

### 80 HORSEPOWER AND ECONOMY IS COLE KEYNOTE

14 Miles to Gallon Gas and 15,000 Miles On Original Tire Equipment Other Features.

Striking individuality, involving a touch of futurity, is exemplified in the assemblage of Cole Aero-Eight models, which are to occupy a place of prominence at the Automobile show this week.

Not in many seasons has a single exhibitor displayed a line of motor cars embracing such startling innovations as are found in the Aero-Eights, shown by the Traynor Auto company, Omaha Cole distributors.

"The Aero-Eight models represent marked departure from the staid conventions of the past, both in engineering and design," says Lou J. Traynor, manager of the Traynor company. "Each of the nine models is a creation which distinguishes it as a forerunner of a new vogue in motor car building and recommends itself immediately to the discriminating."

**Eighty Horse Power.**

A car of 80 horse-power, which averages 15,000 miles on more on the original tire equipment and travels from 12 to 14 miles consistently on a gallon of gasoline, naturally is going to gain widespread attention.

Originality is disclosed throughout the entire Aero-Eight line from the two-passenger roadster to the seven-passenger touring car. In design alone each model represents the latest developments in motor car fashions, transcending all previous Cole achievements. Mechanically, they provide an expanded range of performance and an increased scope of possibilities at a far lower cost of operation than heretofore has been encountered, Cole officials declare.

The lines of the Cole Aero-Eight are distinctly aerotype. The large radiator, the massive cowl effect, the straight lines of the body and the manner in which it rests upon the frame, identify it and mark it as a distinctive engineering advancement.

**Speed and Comfort.**

The Cole Aero-Eight line comprises three open and one all-season models. The open cars, namely the roadster, roadster and sportster immediately impress with their style and obvious power.

The Tourster, a seven-passenger model, bespeaks speed, comfort and economy. The Aero-Eight roadster is replete with novel features and conveniences which appeal to those seeking a car with individuality. The Sportster, as the name implies, is distinctly a sport model, capable of unusual speed and power and at the same time providing ample comfort and luxury for four passengers.

The Aero-Eight all-season model at the show is the sport sedan, equally adapted to touring on the open roads and to town driving.

Motor vehicles increased 36 per cent during the last year in New York City.

### Farmers Use 10 Per Cent More Trucks Than Factory Men

The story of the sale of auto trucks throughout the United States for 1919, showing the tremendous growth in the use of the machines in all classes of industry, is as follows:

**Motor Car Manufacturers.**

Motor truck manufacturers in production	170
Passenger vehicles in production	90
States in which factories are located	32
Employees in automobile factories	850,000
Passenger cars produced in 1919	1,586,787
Motor trucks produced in 1919	803,142
Wholesale price of 1919 passenger cars	\$1,299,232,995
Average wholesale price of passenger cars	\$832
Average wholesale price of motor trucks	\$1,225
Automobile tires manufactured in 1919	2,300,000,000

**Dealers, Garages, Etc.**

Total dealers, garages, repair shops, etc. in U. S.	92,036
Passenger car dealers	33,317
Motor car dealers	18,843
Garages	35,247
Automobile repair shops	47,281

**Exports.**

Value of motor vehicles and parts exported in 1919	\$346,524,516
Number of passenger automobiles exported	62,524
Value of passenger cars exported	\$68,946,740
Countries to which automobiles were exported	81
Number of commercial cars exported	14,743
Value of commercial cars exported	\$3,072,419
Value of parts exported in 1919	\$42,016,234

**Motor Vehicles in Use.**

Motor vehicles registered in U. S. (approximately)	7,166,000
Motor vehicles in New York State	370,000
Motor trucks in use in United States	700,000
Tons of goods hauled yearly by trucks (estimated)	2,200,000,000
Cost of hauling by motor trucks at 150 per ton	\$1,930,000,000
24 per ton mile in horse and wagon	2,540,000,000
Value of passenger service at railroad rate of 2 per mile	\$2,825,000,000
Number of cars sold in States to one motor car	16.96
Percentage of cars sold to farmers in 1919 (estimated)	40
Automobiles in U. S. for each square mile	2.1
Horses displaced by motor trucks in use (estimated)	3,900,000
Average released by trucks for production of human foods	15,000,000
Greatest percentage of increase in car registration—Tennessee	29 per cent
Greatest number of cars per capita—Iowa and Nebraska	6 1/2 persons
Revenue to states from license fees	\$66,000,000

Farmers are largest users of trucks, using 10 per cent more than manufacturers and 15 per cent more than retailers.

### Better Valve Action

At the same time that you grind in the valves, clean the stems of all foreign matter and make them bright and shiny. You will get better valve action if these parts are kept in good condition. A good way to remove all grit and carbon from the stems is to clamp the head of the valve in a vise between two blocks of wood and wrap a narrow strip of emery cloth around the stem. Pull the strip back and forth at the same time move it up and down on the stem. A few strokes will thoroughly clean the stem, but you must be careful not to score the metal by pulling the emery cloth too tight. Wipe the head clean of all particles that might fall down on it, before putting the part back in the cylinder.—Motor Life.

### CLEVELAND SIX BIG LEADER IN LIGHT CAR FIELD

Four-Story Addition to Factory Will Increase Capacity to 150 Cars a Day.

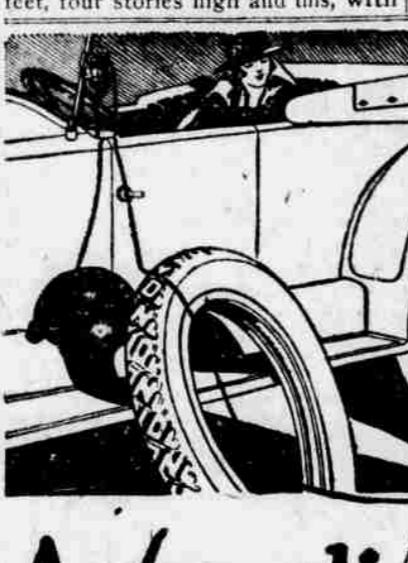
Production figures of the Cleveland Automobile company of Cleveland, O., makers of Cleveland Light Six motor cars, show that twice as many cars were produced during January as in the previous month, according to a factory statement received by the Card-Adams Motor company, 2421-23 Farnam street, local Cleveland distributors.

Every effort is being made to so speed up production as to double the January figures during February, factory officials state.

**Four-Story Addition.**

A large four-story addition to the present factory is nearing completion and is expected to be ready for use by the middle of March, increasing capacity of the original plant, completed nearly a year ago, by one-half. When this new annex is in operation the Cleveland Automobile company hopes to reach its originally planned production schedule of 150 cars a day.

The new addition will be 200x80 feet, four stories high and this, with



### Autoreelite

The Handy Spotlight on a Reel

HERE is a powerful spotlight that can be reeled-out to a distance of 12 feet. Autoreelite fits any windshield and lights up any part of the road. Two twists of the thumb and finger release the lamp and the motorist has a convenient "trouble" light for making repairs at night or in dark garages. The automatic reel works like an ordinary window shade. Ask your dealer for "Autoreelite," or if he cannot supply you, write us direct. It serves a double purpose, yet costs no more than ordinary spotlights.

Send for our Booklet OB-301A

Anderson Electric & Equipment Company, Chicago, Illinois  
118-124 S. Clinton Street  
Cat. No. 3140—6-inch diam., 20 C. P., retail price, \$10.00  
Cat. No. 3141—7-inch diam., 32 C. P., retail price, \$12.00

A full line will be on exhibit on the second floor of Kopac Brothers Building, at 2037 Farnam St.

the original plant, will give the factory a four-story building, 800x80 feet, with 250,000 square feet of floor space for manufacturing purposes. The plant is located on a 19-acre tract on the Nickel Plate railroad main line, with several spur tracks running around the factory.

**Road-Tested Motor.**

Because of its exclusive features, power, efficiency, flexibility, beauty of design and comfortable riding qualities, the new Cleveland Light Six occupies a conspicuous place in the light car field.

The Cleveland motor is of exclusive design and is the result of six years of careful study. This motor was refined and perfected while in successful operation on a very large number of test cars—not merely factory block tests, but in actual road tests wherever severe road conditions could be found. The motor embodies a great many features found in high priced cars.

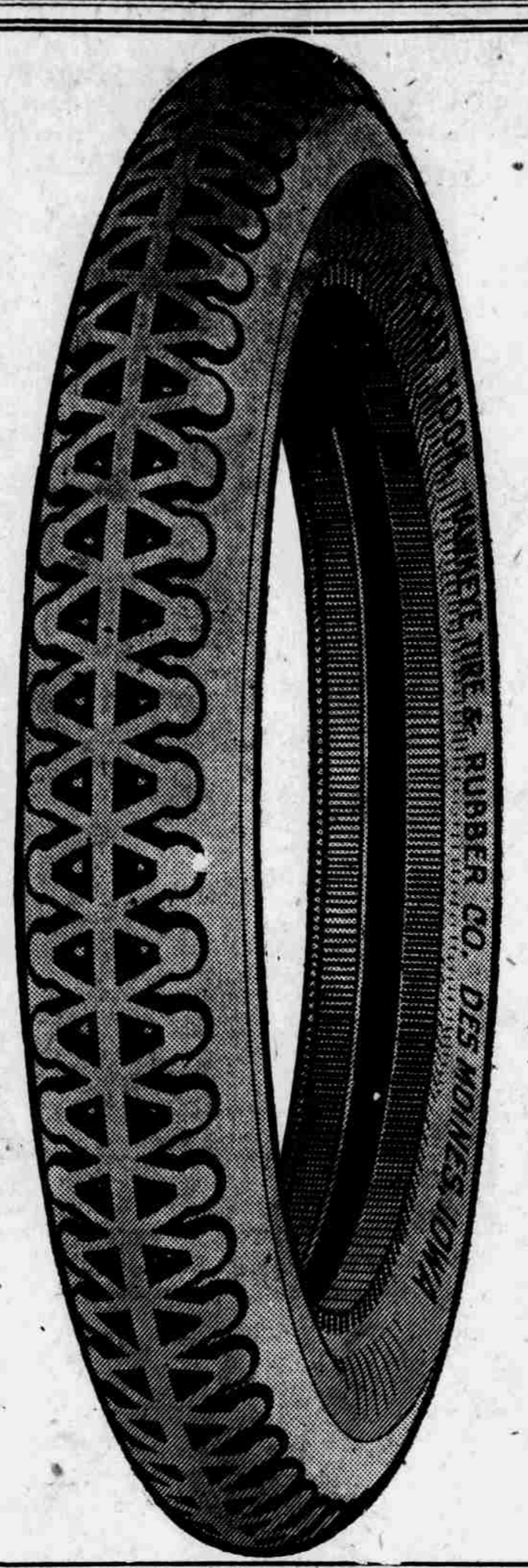
**Most Unmannerly**

An English automobile publication in a recent editorial thinks, "It is time something was done about the use of the cutout." Particularly in London, the writer complains, the cutout has become "most unmannerly."

Wonder what the writer would say, at 2 o'clock in the morning, if he lived in a New York apartment house with a public garage in the back yard.—Motor Life.

**January.**

Frozen radiators, seized stomachs, Burned-out bankrolls, score resolutions—All, all in the repair shop.—Motor Life.



# Good Tires

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SUCCESS LIES IN TEAM WORK

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## The Repair Service

Either makes or breaks the car

The price you pay for an automobile is no indication of the service it will give you. The best car ever built can be transformed into a permanent wreck by an incompetent repair service, and an inexpensive car can be made and kept 100% efficient by repairmen who are experts in fact as well as in name.



Our intention to maintain a dependable and reasonable repair service for Omaha motorists has met with whole-hearted support from all sides. Our policy, which eliminates excess charges, incompetent workmanship, delays and other disagreeable features of the average service, has made every one of our customers a real enthusiast.

It's a big satisfaction for car owners to feel that they can leave their cars to the care of experts, and know that when repairs are made they are not only made right, but guaranteed.

Next time you need service, bring your car here.

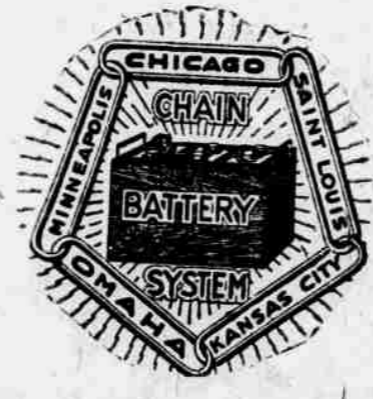
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Features Not Found In Other Batteries

The Chain Battery Inside Cover (a patented exclusive feature) prevents the acid from coming in direct contact with the outside cover. A plunger placed in the opening and held in place by the rubber vent is what prevents the acid from spraying out onto the terminals and battery case.

It is plainly evident that the life of the battery depends largely on the durability of the plates—particularly the Positive Plates. Our positive plates combine the two absolutely necessary qualities, hardness and porousness of the active material. If they were not hard they would crumble quickly. If they were hard and not porous, they would buckle. With this combination our plates will stand up.

WE GUARANTEE that the plates will not buckle within eighteen months.

WE GUARANTEE that if you have any trouble with your plates buckling, or shorting or any interior trouble due to buckling plates or shedding material, we will repair free of charge.

DEALERS: Write for Our Complete Price List and Sales Plan...

6 volts, 11 plates, 3 cells.....	\$26.00
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12 volts, 7 plates, 6 cells.....	36.00



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