

COLE LIBERTY LOAN PLAN BIG SUCCESS

Government Officials, Banks and Newspapers Endorse It; Army Officer Gets First Car.

According to incomplete reports from Cole Eight automobile dealers throughout the country, Commander W. Pitts Scott, an army officer in Washington, D. C., was the first buyer of a Cole car under the much-talked about Cole Liberty loan plan.

Commander Scott was in the market for an automobile and on Wednesday, May 27, his attention was called to the unusual offer of the company whereby Liberty loan bonds would be taken in part or full payment for Cole cars at the rate of \$102 for each \$100 bond. He then lost no time in arranging with the Henderson-Rowe agency of that city for the purchase of a car under those conditions.

As soon as the announcement of the plan was made at the factory, competition became keen among the dealers throughout the country for the honor of making the first sale. Telegrams claiming that distinction poured into the factory.

Reports have also been received from newspapermen and politicians in the capital to the effect that the plan caused more discussion in the capital city than probably any other motor car announcement within recent years, with the possible exception of the automobile tax legislation. A representative of the Cole company, who was in Washington on the day the announcement was made, found men discussing it in every department that he visited, including the Treasury department, senate committee rooms, presidential secretary's office, federal publicity bureau, war preparedness board offices, in the house and at the National Press club.

Inasmuch as the quick distribution of the Liberty loan bonds is a most vital question in federal circles, the Cole Liberty loan plan in that connection was the topic of the hour.

Unqualified endorsement of the plan from prominent banks and influential newspapers continue to reach the factory in large numbers.

Marmon Owner Pays Speed Fine and Wins Big Wager

W. F. Coal of Cumberland, Md., was glad to pay a couple of fines for speeding his Marmon 34 to win a big wager that resulted from an argument with a friend over their cars.

The Baltimore Sun tells the story as follows:

"When W. F. Coal, coal operator of Cumberland, reached the Stafford hotel yesterday he scraped the dust from his face, called up Frederick, paid a fine of \$5 for speeding, then called Cumberland and collected \$2,800 on deposit there. He had won \$1,400 of this amount because he reached Baltimore in his automobile before Daniel F. Carl, with whom he made a wager.

"Mr. Coal and Mr. Carl had long discussed the prowess of their individual automobiles and each declared that he owned the speediest car. To settle the matter, each deposited \$1,400 in Cumberland and agreed that the first to reach the Stafford hotel should call on the telephone and collect.

"Constant Barnhart at Hancock tried to hold up the two cars which

Motor Car Makes Record Non-Stop Run



Two thousand seven hundred and thirty-five miles in seven days and nights of continuous motor running, without mechanical adjustments or repair, except that due to a collision, is the northwest record established by a seven-passenger eight-cylinder stock King motor car.

The car's motor never faltered from the time that W. G. McAdoo, secretary of the treasury, gave the boys the word "Go" at the St. Paul hotel, Minneapolis.

The conditions of the test were specifically designated to approximate

speed through that town, it is reported, at a dizzy speed. Both cars got through Clearspring safely also, but Constable Beckley notified the officers at Hagerstown to be on the lookout for them. Mr. Coal was apprehended by Deputy Commissioner F. A. Young and fined \$25 by Justice Bitner. Mr. Carl was apprehended later and fined \$25 and costs. Mr. Coal reached Baltimore first.

Automobile Has Its Place In Both Peace and War Times

Any product that has the place of the automobile in economic life has little to fear of war-time conditions. The war is going to mark progress, judging from the history of other great wars, and to conceive of any progress without the automobile as a factor would be entirely out of line with the trend of the last fifteen years.

Just how much the automobile will figure in this development lies with the automobile itself, is the opinion of S. E. Ackerman, sales manager of the Franklin Automobile company. This being an era of thrift, those cars that get the most out of available resources will accomplish the most.

"There are degrees of efficiency among motor cars, just the same as among human beings," Mr. Ackerman goes on to say, in commenting on the national call against waste, "and I look for this war to be one thing without doubt—that is, to set up a standard of motor-car efficiency. Right now, in England, this standard is being formulated. I notice the mil-

those under which the owner operates his car.

Through rain, sunshine and shadow, night and day, for 168 hours, this King eight touring car, with driver and observer and sometimes passengers, swept forward.

During the seven days and nights of running the motor was not stopped once. Nor was any adjustment made upon it, except the change of a fan due to a collision.

Everything that happened to the car down to the most minute details was recorded by the observers, who were continually on duty for the 168 hours. Not even a spark plug was

changed and the Goodyear tires, which started with Detroit air, finished with the same kind of air, giving all the tires so far over 6,000 miles of usage.

The car used had 29,550 miles to its credit when it started in the grind between St. Paul and Minneapolis and at the finish the speedometer showed that in all it had traveled 32,285 miles.

In all the car made 115 round trips between St. Paul and Minneapolis, besides traveling 139.4 miles on a daylight ride to points outside of St. Paul. The total number of car stops was 105, consuming fourteen hours and ten minutes of time, but the motor ran all the time.

The total gallons of gasoline used was 221, giving the car approximately thirteen miles to the gallon of gasoline. The oil record establishes a precedent in that only one and seven-eighths gallons was used, or a record of 1,458.66 2-3 miles to the gallon.

As the car had to remain within the speed limit, at all times obeying the law, the total average of miles per hour for running, excluding stops, was 16.25.

The car was in no way made special for the grind. It came to St. Paul having a long record behind it. Making an international nonmotor run on the Sheepshead Bay motor speedway and the highways of Long Island under the official sanction and supervision of the American Automobile association, this registered stock King rolled up 10,848 miles in 336 hours of running without once having stopped the motor.

Harry Lord, Los Angeles automobile man and well known in coast automobile circles, drove the car.

Only Seven Out of 293 Men In Jail Claim Exemption

Chicago, June 1.—Of 293 men in the Cook county jail eligible to the draft, only seven claimed exemption, according to a census taken today.

Time Is Precious and Automobile Saves It

"The automobile is properly to be classed with the telephone, telegraph, typewriter, railroad and electric light as one of the real requirements of modern life," says George E. Tooser, Dort distributor.

"This fact, undeniable as it is, in time of peace, is accentuated many fold in time of war. To perfect the efficiency of man power, in civil pursuits as in military life, we must have organization against waste; and the most expensive waste is wasted time. Means of transportation and communication multiply man power. This time I, as an individual, save may not seem important, but remember that

my case is only a duplicate of millions. It totals that count." **Last Surviving Cousin Of Lincoln Dies, Aged 84** Bloomington, Ill., June 1.—Solomon Hanks, the only surviving first cousin of Abraham Lincoln, died at his home today, aged 84.



COLE

Snap, Flexibility and Convenience

Here is a new type of roadster. It combines the advantages of the touring car with characteristic roadster snap and style. It affords abundant room for four people. A generous baggage compartment under the rear deck takes care of luggage and parcels. It is dust and water-proof—and accessible from within the car with the top either up or down. This new body, so advanced in design, and so comfortable, is mounted on the famous Cole Eight chassis. It skims along at 60 miles an hour or creeps silently at a walking pace—with no change of gears. Cole upholstery, Cole springs and Cole construction give a wonderful riding ease. Let us take you for a spin in the Cole Eight Tuxedo Roadster. You'll enjoy it.

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| PRICES | |
|------------------------------------------------------------|--------|
| Seven Passenger Cole Eight Touring Car | \$1795 |
| Four Passenger Cole Eight Roadster | \$1795 |
| Four Passenger Cole-Spring-Field Tourcoupe | \$2205 |
| Seven Passenger Four-Door Tourcoupe | \$2405 |
| Prices f. o. b. factory. Subject to change without notice. | |
| COLE MOTOR CAR CO. Indianapolis, U. S. A. | |

Studebaker



The Studebaker Car

Economy is a Factor

ECONOMY is simply wise buying. It does not mean unnecessary sacrifice. Economy is the very opposite of hoarding. For the very term "economy" presupposes the purchase of necessities, of conveniences, of those things that make for business and personal efficiency. Automobiles are necessities with many of us—professional men find them well-nigh indispensable. Salesmen in various lines of business often find their efficiency greatly enhanced by the use of a motor car. To the family it means health, strength and added vigor—it means increased happiness. Anything that means all this is an economy. Therefore, the question is one of what automobile to buy. Studebaker is the largest producer of fine automobiles in the world. Studebaker's great resources, Studebaker's great volume enable Studebaker to produce a better car at a lower price.

For this reason Studebaker cars are probably the greatest values on the automobile market today, dollar for dollar of their prices. The Studebaker FOUR is the only 40 Horse Power, Four Cylinder, Seven Passenger car selling for less than \$1,000. The Studebaker SIX is the only 50 Horse Power, Six Cylinder, Seven Passenger car selling for less than \$1,500. In ratio to power Studebaker cars are very economical in their consumption of gasoline. In ratio to weight and carrying capacity, they are very economical in tires—Studebaker owners frequently get from 8,000 to 10,000 miles on a single set of tires. Studied accessibility reduces adjustment and repair costs to a minimum. Studebaker's nation-wide organization of thirty-two direct branches and 6,500 dealers, assures your permanent service satisfaction. Therefore, economy being a factor—if you want to buy wisely and well, it will pay you to investigate Studebaker before you decide what car to buy.

| Four-Cylinder Models | | Six-Cylinder Models | |
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| FOUR Roadster | \$ 985 | SIX Roadster | \$1250 |
| FOUR Touring Car | 985 | SIX Touring Car | 1250 |
| FOUR Landau Roadster | 1150 | SIX Landau Roadster | 1350 |
| FOUR Every-Weather Car | 1185 | SIX Touring Sedan | 1700 |
| | | SIX Coupe | 1750 |
| | | SIX Limousine | 2600 |
| All prices f. o. b. Detroit | | | |

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