

### "PICK YOUR TESTS," SAY COLE DEALERS

Prospective Customers Are Invited to Name Any Reasonable Trail for Eight.

#### THE ENGINEERS ARE CONFIDENT

"We who sell the model 800, Cole eight," says Lou Traynor, local Cole distributor, "have the advantage of being able to say to our prospective purchasers, 'Pick out your own test; the harder it is, the better it suits us.'" An investigation shows that practically all of the Cole dealers use the foregoing reference to the testing of the Cole car as their slogan.

### Racing Driver Crosses Country in Allen Machine

Earl Anderson, brother of G. H. Anderson of the Stuts racing teams, and himself a racing driver of considerable note, recently drove an Allen motor car from New York to San Diego, Cal., ending with a flying trip to "Frisco."

"It is interesting to learn that a medium priced car, such as the Allen, made the trip with such satisfaction to Mr. Anderson and that he is contemplating making the return trip in the same car. In commenting on the trip Anderson says: 'I have driven many makes of cars from the highest priced to the humble "flivver," but I must say that the power, comfort and general excellence of the Allen certainly surprised me, for I did not expect so much for my money when I bought it in New York. I had not contemplated making the trip out here to it but after driving it a while and learning how dependable it was, I had no doubts regarding its ability to get me home.'"

### Maxwell President Explains Company's Advertising Policy

Some striking comments on the fundamental value of honesty in advertising are contained in a statement by Walter E. Flanders, president of the Maxwell Motor company, just issued to the company's dealers and representatives.

In view of the national movement in the direction of sincerity and truth in advertising, Mr. Flanders' remarks have a profound and timely interest. While his views necessarily relate to the Maxwell Motor company, they may easily be taken to apply generally to national advertising of any character.

"The public has its introduction to a business house largely through the medium of advertising. In this as in other instances, the first impressions exert great influence and the line of least resistance is to have those first impressions favorable. If our advertising contains exaggerated, sensational or untrue statements, the public will inevitably receive a corresponding impression of the company behind that advertising. And we can't afford to put any such obstacles in our own path, even though they do secure a few unsuspecting people and momentarily stimulate our sales. We are going to be in business a long while and a lasting foundation cannot be built on mere stratagems."

### "Super-Six" Breaks Record at Dayton

"All the things that the wild waves are doing" they are still floating and bathing with exultation over the speed that a Hudson "super-six" stock chassis on General's Sixtowns three made along the Grand-Daytona beach. It was a new record—a full in 23-100 seconds, or 107 1/2 miles per hour. Faster than the Detroit race the waves have ever witnessed.

**How Yaku Taxi Ride.**  
A big brown bear that weighed 100 pounds was on a slide in the business section of Hudson, Pa., and was so terrific, due to his refusal to ride in the Cunningham auto bus on the Hudson, Pa. & Shamokin railway third-class car, that he was taken to the city jail.

### BARNEY OLDFIELD TO SAY GOODBYE—Daddy of all speed pilots declares he will make his farewell to the rail-birds at Indianapolis this month.



**BACK** in 1902 two men started to fame; Henry Ford and Barney Oldfield. Ford was trying to build a racing car. Barney was with him trying to build a career as a race driver. The answer is obvious.

Barney Oldfield is going to drive a Delage car at the Sixth Annual International Sweepstakes Race, May 30th. This is Oldfield's last race, his last public appearance, and Oldfield proposes unequivocally to win and crown his racing career with what is considered the highest achievement in automobile racing. The Delage car that Barney Oldfield will drive is reputed to be one of the finest specimens of automobile construction in the world.

### DODGE CAR CARRIES DOCTOR TO SAVE ARMY OFFICER'S LIFE

Word comes from Mexico of a thrilling trip from Columbus, N. M., to Casas Grandes, made by Dr. W. L. Brown of El Paso, who was called to attend Lieutenant Colonel Tyree Rivers, III with pneumonia at the American front.

Mexican desert in one of the regular Dodge Brothers' cars in use in the army, and the remarkable time of six and one-half hours was made by the army car. As reported in an El Paso paper, Dr. Brown said that the roads were in horrible shape, due both to their natural condition and to the constant travel of the heavy motor trucks used in conveying supplies to the American troops.

# Willard STORAGE BATTERY

AT ANY WILLARD BATTERY STORE OR DISTRIBUTOR

Willard Batteries Make these Cars Better

### A Health Policy

Nowadays there's no good reason for having poor lighting and starting from a "dead" battery.

Insure your storage battery against loss of life. There's no premium to pay—just ask for a Willard free inspection card.

Then come around once a month and have your battery examined. Whether it's in good condition or not is surely worth knowing, especially when it's free.

Remember: when it comes to batteries—we're experts

**Nebraska Storage Battery Co.**  
2203 Farnam St. Phone Doug. 5102

**Free inspection of any battery at any time**

# Detroit Six-45—\$1098

f. o. b. Detroit.

## Truly a Beautiful Car

The artistic streamline body compels admiration the instant anyone sees this New Detroit Six. It is distinctive, different, designed along sane, sensible lines that appeal to discriminating motor car buyers.

But comfort has not been sacrificed for beauty—the body is large and roomy—plenty of leg room, rear seat 46 1/2 inches long, genuine leather upholstery and refinements found only on much higher priced cars.

The question of power is definitely settled when you know that the New Detroit is equipped with a Six-Cylinder Continental Motor. Tests prove this motor a marvel of power, economy and flexibility—you can throttle down to 2 miles an hour on high. For general all 'round touring you will average 15 to 20 miles per gallon of gasoline.

We believe you will find the Detroit hits the closest to your ideas of Motor Car excellence.

Phone us for a ride. Let the car itself answer every question.

Included in its specifications are such proven successes as the Continental Motor, Warner Transmission and a Full Floating Rear Axle

**DEALERS:** This is a quality car with a wonderful proposition behind it.

# C. W. FRANCIS AUTO CO.

2216-18 Farnam St. Omaha, Neb. Phone Douglas 853.  
Distributors for Nebraska and Western Half of Iowa.

# PAIGE

The Standard of Value and Quality

**REMEMBER**, you can only get out of a product precisely what the manufacturer puts into it.

There is no substitute for basic quality. No matter whether it be a typewriter, farm tractor or automobile, service must be BUILT IN the product—not merely veneered on the surface.

There, you have the very essence of the Paige idea.

There you have the compelling motive behind every car which has ever left this factory.

There you have the REASON for the astounding value which you will find in the Paige, seven-passenger, Fairfield Model "Six-46".

Let us repeat with all possible emphasis—"Paige builds not for price, but for Quality."

Paige-Detroit Motor Car Company  
Detroit, Michigan

## MURPHY-O'BRIEN AUTO COMPANY

1814-18 Farnam St. Phone Tyler 123

Financed "Six-46" \$1050  
Financed "Seven-46" \$1295  
F. O. B. Detroit