"PICK YOUR TESTS," SAY COLE DEALERS

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

THE ENGINEERS ARE CONFIDENT

"We who self the model \$60, Cole eight," says Lou Traynor, local Cole distributer, 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. "Of course, we feel sure that the Cole

eight will prove equal to any reasonable trial, or we would not allow our dealers to use a slogan of that nature," said A. Enobloch, the new general manager of the Cole Motor Car company. "For even years the most expert engineers of the Cole company worked unceasingly to perfect a motor car, which, from the standpoint of efficiency, would not only equal its competitors, but even surpass anything in its class. Nearly two years of service for our model 860, Cole eight, convinces us that the labor of those engineers was not in vain. It has undergone all manner of tests in all sorts of weather and on roads of all conditions, and finished itstrials with flying colors. "The model \$60, Cole eight, is a V-type multiple cylinder car, possessing the extraordinary combination of counterbalanced crankshaft, with aluminum pistons and light reciprocating parts, which go to make up the most advanced type of multiple cylinder construction."

Racing Driver Crosses Country in Allen Machine

Earl Anderson, brother of Gti Anderson of the Stutz racing teams, and bimself 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 mak ing the return trip in the same car. In commenting on the trip Anderson says I have driven many makes of care from the highest priced to the humbla '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 it's ability to get me

"I drove out by the southern route crossing Death valley, and if ever there was a test of a car's sturdiness it was that trip. I never had a moment's trouble of any kind with the car. I never had occasion to look at the transmission or differential and, with the exception of cleaning the spark plugs once, had no need to lift the hood. In traversing Death valley and in making the long climbs over the grades, the water never boiled in the radiator and when I return east, which will be soon, it will be in the same Allen touring car that I came out in"

Maxwell President Explains Company's Advertising Policy

Some striking comments on the fun damental value of honesty in advertising are contained in a statement by Walter E. Flanders, president of the Maxwell Motor company, just lasted to the company's dealers and representatives. The statement is a concrete explanation of the alms behind the company's ad vertising policy. In view of the national movement in

the direction of sincerity and truth in sovertising, Mr. Flanders' remarks have profound and timely interest. While his views necessarily relate to the Maxwell Motor company, they may easily be taken to apply generally to national educations of any character. Among other things he says.

The public has its introduction to a usiness house largely through the me tom of advertising. In this as to other usiances, the first impressions exert count influence and the line of least relatience is to have those first impres nions favorable. If our advertising con tains exaggerated, sensational or untry statements, the public will inevitably enceive a corresponding impression of the company behind that advertising. And we can't alford to put any such obstacles cour own path; even though they f cone a few unsuspecting people and community of all attenuate our sales. We are goog to be in business a long while and buring foundation cannot be built or more strategome.

"Super-Six" Breaks Record at Dayton

311" the titings that the wild waves an "he" They are still founting and lash is with an itement over the speed that Harley Super-cial Work charges or codes in Structures tires made along the Dymouni-Daytonia brands. It was a new word in fails in \$5.13-100 assemble, or time mes per hour. Pastar than the flerour puts the waver have ever witnessed. The cludeon is rated at 29-4 horse-power

and develope if horse-power at about 1.50 e. p. in from traveling for a store cain, is the sort gowilp. The morniality all want to so you critica to R now. No timps slow today onk maps does for them And there're all just head over tulls o love with these braditiful black treated cartisons firm that help the Hutter hake such sweet-breaking hardway.

Bone Taken Tunt Bide.

BARNEY OLDFIELD TO SAY GOODBY-Daddy of all speed pilots declares he will make his farewell to the railbirds at Indianapolis this month.



was trying to build a racing car. Barney was with him trying to build a career as a race driver. The answer is Barney Oldfield is going to drive a Delage car at the Sixth Annual

International Sweep-stakes Race, May 30th. This is Oldfield's last race, his last public ap-pearance, and Oldfield unequivocally proposes win and crown his racing career with what is considered the highest achievement in automo-bile racing. The Delage car that Barney Oldfield

will drive is reputed to be one of the finest specimens of automobile construction in the world. It was one of the French cars built for the Grand Prix in Europe in 1914. It has a block type motor, with valves in the head, with a bore and stroke of 3.70 x 6.30, and a cubic inch piston displacement of 271.8. Labrication is by force and splash. Barney finished third with this car at Elgin last year in the C. A. C. Cup Race. He also entered this car at Sheepshead Bay, New York Speedway, last year, but was forced out at the end of sixteen miles with a broken piston and connecting rod. The name "Oldfield" and automobiles are synonymous. Barney is also bringing from Los Angeles to Indianapolis his front drive Christic car. However, there is no belief that this car will be in the race, but one can never tell what Barney has up his sleeve. One of Barney's favorite publicity getters is his invariable stogie, which he wears in his mouth unlighted. His friends say they can tell just how Barney feels by the angle this stogie rests between his teeth. will drive is reputed to be one of the finest specimens of automobile con-

Oldfield

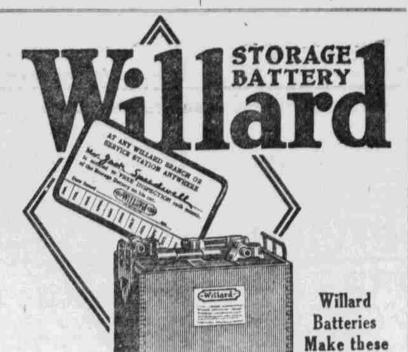
Word comes from Mexico of a thrilling trip from Columbus, N. M., to Casas Grandes, made by Dr. W. L. Brown of El Paso, who was called to attend Lieu- rible sh pe, due both to their natural tenant Colonel Tyree Rivers, ill with condition and to the constant travel of Dr. Brown was conveyed across the

DODGE CAR CARRIES DOCTOR Mexican desert in one of the regular Dodge Brothers' ours in use in the army TO SAVE ARMY OFFICER'S LIFE 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 hor-

the heavy motor trucks used in convey-

Cars Better

ing supplies to the American troops.



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.

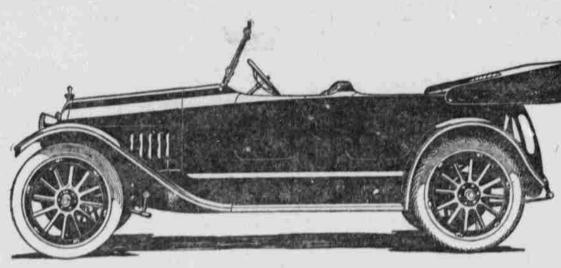
2203 Farnam St. Phone Doug. 5102



Faza EMB Augure the sace surrance 1 matical in a protect from

Free inspection of any battery at any time

Detroiter Six-45-\$1098



Truly a Beautiful Car

The artistic streamline body compels admiration the instant anyone sees this New Detroiter 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 461/2 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 Detroiter 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. Eor general all 'round touring you will average 15 to 20 miles per gallon of gasoline.

We believe you will find the Detroiter 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.

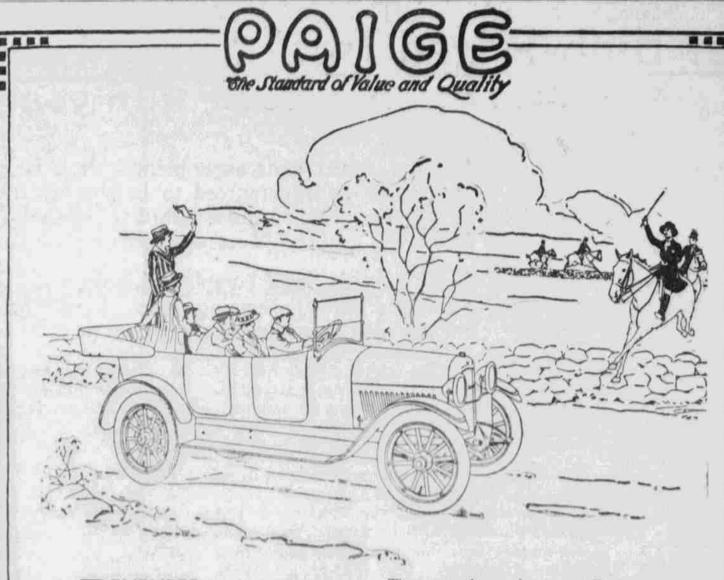
C. W. FRANCIS AUTO CO.

2216-18 Farnam St.

Omaha, Neb.

Phone Douglas 853.

Distributors for Nebraska and Western Half of Iowa.



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

There is no substitute for basig 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.

Seatwood "Na-35"

Suppressing to \$1050

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

Feloficid" Six-66" \$1295