, the comfortable convenience, the efficient, economical advantages of the "Electric," because it has banished forever the prohibitive cost and not only given a better car from a mechanical and engineering standpoint, but a car that in beauty of body design and luxurious appointments is without a peer at any price.

Let us start with the chassis: Engineers, Dealers, Competitors have been compelled to admit that in perfection of construction, quality of material, superiority in at least thirteen points of its design, the Standard Chassis is unquestionably the most efficient combination of strength and simplicity for a defined purpose ever put under the body of an Electric Pleasure Car. Oh, we're not afraid to strip our car and show you the "works." See for yourself, then go and ask our competitors to show you theirs; a cursory examination of respective merits will be sufficient.

Then, the Body!—The Standard Electric Body is a composite of all that is chaste and beautiful in contour line, all that is best, as to material and workmanship in the coachmaker's art, and the interior is an environment of luxury that money could not possibly improve upon. No expense has been spared to adorn and make artistic, to unite physical comfort with eye-pleasing refinement. Made of aluminum by body-makers of national reputation, crystal plate-glass, clear-visibility windshield, ventilator over window, also the very latest type of full sweeping rear panel and U doors which will undoubtedly be widely copied. A Standard Body must be seen to be appreciated.

The Car Itself: If you were to place all the Electrics now upon the market in one long row side by side and examine their particular designs, you would pick out the Standard Electric as the composite car of all that excluded freakishness on the one hand and included sound, sane, orthodox construction on the other. Our designers and engineers have built wisely upon the experiences of the past and for the future, anticipated the permanence of true beauty, linked with comfort and necessary utility.

There are a bevy of new manufacturers in the electric pleasure car field who have repudiated by their product and in their publicity, orthodoxy of construction and

those mechanical and necessary principles which are absolutely involved in the units which make for efficiency and durability. But they are only word-wise, not experience-wise. It is probably true that the majority of men are splendidly informed on the gas car but woefully ignorant as to the "why" and "wherefore" of the "Electric." A visit to our showrooms will be educational.

The men who build the Standard have been in the electric pleasure car business from its beginning. It is their life work. In creating the Standard Electric they have welded together as specialists, in one concentrated effort, all that is proven best, and added all that vision, insight and years of experience suggested to their trained minds and hands as expedient and necessary to produce a car superior to the traditions of the past and so advanced in essentials as to absolutely place their product at the apex of achievement.

Here are certain units which in themselves are sufficient guarantees of highest quality. Parrish & Bingham frames, Westinghouse motor (series wound), Exide batteries, 30 cells (11 plate M. V.), Hayes wheels, Goodyear or Motz tires. The frame is dropped, also necked in, which enables the car to be easily steered in crowded traffic. There are a hundred and one advanced constructional points that involve accessibility, roominess, ease of operation, safety, dependability, low cost of upkeep, etc. It would take us too long to recount here all the distinctive superiorities of the Standard Electric.

They said we would go broke in three months. Our competitors privately and openly ridiculed us for daring to sell this car of highest quality for the unheard of low price—\$1885. They said, "It simply can't be done." "Are those men who build the Standard, fools?" But behind the ability and ambition that produced the Standard Electric was a vision of conquest for the advantages of the "Electric" that probed the future and laid a popularity for this type of car which should, in time, equal the growth in volume of sales of the gasoline car.

Everybody knows, that time was when the gasoline car was a luxury only for the rich, while now, scores of thousands are purchased yearly by men of moderate income. Why should not history repeat itself and the "Electric" also be brought within the possibility of ownership by the great majority? So the price of the Standard Electric was cut hundreds of dollars below what could be reasonably asked for it. Small wonder that our competitors objected to such revolutionary method. It destroyed their big profits, but it has pushed back the horizon which separated desire from ownership, because of exorbitant price, and given an opportunity to thousands of possessing the conveniences and advantages the "Electric" offers.

So we are pioneers of a new era in the service of electricity. We have faith in public appreciation of our efforts. We know that volume of sales will take care of our small marginal profit. We believe that, aside from the unquestioned superior quality of the Standard Electric, the epoch-making low price will keep our factories working night and day to supply the demand. We know that every owner of a Standard will create other owners and, reduced to dollars, the saving of at least one thousand by every comparative value is the most convincing argument why the Standard Electric will be, not only the biggest seller, but the most esteemed Electric upon the market.

Service and Guarantee: Immediately you become the owner of a Standard Electric our representatives are always at your service. The "service" behind the car is just as important to us as the "service" built into it. Our interest, expressed in terms of organized, specialized ability to see to it that every "Standard" is always 100 per cent efficient adds to the remarkable value of this car. Every Standard Electric is positively guaranteed by the factory through the local or territorial representatives.



Pile five big men into a Ford and you have a fair load. But many a heavy car unloaded has more weight to carry—and no more power to carry it. The low priced Vanadium built Ford is minimumly light and maximumly powerful.

75,000 Ford cars already sold this season—one-third of America's product. Four different bodies—all built on the one Ford chassis—five-passenger touring car—torpedo runabout—delivery car and town car. Get catalogue from Ford Motor Company, 1916 Barney street, Omaha, or direct from Detroit factory.

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

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VanBrunt Automobile Co. Overland and Popo Harford Council Bluffs Ia. Omaha, Neb.

Stearns Wallace Automobile Co. MOTOR CAR 2203 Farnam Street

Marion Automobile Co. Marion and Marmion Gas Cars, Ohio and Standard Six 2 Cyls. Distributors for western Iowa and Nebraska. 2101-3 Farnam St.

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