

# Premier

## The Aluminum Six with Magnetic Gear Shift

**WITHOUT** a doubt the one real triumph of the New York show; the center, every moment, of a surging crowd that fairly fought for a glimpse of it; discussed, argued over, and praised in every hotel, club, motor car salesroom and booth in New York, almost to the exclusion of all other topics---and the net of it all was---"How can they do it at \$1,895?"

**P**REMIER is a new car—essentially new in mechanical conception—new in design—new in appearance—new in appeal.

Its gears are shifted by means of the marvelously simple and positive C-H magnetic gear shaft. While all other cars still compel their drivers to wrestle with an awkward hand gear shift lever, Premier's gears are shifted automatically by means of push buttons—no more exertion than switching on an electric light. This device makes every woman the equal of the most experienced driver.

The Lynite motor is so light that there is scarcely any more resistance in steering Premier than in the sway of a violin bow. Two hundred and fifty pounds have been taken off the front wheels—think of that!

Premier turns completely around, with a twist of the wrist, in a 39-foot circle. We are sure that no other full-grown, seven-passenger car can do this.

Premier's frame is *eight inches deep*. The frame in your present car is probably about three and one-half or four. Can you imagine ever getting squeaks or rattles in a car with a foundation like that? We could not have used this massive construction without a Lynite motor.

And in looks—you have seldom, if ever, seen Premier's equal. With her new *bullet body lines* and *gun metal velour* finish, she strikes the long-needed *new note*.

Put these points down: 125½-inch wheel base, 72 horsepower at 3,000 revolutions, 3,245 pounds weight on the shipping platform, 58-inch Perfection rear springs, silken in detail, a dream of a car and the most talked-about automobile in America today.

Look for the booth with the big crowd around it. If necessary, fight your way to Premier—it will be well worth the effort.

Premier Motor Corporation  
INDIANAPOLIS, INDIANA

**P. S.** Be sure and see the "Foursome"—a beautiful new type of sport car originated by Premier—it is the most striking new car at the show.

The aluminum alloy used in Premier is LYNITE—the most scientifically compounded alloy in existence. LYNITE is the product of the aluminum Castings Company of Cleveland, Ohio.

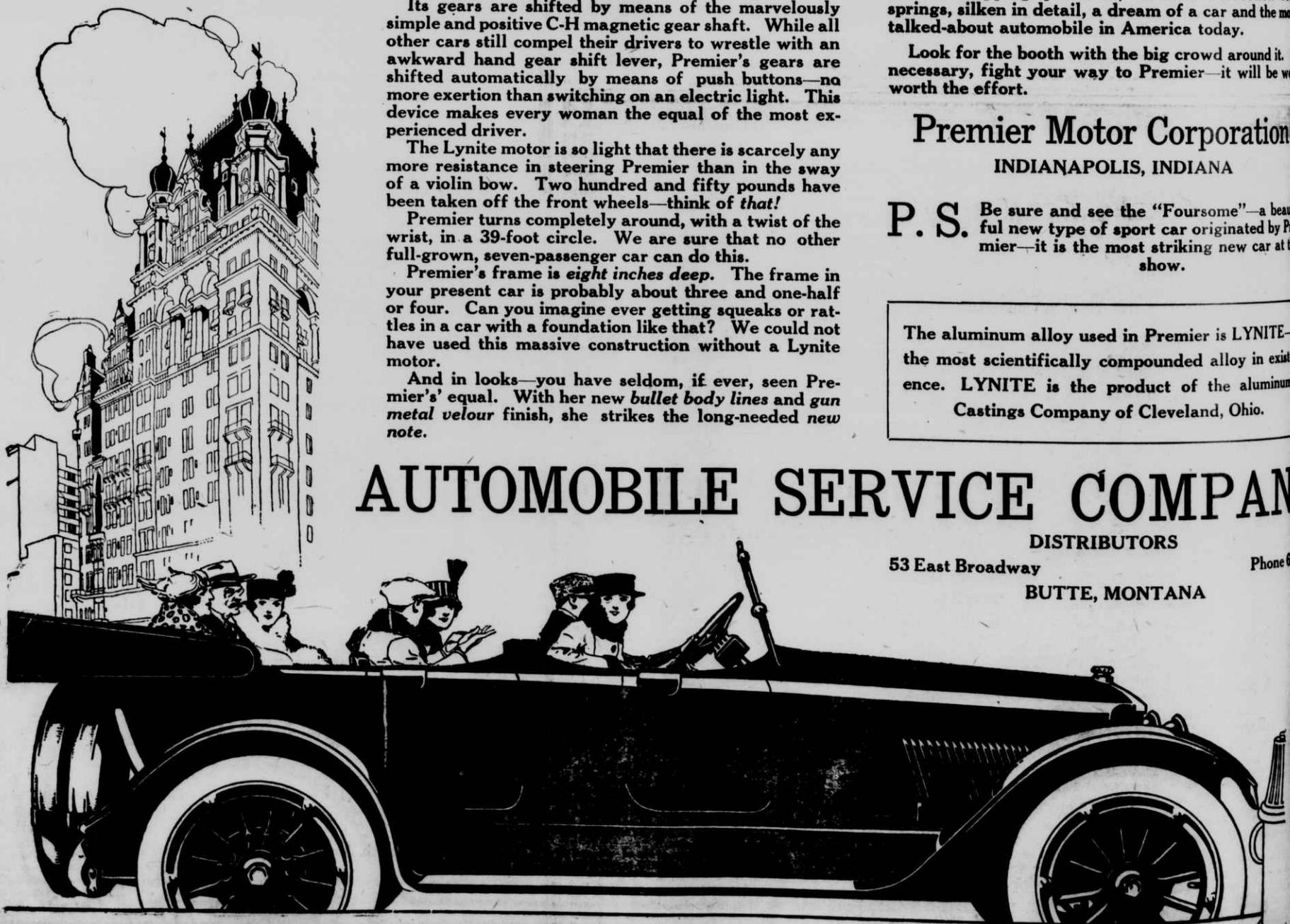
## AUTOMOBILE SERVICE COMPANY

DISTRIBUTORS

53 East Broadway

BUTTE, MONTANA

Phone 600



PREMIER HEADQUARTERS at the BUTTE AUTO SHOW--SECTION "N"