

ELECTRIC GEAR SHIFT PROVING MOST EFFECTIVE

Revolutionize Driving Just as Much as the Electric Starter in the Days of Crank.

The electric gear shift which has been used successfully for the past five seasons on Premier motor cars is 100 per cent effective, says Charles R. Gardner of the Security Motor Company.

car by merely pushing the selector lever on the steering wheel quadrant over the old method of shifting gears by hand can well be compared to the difference between the electric starter and the "crank."
No other car can possess the advantage of flexibility which resides in this revolutionary control device. An innocent looking third lever on the steering wheel quadrant—that, to outward appearances, is all there is to the electric gear shift. Yet at a touch of the thumb, without taking the hand from the wheel, a flash of compelling power darts into the vitals of the gear box and the adroitness of this gear shift enables the driver to thread the most tortuous traffic with exhilarating ease. The extreme practicability of this device makes it foolproof. There is nothing about it to get out of order. It cannot burn or wear out, because of the fact that the action of shifting the gears is so rapid and of such short duration that even during the

whole lifetime of the car there is not enough wear on the gear shift to be perceptible.
If every unit on the automobile required as little attention as this gear shift, there would be no such department in the automotive industry as a service department.

Overland Sedan Is Made for Comfort in Any Extreme Weather

George Van Brunt of the Van Brunt Automobile Company describes Overland Sedan possibilities in a very interesting manner.
With the Sedan you can make yourself comfortable in the most extreme weather just as you do in your own home—summer driving without heat and dust; winter driving with the same warmth and comfort of your fireside.
Your home, office, the trolleys and trains were all built for year-round protection in the same way as the Sedan. The public realizes these facts and has built up an appreciation for Sedans that has swamped both makers to such an extent that they won't be able to fill 1920's demand.
Overland five-passenger Sedan, with its Triplex springs, brings a new sense of riding comfort. You take every bump diagonally just as you cross railroad tracks "on the bias" with an ordinary car, to minimize jolts. You can't do it any other way because of the patented spring construction.
The Overland Sedan is the all-season car—and the all-season car is the sensible car to buy.
Between the waterproof roofing that covers the top and the luxurious head-lining inside the car are found an air chamber and a section of laminated wood, to shut out the hot air. On the open car, the top must be kept as thin as practicable in order to retain its collapsible features.
Split Washers.
Where castellated nuts and cotter pins are not supplied in automobile construction, well tempered split washers may be placed under the heads of the bolts to keep them from rattling loose.

Noted Drivers Who Will Meet in Indianapolis Race



The greatest field of racing demons in the history of the famous Indianapolis 500-mile race will face the starter on May 31 on the Indianapolis Motor Speedway. Thirty champions of the auto-racing world are scheduled to face the starter. Prominent among them are Ira Vail, of Brooklyn, who is making his second appearance in the famous classic; Rene Thomas, the daredevil Frenchman, and Ralph Mulford. Last year Vail ran his Hudson Special into eighth position in the famous sweepstakes and captured \$16,000 in prize money. Thomas, the winner of the 1914 race, will be a member of the Ballot team and have as a teammate Ralph De Palma, former world's speed king. Mulford, who has finished five times in his seven starts in the annual classic, will drive a Lozier.

Mixing Electrolyte

The electrolyte or liquid which covers the plates of the storage battery is composed of 12 parts distilled water and one part sulphuric acid. In mixing the solution be careful to pour your acid into the water very slowly. Never pour the water into the acid, as this will cause explosion.

URGES EMPLOYEES TO PREPARE FOR OPPORTUNITIES

J. H. Hansen Offers to Pay Half Cost of Business Course for All Members of Organization.

An unusual amount of "pep" and enthusiasm, mixed with constant study and intelligent application of the knowledge thus acquired, are the factors, friends say, chiefly responsible for the success of J. H. Hansen, president of the J. H. Hansen Cadillac company, in climbing at breakneck speed from an automobile salesman to head of his own sales company.
Hansen also admits that study has made many things possible for him, which the average salesman will not try to master. He has been an enthusiastic supporter of the Alexander Hamilton Institute course and has recently arranged to make it possible for each employe in his organization to take advantage of this course.

50-50 With Employes.

Hansen has just arranged with the Alexander Hamilton Institute to pay 50 per cent of the cost of enrolling for the course in the case of each of his employes who will avail themselves of the opportunity. He believes this is a very profitable proposition, both for his company and the employes. The understanding of business principles imparted to students of the course, Hansen believes, will make the employes more efficient, thereby saving many times the investment.
The following letter, which was written by Mr. Hansen to the Alexander Hamilton Institute, has been published in various national magazines as an evidence of the old saying, "Where there is a will, there is a way."

Calls Course "Turning Point."

"When I located in Nebraska as a salesman for the Cadillac automobile," Mr. Hansen wrote recently to the Alexander Hamilton Institute, "a representative of the institute found me and persuaded me that I might just as well try for the big prizes in business, as for one of the mediocre ones. The decision to enroll in the modern business course and service was a turning point in my life."
"I knew something about selling already. But now I began to see business as a whole and the relation of each department to it. Advertising and costs, accounting and office organization, the control of men and corporation finances, all these elements, which are necessary if a man is to succeed in business for himself, came to me with the institute's help."

Million for First Year.

"When the opportunity arrived I was ready for it. We organized our company and the first year did more than \$1,000,000 business."
"In my judgment, the reason why so many men never get into business for themselves, or fail after they do get in, is because they are not prepared for their opportunity when it comes."

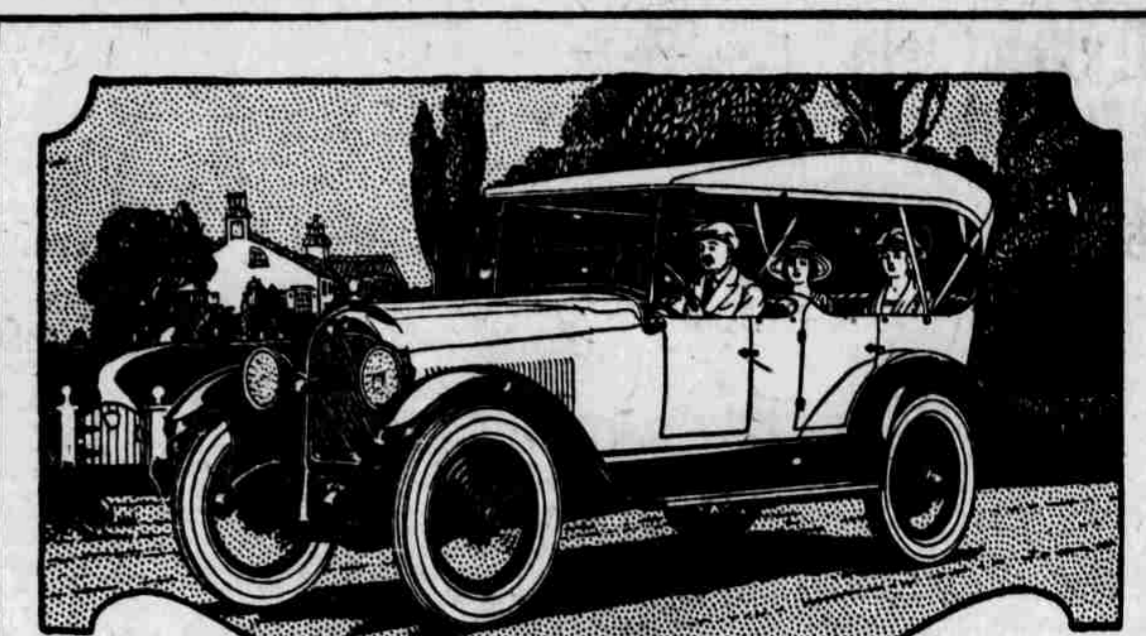
Popping Back

A backfire or slight popping back through the carburetor may usually be accepted as a sign of insufficient intake valve tappet clearance. When the intake does not close the burning charge escapes through the valve and ignites the incoming charge in the manifold. Loss of compression causes loss of power and the gas blown back deranges the carburetion momentarily.

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The chassis which contains the modern efficient Stephens engine—The most powerful and most economical engine for its size in passenger automobiles—The engine that is no respecter of the grades of gasoline you feed it. That burns every atom of low and high grade gasoline with like efficiency and success.
Because of this engine, the Stephens is a salient all-around road performer.
You get speed, endurance, flexibility, hill-climbing ability, smooth riding, and quietness at their maximum.
Stephens owners know that no other car can give them all these advantages.

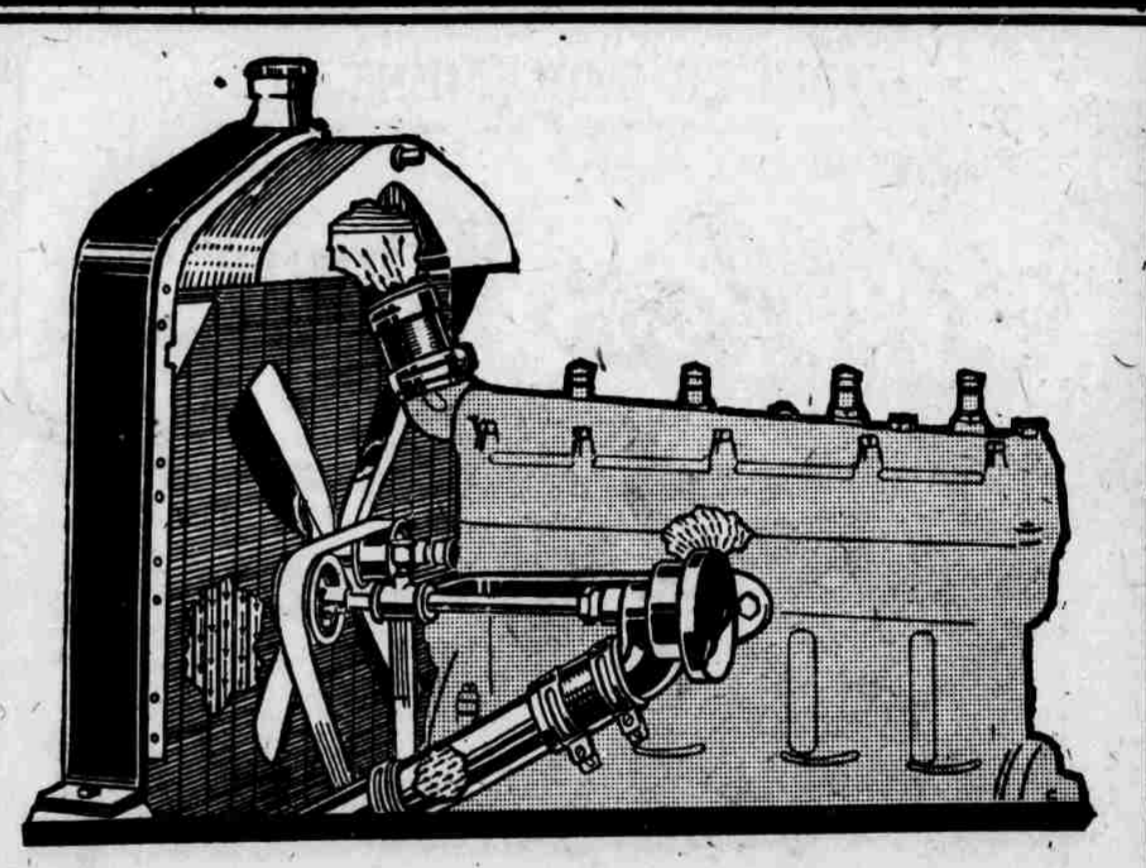
"That is salient which is strikingly manifest or which catches the attention at once."
—WEBSTER.

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Ford owners know that for durability, upkeep cost and dollar-for-dollar value, they have the best car investment on the market.
There is just one thing they miss, and that's a better cooling system. The thermo-siphon system used on the Ford car doesn't move the water fast enough to prevent freezing in winter or boiling in summer.
And every Ford owner knows what overheating and freezing means in trouble, expensive repairs and loss of the use of his car.
Sell and install the Perfection Water Circulating Pump. It secures positive and constant circulation of the water; maintains an even temperature that assures a smoothly-running motor, that gets full mileage from the gas and oil and, better still, practically eliminates burnt out bearings and leaky radiators. It's the steam and heat when the motor is hot that opens the soldered seams and causes leaks.
It was with a Perfection-equipped Ford that one owner drove 2,165 miles cross country without the water boiling and with the addition of only two quarts of water and the use of only four quarts of oil. In another Perfection test a Ford made four miles on low in heavy wind without boiling or overheating. Pretty easy to sell a pump with actual facts like these to back your selling arguments.

Dealers, this is really something BIG. Write us for details and trade prices.

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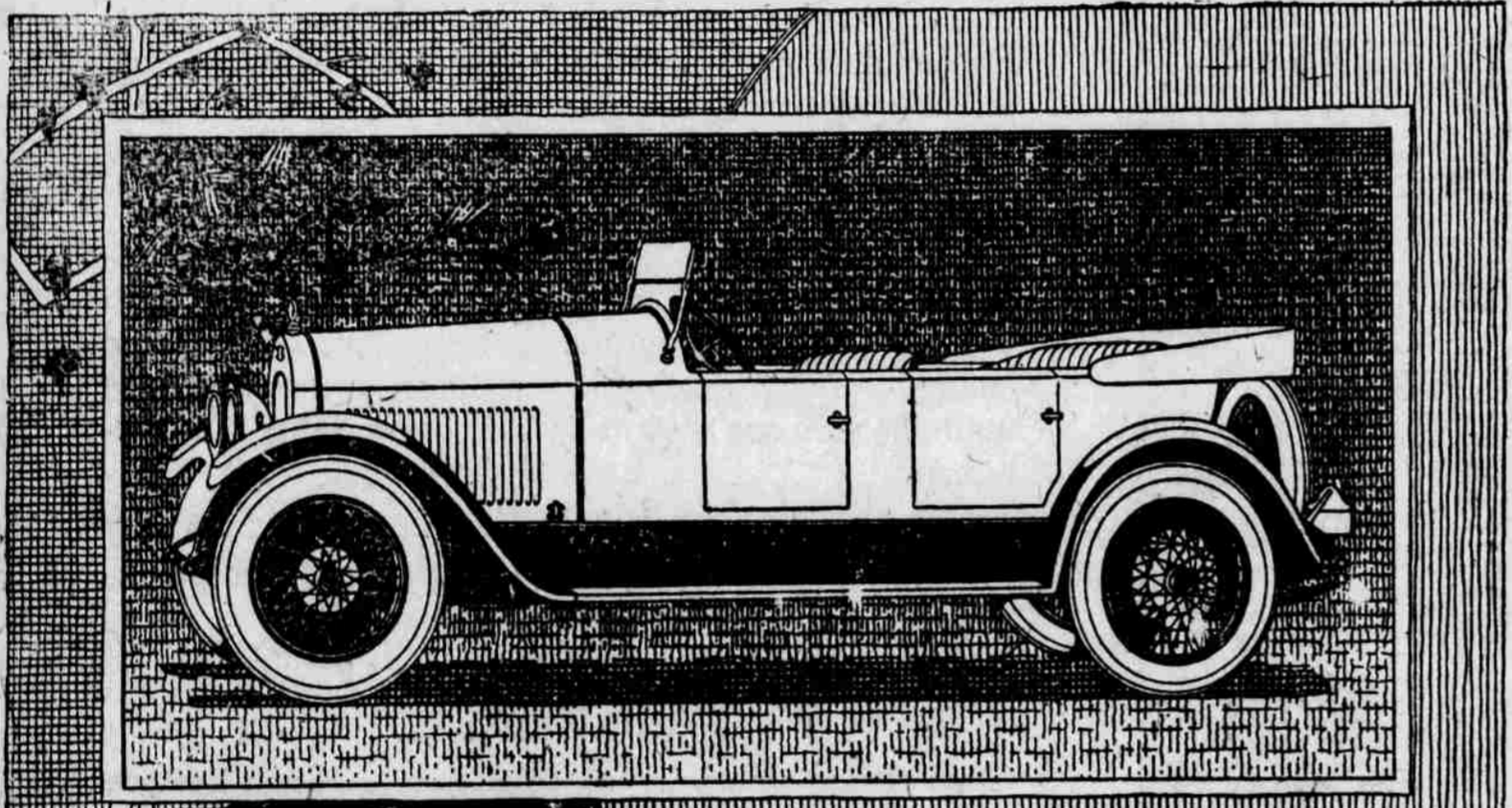
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Meets Every Need

The Cole Aero-EIGHT develops 80 horsepower, yet its fuel demands are surprisingly inconsequential.
Its pickup and speed give it the fleetness of a bird, yet for the hills and deep sand it has a relentless brutality which knows no compromise.
It weighs only 3,600 pounds, yet it has the stamina and strength of a giant—capacity that enabled it to serve so valiantly all through the war.
Its 15,000 miles on tires is a feature of unequalled economy, while its spacious roominess affords palatial repose and luxurious comfort.
Its designs are daring departures from the conventions of automobile tradition, but its refinements reflect the most staid propriety.
The Cole Aero-EIGHT has introduced new standards both of performance and appearance. It offers as realities of the present ideals which seemed intended for fulfillment only at some future time.
The Cole Aero-EIGHT is a car of universal appeal, of universal utility. It dominates the field of automotive achievement as a leader in every recent phase of motor car advancement.

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THERE'S A TOUCH OF TOMORROW IN ALL COLE DOES TODAY