Frank Carpenter Tells of His Chat with Secretary of the Navy






 Tham am mix numeu mem

 $\frac{20}{2}$

 Numu noum wow wom








Pumping Plant and Reservoir for Irrigation Purposes.

now yin tion
 $=2$ $5=5$



$\qquad$
 Analuanainf intum-

# Grandfather's clock makes a good heirloom but it won't keep time. 

GRANDFATHER'S clock was manufactured by a single man. It took this single man years to make it and when this single min got through with grandatherer's clock that primitive time-piece took up a great deal of space, looked grand and all that, but-it wouldn't keep time. Why? Because the chap who made grandfather's clock was not a special-ist-he was a carpenter, a cabinet-maker, a machinist, a scientist and several other things-meaning that he was a jack of all trades and-you know the rest. Before they got watches that would keep trains from bumping together and manage great cities on time they had to turn the job over to spectalists.

THE same thing is true in every industry. Take the automobile industry, for instance. When the people demanded
better cars for less money they turned the job over to special. better cars for less money they turned the job over to special-
ists. They said: "The best car can be made only from the best units and the best units can be made only by the best parts builders-the standard parts builders." Whereupon the Cole Motor Car Company of Indianapolis caught the cue first and built iscar entirely of standard parts-and they called the new type of car THE STANDARDIZED CAR.

THIS car accomplishes what other cars attempt-it is actually 1 the better car for less money which you said some day some one would build. This is the proof-a Cole Touring Car with a wheel base of 120 inches, four cylinders, sturdy, quiet, with appealing lines, completely equipped, Delco electric self-cranking and all- $\$ 1925$.


## The Standardized Car

Cole Motor Car Company

Indianapolis, U. S. A.
COLE MOTOR CO
1910 Farnam St., Omaha

