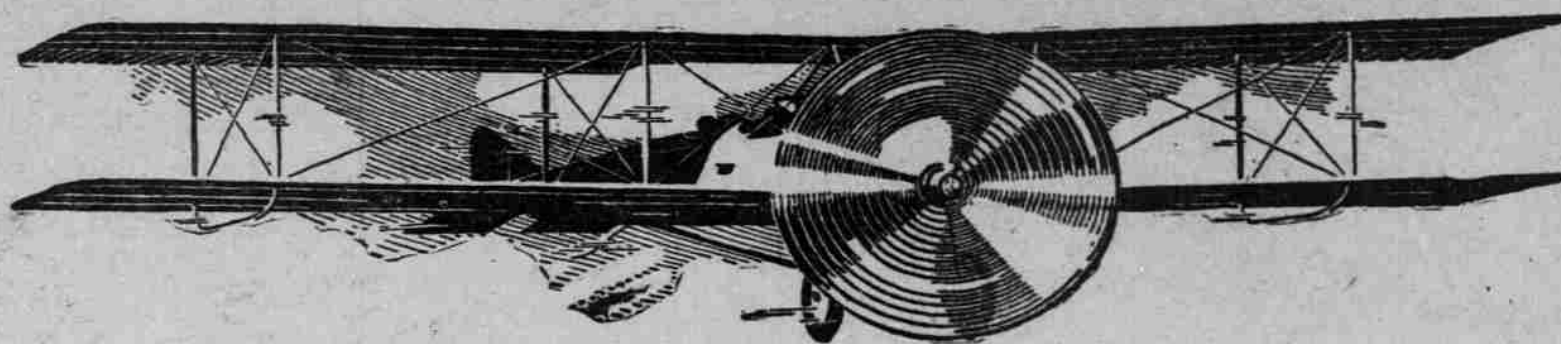


The Cole Aero-EIGHT



Engineering Features Which the Cole Has Introduced

Some Achievements of the Past Which Paved the Way to the Creation of the Cole Aero-EIGHT

In the light of the more recent developments in automotive engineering introduced by the Cole Motor Car Company, consider some of its achievements of the past.

Cole engineering has been responsible for many of the industry's most significant innovations.

First to adopt DEMOUNTABLE RIMS as standard equipment.

First to apply DOORS TO ALL OPEN MODELS.

First American-made automobile to present the ONE-MAN TOP.

First to have MOTOR-DRIVEN TIRE PUMP.

First car with VACUUM GASOLINE FEED now universally used.

First V-type motor with REMOVABLE CYLINDER HEADS.

First eight-cylinder car to use a COUNTERBALANCED CRANK SHAFT, the counterweights being integral with shaft.

First automobile to automatically vaporize own fuel by HOT-SPOT MANIFOLD PROCESS.

First regular production ALL-SEASON FOUR-DOOR SEDAN.

First car to introduce VACUUM STORM-PROOF WINDSHIELD.

First automobile to employ AUTOMATIC BRAKE ADJUSTERS as standard equipment.

First to create FLUSH PANEL DESIGN in enclosed car body construction.

First to develop and apply the principle of AEROTYPE ENGINEERING to the automobile.

Each of these attainments in automotive engineering has had a vital effect on the general improvement of motor car efficiency, utility and appearance.

Each stands as tangible evidence of the foresight, skill and creative ability which have endowed the Cole Aero-EIGHT with its

15,000 MILES ON TIRES

50% Higher Fuel Efficiency

Zero-Balance Roadability

Greater Used-Car Value

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U. S. A.

Creators of Advanced Motor Cars

NORTHWEST AUTO CO.

Distributors

Alder at Eighteenth, Portland, Or.

There's a Touch of Tomorrow In All Cole Does Today