

EVERY FOOT OF COLE FACTORY UTILIZED

Improvement and Enlargement of Standardized Plant Results in Increased Output.

BUSIEST YEAR IN HISTORY

With the greatly increased production of the present season at the Cole Motor Car company in Indianapolis, Ind., has come a general improvement and enlargement of the standardized plant. Every available foot of floor space in the big factory is being utilized. The service station has been removed to a place nearer the center of the city, and the building formerly occupied by this branch has been converted into a new and enlarged final test department.

The large court between the new concrete structure and the smaller brick buildings occupied by the parts department and stock room has been surfaced with cement and will be utilized to house frames and other materials which are coming into the plant by the carload. The arrangement of the receiving department has been changed to expedite the handling of incoming material. Schedules for the moving of material through the plant, for shipping of cars, etc., have been worked out systematically, so that no delays will be experienced anywhere along the line.

The traffic department of the company, which in times like these is looked to in getting materials into the factory on schedule time, has been materially increased. Many men are constantly out on the road, working both with the railroads and with the parts producers seeing that shipments are made and the materials are not delayed along the line.

Work Day and Night

Every department in the factory has been enlarged and strengthened. Work is going on night and day in an effort to supply the enormous demand for the Cole Eight which continues to increase day by day.

"This is the busiest year in the history of the company," said Leon Traynor of the Traynor Automobile company, local Cole representative. "I have been told by those who have been with the Cole company since its inception that they have never witnessed such activity as that of the present year."

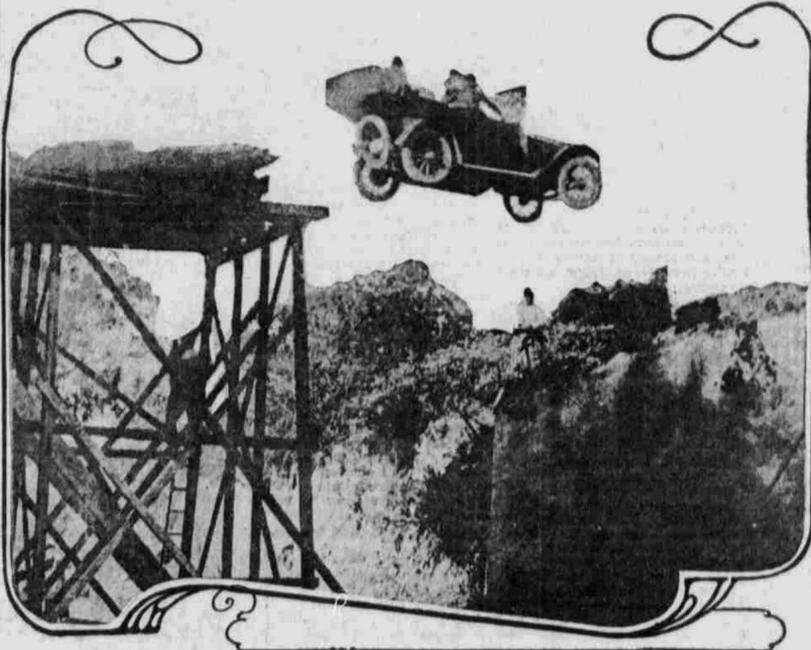
"Neither time nor money is being spared by A. F. Knobloch, the new general manager, and his corps of efficiency experts to keep the wheels a-rolling. The factory is taxed to its utmost, and though the big plant seemed to us previously to be adequate to meet any conditions that might arise, there isn't an inch of space in it now that is not being utilized all of the time."

"Our production for March of this year exceeded the production of the same month a year ago more than four times over. Think of it, more than four times as many cars were produced this March as last, and every indication is that the production of subsequent months will be proportionately greater."

"Of course, we all realize that there is a material shortage to contend with. But, despite this, the Cole company has launched its biggest year of production—and every bit of its energy is being directed to increase it every day."

The production for the year, according to officials of the Cole Motor Car company, will surpass that of any previous year, despite the fact that the organization is concentrating its greatest effort on the Cole Eight model.

Maxwell Provides Thriller for Movies



The most spectacular automobile action picture yet obtained by a camera was filmed recently near Santa Barbara, Cal., where the studios of the American Film company are located, when a Maxwell stock touring car leaped a chasm thirty-three feet wide and twenty-one feet deep, it landed safely on the other side with fourteen feet to spare, the total distance

of the flight being forty-seven feet. Three passengers were carried on the perilous journey. Another remarkable tribute to Maxwell sturdiness is contained in the fact that none of the passengers was injured and the car was unharmed. The car was driven 1,000 feet on a temporary board incline to give it the momentum necessary for its long leap

through the air. Albert Thompson, one of the film actors, who was driving the car, said it had attained a speed of fifty miles an hour when it left the incline built on the approach side of the gulf. A large crowd was on hand to watch the performance and the majority of the onlookers predicted the experiment would end in disaster.

tirely eliminated, but because of the extensiveness of the sprinkler system no danger is felt of a large conflagration.

Saxon Six Shows 20-Mile Average On Gallon of Gas

If the present contest among motor car owners for economy records keeps up, the suggestion has been made that a set of rules for the game be formulated. This season, as never before, gasoline mileage is the favorite topic of the automobile fan, and it is no longer necessary for the motor car companies to have tests. The owners are doing the testing.

This spring several reports from owners have been received unsolicited by the Saxon Motor Car company. They come from all parts of the country and they bear a single message.

"The Saxon 'Six' averages better than twenty miles on a single gallon of gasoline."

William Coy of San Francisco kept a record of the mileage of his car and also of its gasoline consumption during the months that he was conducting a livery service for visitors to the Panama-Pacific exposition. He traveled more than 11,000 miles in all kinds of weather and his average mileage was better than twenty on one gallon of fuel.

Out in Hazleton, Pa., they had a little economy contest. It was just a local affair and various makes of cars were

PAIGE PRESIDENT ORGANIZES RIFLE CORPS IN FACTORY

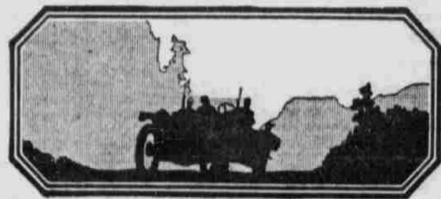
Right in line with its active efforts among its own employes for the promotion of preparedness and the making of loyal and efficient American citizens is the action taken by the Paige-Detroit Motor Car company to organize a rifle corps from the workers in its factory.

Recently President Harry M. Jewett addressed seventy of his department heads on the general subject of preparedness and citizenship, illustrating his ideas with specific facts on the present state of this country in the matter of defense. The Paige company had also opened a citizenship bureau so that every employe in the great factory who had not become a naturalized citizen might find the opportunity and the way made easy for him.

About 200 men accepted this invitation and became immensely enthusiastic over the work that is being done at the Young Men's Christian association.

Biggest Fire Extinguishing Station

Almost 300 miles of pipe, with 100,000 sprinkler heads, is the chief reliance of the Willys-Overland company of Toledo, O., in fire fighting. Fires cannot be en-



TOWN OR COUNTRY

The Packard Twin Six is master of any situation to be met in town or country driving.

On road, track, boulevard and mountain trail it has shown itself to be the eventual power for all particular service.

It gives to the new Packard a rapidity of pick-up, a range of high-gear activity, an ease of hill-climbing and a sureness of sustained speed never before combined in any motor car.

The "1-25," with any Open Body, \$2750, f.o.b. Detroit
The "1-25," with any Open Body, \$3150, f.o.b. Detroit

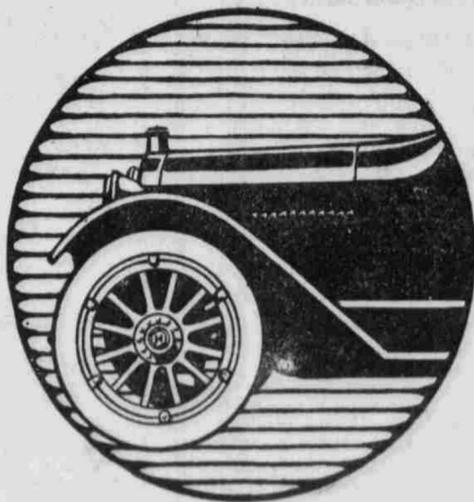
ORR MOTOR SALES COMPANY

Farnam and 40th Streets

Ask the man who owns one



Hupmobile



ASK all the essentials of motor car satisfaction, and the Hupmobile furnishes them all—flexibility, smooth-running, power, quality, economy, comfort—as only the Hupmobile CAN furnish them. With a free-coupon service in addition.

Dealers are finding ready sales for Hupmobiles. In this territory the business is being accelerated by large newspaper advertising, and dealers are on an advantageous footing by reason of the Omaha factory branch facilities for filling their wants easily and quickly. Thus the value of the Hupmobile franchise is greater than ever. Apply for your territory if open.

\$1085

F.O.B. Detroit

- 5-PASSENGER TOURING CAR \$1,085
- OR ROADSTER \$1,150
- YEAR-ROUND TOURING CAR \$1,150
- 7-PASSENGER TOURING CAR \$1,250
- TRUCK \$1,350

Hupmobile Company of Nebraska

FACTORY WHOLESALE BRANCH
2054 Farnam Street, Omaha

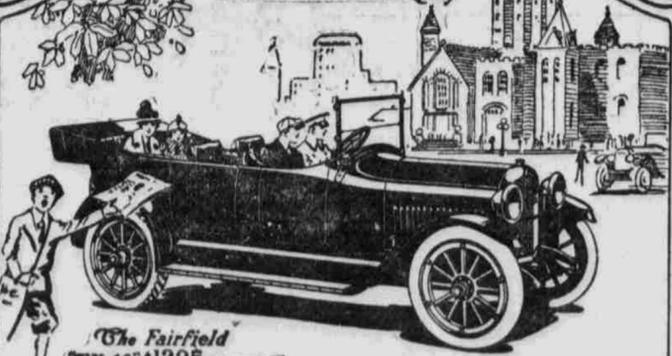
McShane Motor Company

RETAIL DISTRIBUTORS
2054 Farnam Street, Omaha



PAIGE

The Standard of Value and Quality



The Fairfield
SIX-40 \$1295 f.o.b. Detroit

Power!!

Few of us have the need or desire for a racing car.

We are quite content to let the "other fellow" take his chances at 70 miles an hour—while we spin along comfortably and safely with the speedometer needle registering 25 or 30.

But every man wants Power in his automobile—and particularly the man who tours.

It is good to sit behind a motor which responds eagerly—bouyantly—to the slightest touch of the throttle.

It is good to know that you need only "step on" the accelerator—and the steepest hills will flatten out like smooth boulevards.

It is good to realize that you command a vast store of reserve power which will easily take you through the heaviest sand roads "on high."

It is good to know that your automobile is a staunch, sturdy, dependable help-mate—not a treacherous weakling that will lay down when the real work begins.

In a word, it is good to own just such a car as the Paige seven passenger "Six-40."

This car is a thoroughbred—every inch of it.

It is just as handsome as an automobile could possibly be, and easily capable of going 60 miles per hour if you desire so much speed. But—first and last—it is made for work—consistent work—day in and day out work.

"Fairfield" owners don't have to make apologies or "offer excuses". Their cars are out of commission at one time only—when they are locked up in the garage at night.

And—best of all—you can readily establish these facts for yourself.

This car is by no means an "experiment". It has been put to the gruelling test of more than a full year's road work by thousands of owners.

All that you need to do is get in touch with the nearest Paige dealer.

Let him press his case. Let him introduce you to men who have invested their money in the "Fairfield". Listen to their experiences—ask for their honest opinions.

Do this—while the Dealer can still make immediate deliveries.

Paige-Detroit Motor Car Company, Detroit, Michigan

Murphy-O'Brien Auto Co.

The Fleetwood "Six-35" \$1050
1814-18 Farnam St. Phone Tyler 123