

COLE IS CELEBRATED FOR BODY DESIGNS

Aero-Eight Leads the Way in Originality and Beauty of Its Lines.

Canvassing the field of motor car production and considering each well known producer in the light of his most important contribution to the development of the automobile we find each celebrated for one thing more than any other.

One is noted for his mechanical strides; another for the accessories which he has added to his product to elevate it from among the commonplace; still another has found his greatest success in body designing.

And of this latter class the Cole Motor Car Company occupies a position of leadership that is recognized in motor-dom both here and abroad.

Season after season and year after year the Cole Company has made some authoritative contribution to the originality and beauty of body designing that has marked a significant trend in motor car designing. The rare individuality of this work has forestalled exact duplication, though many of the salient features of Cole design have been incorporated in the productions of others, just as the subtle touches of beauty and originality of Paul Poiret and other famous fashion experts later came to grace the works of others.

Nor are the designs of Cole bizarre. They are universally popular. They simply seem to give expression to the unspoken desires of the motor public. And that accounts for their popularity.

The Cole Aero-Eight—the present product of the Cole Company—is celebrated because of its design. It marks an entirely new departure in body designing—one that was instantly accepted as a result of the present war through which we just passed.

But Cole designs are radically different. They are unlike anything else that is available at present. And because of the various handicaps imposed by the burdens of war there can be no doubt that Cole designs—the Aero-type models—will retain their present position of advancement for a long while to come.

J. DALLAS DORT IS 'DADDY' OF FLINT

Instituted Movement by Which Merchants Lowered Prices by Agreement.

A great many men have been city fathers in the generations that municipalities have been governed by citizen rule. But to date there has been only one city "Dad."

He is J. Dallas Dort, known to everyone throughout the motor car industry as one of its pioneer manufacturers and as a father to the well known Dort Motor Car.

J. Dallas Dort is the "Daddy" of Flint, Michigan—at least that is the popular and affectionate name by which Flint's citizenry is now calling him. And with good reason too. For Mr. Dort has spent many years in Flint—seen it grow from a little upstate village of Michigan to a thriving city with a worldwide reputation as the home of some mighty popular and successful automobiles. Moreover, he has had a hand in its bringing up.

Ever since Mr. Dort has been a resident of Flint he has worked for its civic welfare and betterment. Despite the cares of a big business, such as his Durant-Dort Carriage Company and the Dort Motor Car Company is to-day, he has found or made the time to give his services to his municipality—not so much as an office holder but as an interested citizen backing up its endeavors to grow and stimulating it with work, counsel and real solicitude.

All during the war Mr. Dort's activities were devoted entirely to the work of the Genesee county war board, the county in which Flint is located. As its chairman Mr. Dort piloted the board's four Liberty Loan campaigns—campaigns that sent the county over the line in record time and that served for the city of Flint the right to have a new battle-ship named in its honor, a mark of recognition that was attained also only by Detroit and all the other towns and cities of Michigan.

When he assumed the chairmanship of the board, Mr. Dort moved his office from the Dort factory to the business section of Flint. He forgot his own organization to serve in the patriotic work. Recently Flint astonished the entire country when its board of commerce announced that merchants had agreed to lower prices in Flint; that landlords had agreed to voluntarily reduce rents. This was a plan which was indorsed by the whole town as a step necessary to curb the evil of skyrocketing prices. J. Dallas Dort was back of that plan, along with other citizens. And that alone is doing wonders for Flint.

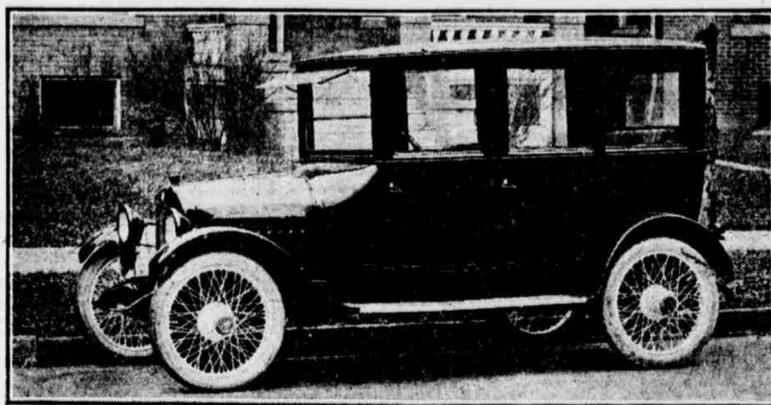
Because of his war work, because of his labors to build up his home city and because he is a father of his community they are calling Mr. Dort "Daddy."

Mitchell Dealer



GEORGE H. STOWE, President Mitchell Motor Car Company of New York, Inc.

1919 Maxwell Sedan With Four Doors



MOTOR SHORTAGE IS ALREADY FELT

Peerless Distributer Says Temporary Famine in Cars Is Here.

Walter A. Woods, vice-president and general manager of the Van Cortlandt Vehicle Corporation, distributors of the Peerless, is probably the most unhappy optimist on the New York Show Committee.

Mr. Woods would not rest until he saw the New York show was assured, believing that it was necessary for the public that there is going to be a shortage of cars. Everybody knows there will not be a shortage in the long run, but the message we are trying to convey to our customers is that we are short of cars now.

"They will not believe us until they come into the showroom ready to buy and learn that we can not promise to deliver any more cars within three months. Then they say, 'why didn't you notify us before?' And we say, 'We didn't know it and didn't believe it until we went to the factory, just as you have come to us, and found out the truth.'

"People do not realize, at least in our case, how completely our factory was tied up with war work from the very start. Long before this country entered the war all of the Peerless trucks and passenger cars were being taken by the European governments. Later our government stopped our export business and took our entire product.

"We thought that the moment the war was over the Peerless factory would begin to ship us both cars and trucks in large quantities. When they failed to come through I went to the factory, and to my amazement found that orders of all Peerless distributors were being trimmed to the bone.

Many Ready to Pay Premiums.

"After I found out that every Peerless distributor in the country had been there ahead of me and put up the same arguments I turned, and we have been compelled to make the best of our limited allotment. How long this shortage is going to last I cannot find out. I do not know, however, that the price is going to be maintained. This does not worry me in the least because our customers are ready to-day to pay premiums for cars rather than wait longer.

"Few automobile makers can reduce their prices in the face of the present labor and material market. It does not require any statement from an automobile distributor to convince the public that the labor situation is not going to brighten up for the employer. It is going to get worse, and the best we can do is to hope that it does not grow very much more serious than it is now.

"The short of it is we are not going to be short of cars—we are already short and have not the slightest idea when we can catch up on orders. Nevertheless we are smiling and propose to keep happy. The present is not encouraging in our case, but we can see ahead more business than we ever dreamed of before."

CHANDLER MOTOR HAS RESERVE POWER

Responds With Ease to Every Demand—Noted for Its Flexibility.

You often hear the expression "the Chandler has pep," said J. B. Hallett of the Brady Murray Motors Corporation at the show yesterday.

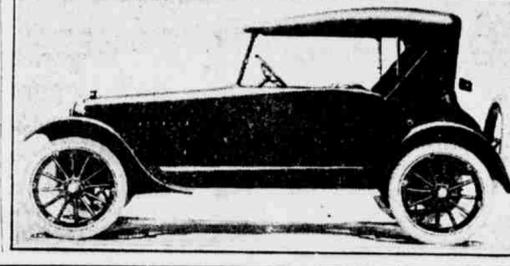
"The average American likes something snappy, something that gets away with a jump. Our soldier boys were admired most for their pep, their ability to go over the top and surprise and beat the Hoesches with their speed."

"The builders of Chandler Sixes had this American trait in mind when they built the Chandler's remarkable motor. The Chandler does have pep and does get the jump on most other cars. We may talk as we please about conservative driving and the long, steady pull being best, but every driver wants the old reserve power many times every season, and it is a decided advantage to him every time he uses it.

"The beauty of the Chandler's power is that you can cut it loose when you want it and go out and get there in a decided hurry, or you can throttle it down to a walk and move most smoothly in high gear in very slow track, or you may just feed it to the car in steadily increasing amounts and take some of the toughest grades known with no effort.

"A hill familiar to New York motorists runs from the Dockman street ferry up the face of the Palisades, on the other side of the river. The grade runs from 8 to 13 per cent, in the form of a great letter S seven-eighths of a mile long. The Chandler Six, carrying seven passengers, climbs this hill in high gear.

Saxon Four Passenger Roadster.



Covering a Big District with the Autocar

From 59th Street to the Battery, this Autocar operates every day for the Ideal Restaurant Supply Co. It covers more ground. It makes more speed. It does the work of three teams.

The Autocar is economical to operate. Seldom in the shop and easy on tires because of the even distribution of the load on both axles.

See the Autocar Exhibit at the Motor Truck Show in Madison Square Garden, February 10th to 15th.

THE AUTOCAR SALES & SERVICE COMPANY
553-57 W. 23rd Street New York
1026 Atlantic Ave., Brooklyn; 2431 Grand Concourse, Bronx; 418-20 Washington St., Newark;
159-63 Commerce St., New Haven.

Auto car
The Autocar Company, Ardmore, Pa. Established 1897

PARTRIDGE SHOWS THE LIBERTY SIX

Quality Car Shares Exposition Space With the Owen-Magnetic.

"Although it has been popular in New York for several seasons," said E. S. Partridge, president of the Owen Magnetic Motor Sales Corporation, "this is the first show at which we have had the pleasure of exhibiting the Liberty motor car."

"Until we took on the Liberty our organization had always devoted itself to the sale of cars of the highest price. For a long time we felt the need of another line somewhat smaller in size and less in weight and wheel base, and naturally more modest in price, with which we might meet a very decided demand that was evident even among our very best customers."

"We held off for a long time, for we seemed to be unable to find a car of that character that would be acceptable to the standards of the clientele to whom we had been accustomed to sell heavier cars."

"Then came the news that the leader of the New York Liberty organization had given up his business to enter Government service and that there was a possibility of getting the Liberty franchise for New York territory."

"Now I had long admired the distinctive looks of the Liberty. I had noticed the frequent appearance of the exquisite Liberty brushback and sedan and the popularity of the touring car and the roadster in and around the fashionable drives of New York and suburbs. One could not help being struck with the unusual character of the occupants of these cars. One realized instinctively that their tastes were exclusive and that they were good judges of what they wanted. So much for first impressions."

"I recalled the remark I had often heard of the noticeable difference in the way the Liberty rides and drives. I knew a good many people who drove the Liberty and they all said that the best way to appreciate its difference was to take the wheel and drive it myself. "My very first experience showed me

Popular Baker R. & L. Electric



More and more each year the public is leaning towards the enclosed car. In the early automobile days when touring was the favorite pastime the automobile owners felt that an open car was the only thing that would give us fresh air and out of doors.

The electric car has been responsible for the great interest being taken in the enclosed car. Every person who has owned an automobile has some time in his life envied the electric car owner, especially in a sudden rainstorm.

I had encountered an unusual car. The location of the steering wheel spelled complete comfort. The gear shifted with a finger touch. The weight of my foot almost depressed the clutch and I believe a three-year-old could set the emergency brake.

"I picked out the rough spots in the road. I found she held the road beautifully, with only a gentle swinging motion of the springs. I let her lug on the hills and through sand at three or five miles, and she responded with a sure, steady purr of the motor. Then I rode in the tonneau, both alone and with two passengers. You know how that desires many a dream of easy riding, but in the Liberty I was just as easy alone as with my two friends."

\$100,000 FOR OVERLAND POSTAGE.
Between \$75,000 and \$100,000 a year is spent by Willys-Overland, Inc., for postage. An average of 25,000 pieces of mail are handled each day by the mailing department at the Overland administrative office in Toledo.



MARMON 34
Accelerates 10 to 50 Miles in Less Than 20 Seconds

New York Automobile Show
Space 16, Madison Square Garden
MARMON AUTOMOBILE CO. OF NEW YORK
62nd and Broadway
MARMON LONG ISLAND CO.
1505 Bedford Ave., Brooklyn

MITCHELL DOES BIG BUSINESS

Everybody Happy at This Booth as Show Nears Close.

"I've heard of business done at the New York show," says Vice-President R. C. Rueschaw of the Mitchell Motor Company, Inc., of Racine, Wis., "and I've done a little bit of it in my time; but never in all my experience have I seen the volume of real business actually booked which the Mitchell boys are taking home with them this year."

"From the very first day the New Mitchell Sixes were on exhibition we knew we had struck a popular chord with these cars, but we never expected that we would be swamped with business."

"It seems to me that every live wire dealer in the country has put his application for territory on the new Victory model, and we have already signed some contracts that will amply repay us for the time and money spent here at the show."

"The net result is that with the business booked here in addition to that placed in Chicago at the big Mitchell factory in Racine will have to work at top speed for the next two months at least to take care of the orders for the new Victory model."

1919 Returns the Verdict of the Past AC again!

These cars on display at the New York Automobile Show have AC Spark Plugs for standard factory equipment:

Apperson	AC	Haynes	AC	Packard	AC
Buick	AC	Hudson	AC	Paige	AC
Cadillac	AC	Hupmobile	AC	Peerless	AC
Chalmers	AC	Jordan	AC	Pianna	AC
Chandler	AC	Kissel Kar	AC	Pierce-Arrow	AC
Cole	AC	Liberty	AC	Reo	AC
Daniels	AC	Locomobile	AC	Saxon	AC
Davis	AC	Marmon	AC	Scripps-Booth	AC
Dodge Brothers	AC	Nash	AC	Stearns-Knight	AC
Dort	AC	National	AC	Stutz	AC
Essex	AC	Oakland	AC	Westcott	AC
		Oldsmobile	AC		

How the Spark Plug Score Stands for 1919

AC-Equipped Cars at the Show 34
Cars at the Show Equipped With All Other Makes Combined 22

During the war all Liberty and Hispano-Suiza aircraft motors carried AC Spark Plugs as regular equipment. For years AC Spark Plugs have been standard equipment on America's Finest Motor Cars. Can you conceive of better proof of AC superiority? Use AC Spark Plugs in your car.

Champion Ignition Company, FLINT, Michigan
U. S. Pat. No. 1,193,727, April 13, 1915. U. S. Pat. No. 1,216,139, Feb. 13, 1917. Other Patents Pending.

AC TITAN

The Standard Spark Plug of America