EIGHTY MILLIONS NOW BEING
SPENT ON GOOD ROADS PLANS

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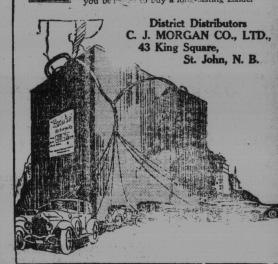
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What We Can Do For You

If you own a car we believe we can be of eal help to you. No matter what make o battery you have, our job is to make it last as ong as possible, and we are equipped to do this. At this station we try to give a real meaning to the word service. You can be certain of impartial advice, skilful work and reason

Not until you really need a new battery will you be relied to buy a long-lasting Exide.



No Car at Any Price is Better Engineered

The best engineering practice known in two continents is used throughout in the Cole Chassis, from the big, pluscapacity radiator back to its husky, unbreakable rear axle.

Well known cars selling at twice the price of Cole do not embody many of the desirable advanced engineering features which you find in the Cole Eight Ninety-constant clearance pistons, for example

Cole's improved rear axle is the finest, most expensive construction found in any car. It is so husky and made of such fine steel that no amount of abuse has the slightest effect on it.

This same standard of design and liberal margin of safety prevails throughout the entire chassis.

Another thing you will never get in Cole Eight Ninety you will never get squeaks, because every car is carefully lined between body and frame with thick strips of cork.

Cole Eight Ninety is good for hundreds of thousands of miles. Is anybody else offering you such serviceability?

You Will Never Bounce Out of Your Seat in Cole Eight Ninety

Do not be afraid to make this test. "Open up" and hit the bumps—hard. You will be amazed at the smooth, velvety roadability of this great car.

This one single point of superiority in the Cole Eight Ninety is turning sales for it all over the country.

Practically Nothing for Upkeep

With any decent kind of care Cole Eight Ninety will run a hundred thousand miles at practically no maintenance ex-The motor does not get out of adjustment or tend to carbon. It can never get loose-jointed or rattly. You can't break it up. "Just give her fuel and drive your head off" is the Cole service department's advice to every new Cole Eight Ninety owner. Wouldn't it be a relief to own a

Twenty Thousand Miles on a Single Set of Tires

is not unusual with Cole. We have a pile of letters two feet high from owners who have enjoyed that much or better. These letters are available to any one who wants such a remarkable statement confirmed.

Twelve to Fifteen Miles on a a Gallon of "Gas"

While many Cole owners claim far more mileage than this, we have made due allowances for their enthusiasm, and will only state what we know any Cole owner will experience. The car is also extremely economical on oil.

"The Lowest First Cost and the Lowest Upkeep

that you will find in any high grade car" is the repeated statement of Cole owners from coast to coast. When you become a Cole owner you will be making the same boast yourself—it's remarkable how a Cole owner boosts the car

Your Cole Will Never Be an Orphan Car

because the factory behind it is one of the strongest in the world. The Cole Motor Car Company does not owe a dollar. It has no preferred stock or bonds and it has a strong cash reserve. In its whole history it has never passed a discount. Ask your banker-he knows.

Not a Stunt Car But a Wonderful Day-In and Day-Out Performer

The harder headed a man is, the more he swears by his Cole. He knows that it will take him anywhere, bring him back on time, and that no one can ever humiliate him in ny kind of a test, or by comparing bills from the repair

And Every Woman Who Sees Cole **Eight Ninety Raves About** Its Beauty

Take your wife or your sister to the nearest Cole salesroom and watch the expression on her face when the beauty of the Cole models on the floor hits her. She will clasp her hands and exclaim almost breathlessly-"I have never seen such a superb car-anywhere."

If Your Present Car is Not a Cole, the Reason is Obvious—You Do Not Know the Cole

When do you want us to make good on this challenge? We're ready any time. Call up the nearest Cole dealer. He has a new Cole Eight Ninety FULL. OF "GAS" AND READY TO GO.

Meanwhile, write us for "Twelve Reasons Why"—and you will receive a personal letter from us telling more in detail why your next car should be a Cole.

LE MOTOR CAR COMPANY

MARITIME DISTRIBUTORS

GREAT EASTERN GARAGE CO., LTD.

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