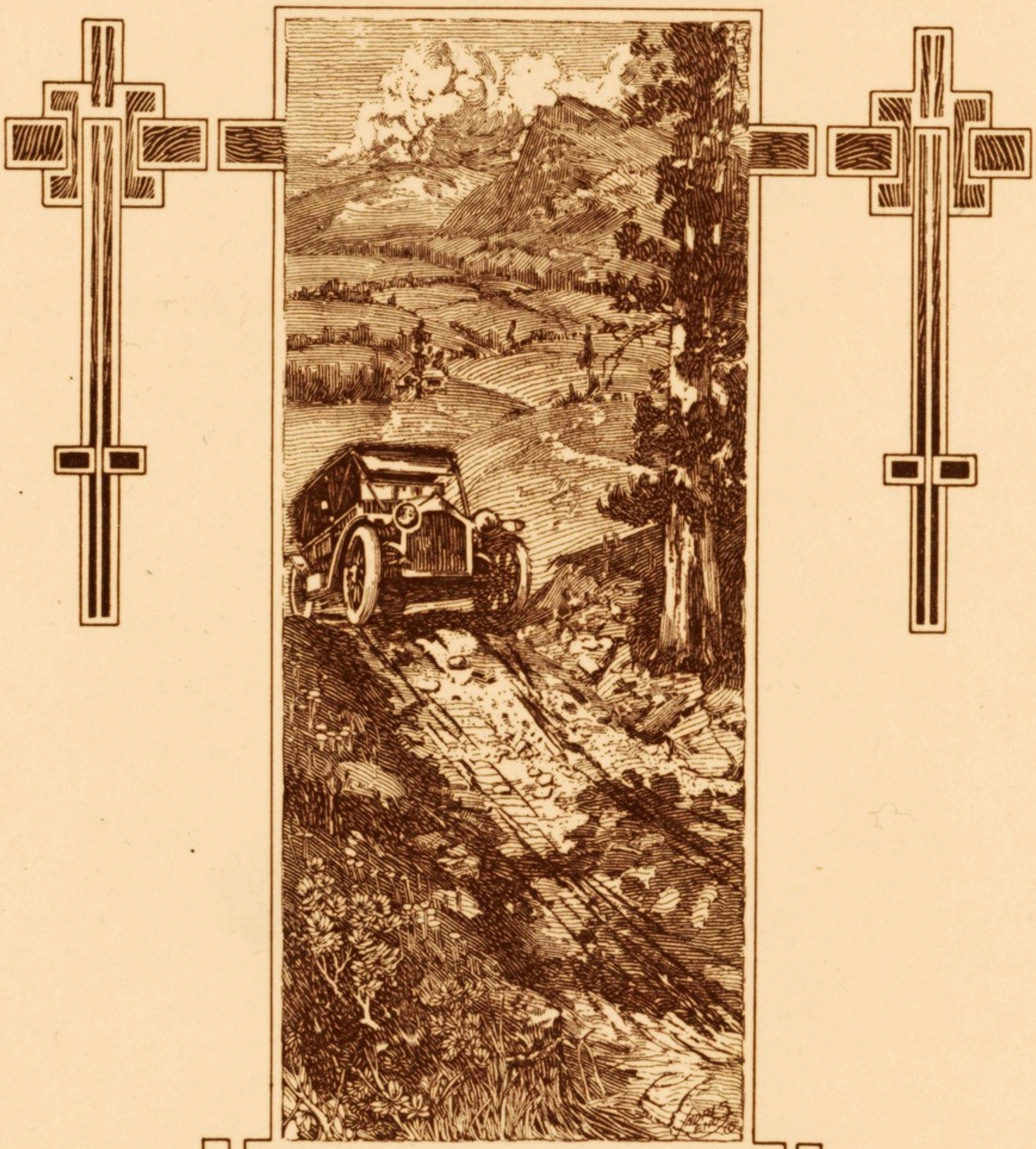
Great Western

"FORTY"

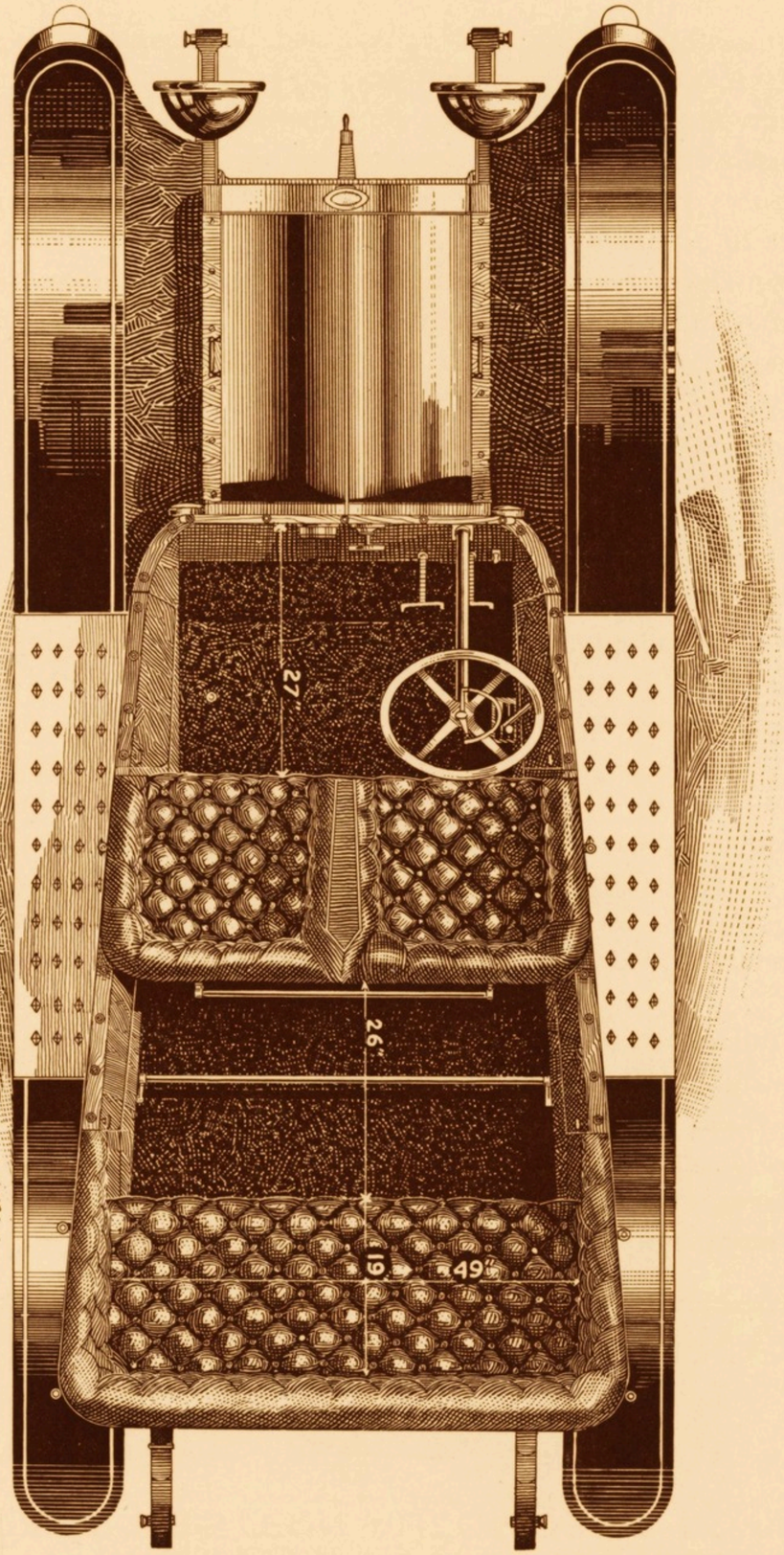
PERU, INDIANA

Greatwestern

GREAT WESTERN AUTOMOBILE COMPANY



PERU INDIANA



PLAN VIEW FO GREAT WESTERN "*FORTY*" FIVE PASSENGER TOURING CAR

GREAT WESTERN AUTOMOBILE CO.

THE DAYS OF RECKONING

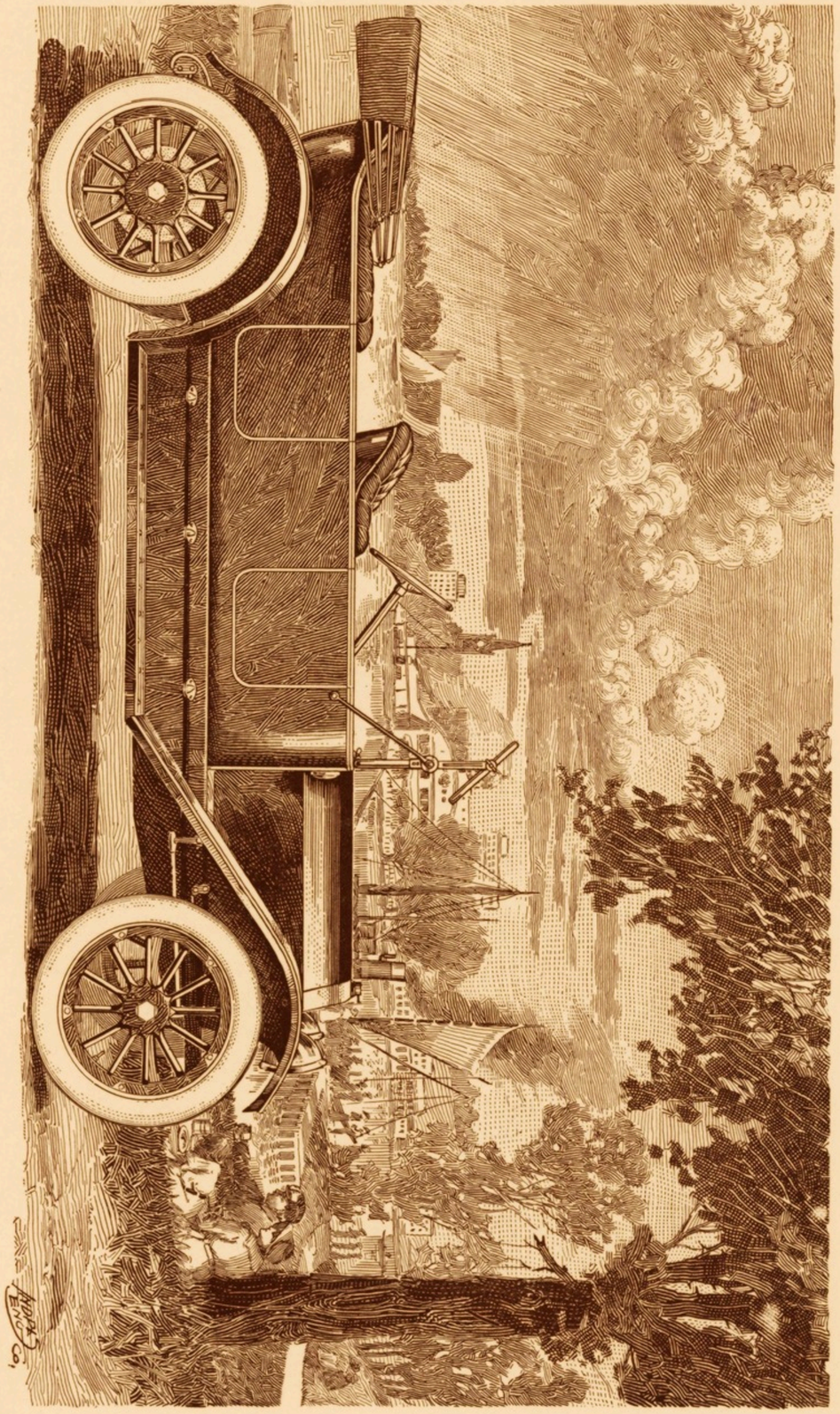
TODAY'S effort in every sphere of automobile manufacture and invention is directed toward the increase of efficiency and the advance of refinement in the product. The search for fundamental principles is over—advancement and improvement of what we already know and have is the order of the day. The goal of the manufacturer is efficiency plus refinement.

This combination is sought by many makers of popular priced automobiles but is realized by only a few of them. It is the combination that the owner of a motor car demands, but seldom gets. It is a combination attained only by years of persistent effort and experiment on the part of the manufacturer.

The 1913 Great Western Automobile is a synonym for efficiency and refinement. After eighteen years of engine success—of yearly study, effort and advancement, we place upon the market a car that is the proven example of the successful combination of efficiency and refinement.

We have reduced the price of the 1913 Great Western from $1850 to $1585, giving the purchaser an opportunity to profit by the sales and success of past years, but we have added to the efficiency of our motor car by making minor changes in our engine that guarantee absolute silence and dependability and incorporating new features which insure the maximum comfort and luxury.

Beauty in design and finish is most important in an automobile. We realize this. The grace of the Great Western design and the elegance of its finish are due again to infinite care and painstaking refinement—quality and power are conceded. The best judge of Great Western beauty is yourself and the best way to judge is to see it.



GREAT WESTERN "*FORTY*" FOUR PASSENGER TOURING CAR. PRICE $1585.00

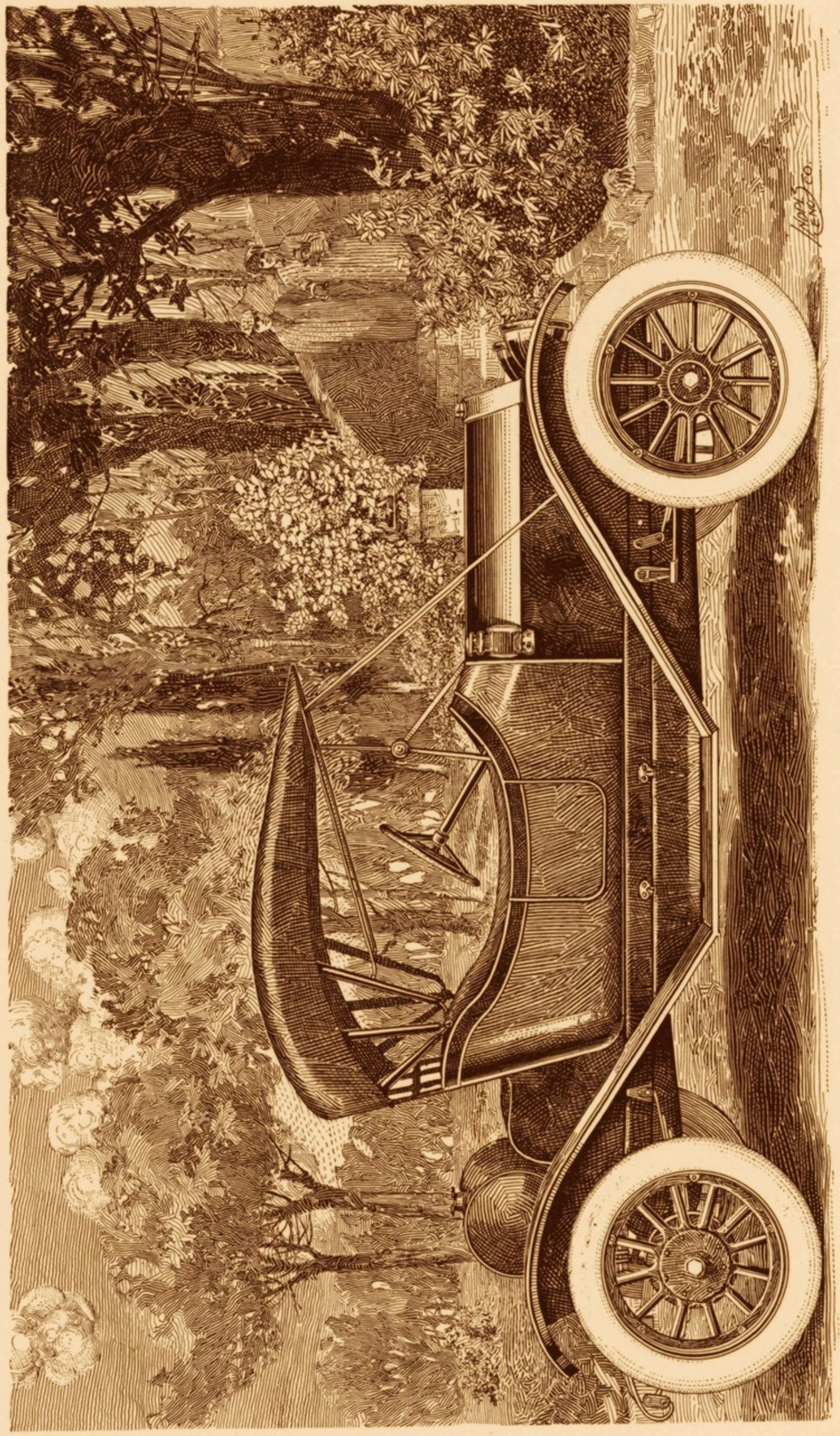
GREAT WESTERN AUTOMOBILE CO.

FOUR PASSENGER TOURING CAR

THE Four Passenger Great Western "Forty" Touring Car is equipped with a high grade silky mohair top and a Fairfield rubber dust hood. The side curtains are one piece, designed for quick application by the driver in the event of a sudden shower. This model is equipped with a plate glass wind shield, the bottom frame of which can be pulled back toward the driver to direct the breeze to the driver's feet. This effectually cools the front compartment. The upper frame can be tilted in any position and is known as the rain vision attachment. This car is equipped with a $50.00 Stewart & Clark speedometer embedded in the dash and Presto engine starter made by the highly responsible manufacturers of Prest-O-Lite gas tanks.

The head lights are 11-inch Solar lamps with tungsten globes and German silver reflectors, beautifully shaped to conform with the general pleasing appearance of the car. Electric lamps are embedded in the dash and have frosted glass, and the backs can be opened to throw light into the driver's compartment. The tail light is also electric with an independent switch at the lamp to comply with the laws in the larger cities. The head lights and side lights are on independent circuits.

The regular equipment consists of Typhoon electric signal, robe rail, tire irons, extra rim, tool box, tools, jack, pump and tire repair kit. The Four Passenger Touring Car is painted Automobile Maroon on a black chassis, making a very pleasing combination. The dimensions of body are same as Five Passenger except in width of the tonneau. This rear seat is 42 inches wide, making a comfortable, roomy four passenger car, yet giving beautiful, straight lines running back from the front seats.



GREAT WESTERN "*FORTY*" ROADSTER. PRICE $1585.00

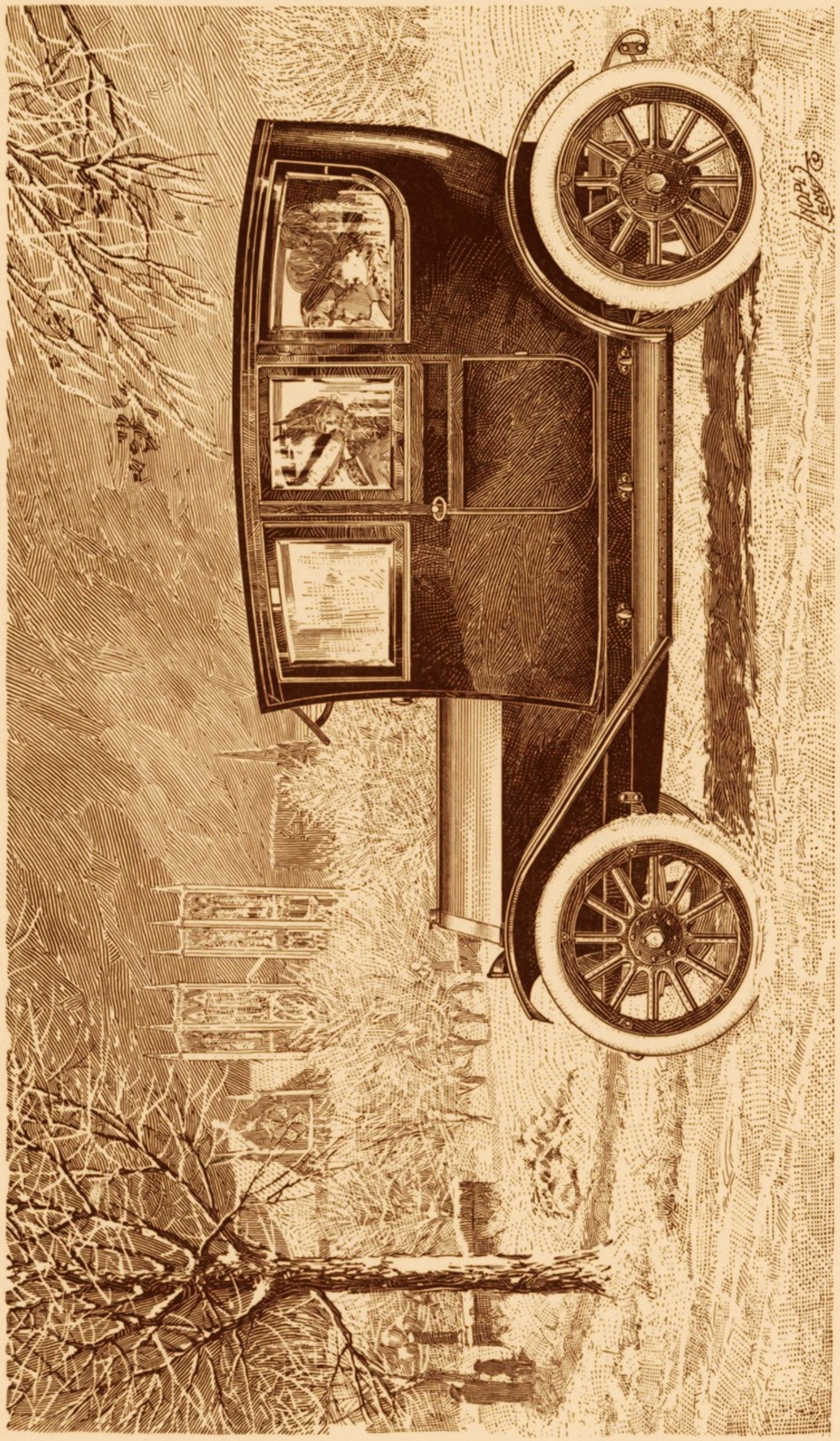
GREAT WESTERN AUTOMOBILE CO.

GREAT WESTERN "*FORTY*" ROADSTER

WHERE a very striking, high grade two passenger car is desired, the Great Western "Forty" Roadster should make a strong appeal to the mind. It has a wonderful reserve power that gives the motorist the thrill of mastery wherever difficult roads or steep hills are encountered. This body is built on our standard chassis, except that the steering wheel is tilted to a greater angle. This type of car should last indefinitely. It is an ideal, dependable car for the professional man who requires constant service. The two passenger Roadster is regularly equipped with high grade silky mohair top designed to add to the elegant appearance of this classy car. Equipment includes a Presto engine starter, $50.00 Stewart & Clark speedometer in dash, Typhoon electric signal, 11-inch Solar electric headlights, oil side lights, electric tail light, zig-zag plate glass wind shield, a large compartment behind the driver's seat for luggage, twenty-seven gallon gasoline tank, tire irons, extra rim, tool box, tools, jack, pump, foot rail and tire repair kit. The Roadster is painted Chrome Yellow Orange with a broad Ivory Jet Black band and the hood, fenders and running gear are Ivory Jet Black. This is a very pleasing combination. Every Great Western body is put through eighteen processes in the painting and, therefore, has a beautiful mirror-like finish. Each body type is trimmed in hand buffed leather over genuine curled hair and soft cushion springs.

EXTRAS

We will gladly quote on request prices on lighting generators, shock absorbers, tires, extra storage batteries, front bumpers, tire chains, monograms and seat covers.



GREAT WESTERN "*FORTY*" FOUR PASSENGER SEDAN. PRICE $2250.00

GREAT WESTERN AUTOMOBILE CO.

GREAT WESTERN "*FORTY*" SEDAN

THE Great Western "Forty" Sedan is upholstered in hand buffed leather, and English Broadcloth with silk curtains and silk trimmings. The body and chassis are painted a deep blue-black, beautifully finished. The equipment regularly consists of Typhoon electric signal, 11-inch Solar electric head lights, flush electric dash lamps, electric tail light, Presto engine starter, tire irons, extra rim, tool box, tools, jack, pump and tire repair kit. A dome light and a toilet case add to the beautiful appearance of the very comfortable interior. This is a luxuriously beautiful four passenger closed body type, ideally suited for winter use. The front glass can be tilted to rain vision angle. All windows are plate glass. The rear window and the two windows in the doors may be raised or lowered and are held in place by clamps that prevent rattling. Truffault-Hartford shock absorbers are provided on the rear springs as part of the regular equipment. They insure a smoothness of carriage that is simply delightful. No expense has been spared in completing the body details.

GREAT WESTERN "*FORTY*" BODIES

All body dimensions have been carefully worked out in every detail, so the bodies are not only very beautiful in design but are exceedingly comfortable. The leather is hand buffed, covering genuine curled hair. The door hinges are concealed and the handles are inside, leaving outside of body perfectly smooth. The wood trimmings are black walnut, beautifully grained and highly polished. Lamps and trimmings throughout car are black and nickel.

GREAT WESTERN "*FORTY*" MOTOR

THE UNIT POWER PLANT which we have designed and built for the silent Great Western "Forty" chassis, described in this catalog has been gradually developed during the 18 years that our mechanical staff has been manufacturing engines. Having entered the automobile business in a small way in the early days of the industry, our engineers have gradually developed the mechanical features, and we have, little by little, expanded our business until we are now quantity producers of high grade cars at very moderate prices.

This silent Great Western "Forty" motor is not only our best achievement, but, combined with the other features of the machine, makes this positively the most practical, pleasing and dependable machine on the market. The motor is of the four-cylinder four-cycle type, with our famous five bearing crank shaft construction. The cylinders of the silent Great Western "Forty" motor are cast separately in L type, both the intake and the exhaust valves being enclosed on the side. These cylinders are made of close grained gray iron and are accurately bored, reamed and ground clear to their ends to within limits of one-half of one-thousandths of an inch. The greatest care is taken throughout, and much value is put into the motor and other mechanical units that is only apparent to those who constantly use the machine. We could, for instance, save several hundred dollars in the construction of the machine without affecting the outside appearance.

THE WATER JACKETS, cast integral with the cylinders, entirely surround each combustion chamber and are unusually large. This motor is perfectly cooled under all working conditions. The large water jackets around the valves prevent the burning of the seats and the warping of the valves and preserve compression.

THE CYLINDER DIMENSIONS. The motor is of the long stroke type, we having been the first advocates of long stroke motors in America. This silent Great Western "Forty" motor has a bore of 4¼ inches and a stroke of 5½ inches. The long stroke type is now acknowledged by all engineers to be more economical in operation, more flexible, develop more power and give longer life than where the bore and stroke are nearly the same.

THE PISTONS are designed with convex heads, strengthening

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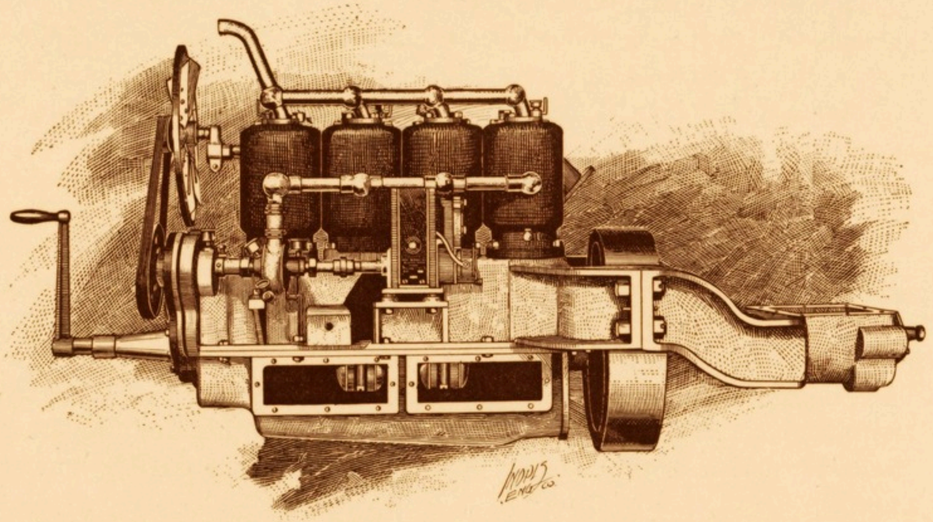
the construction and preventing the collection of carbon on the piston heads. These pistons are annealed after being machined and are then ground to exact measurements. We have instituted a very rigid inspection system in the factory, which insures every operation being thoroughly checked. This trains all workmen to expect close scrutiny of their work and makes them particularly careful in all machine operations. The pistons are interchangeable without throwing the motor out of balance, as they are all machined to a given weight. Four eccentric expansion rings are fitted to the pistons and six oil grooves are provided to distribute oil to the cylinder walls. We also have an oil groove around each piston with holes for returning surplus oil.



MAGNETO SIDE GREAT WESTERN "*FORTY*" MOTOR

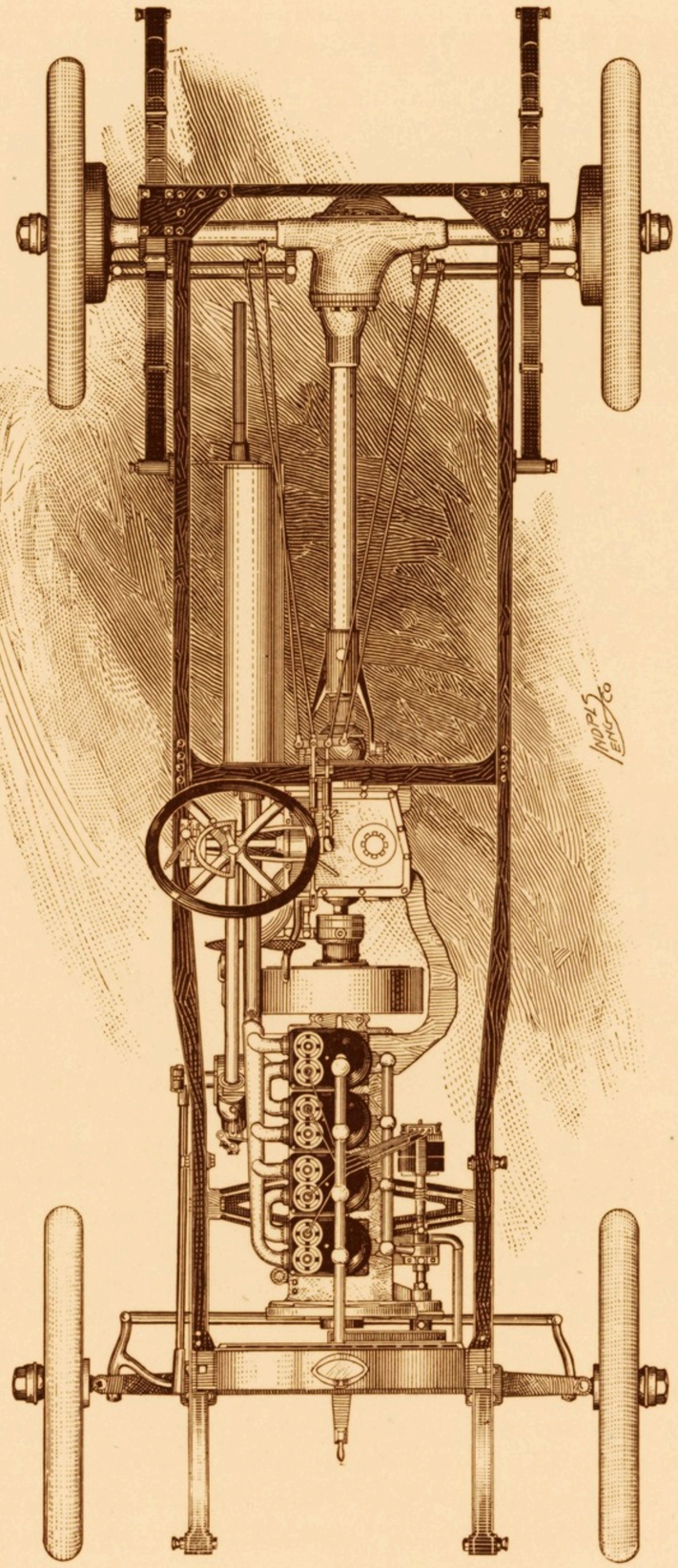
This avoids all possibility of smoking, even with excessive oil. The piston rings are fitted with angle joints and are ground accurately on three sides to exact measurements by a magnetic grinder, which makes them absolutely interchangeable.

THE PISTON PINS are made of special case hardened steel, accurately ground, and are held in place by set screws and cotter key, which prevent the pins from cutting the cylinder walls. Scoring of a cylinder is absolutely impossible with this construction. These pins are hollow and are provided with oil holes for lubrication.

THE CRANK SHAFT is of our famous five-bearing type. The bearing surface in these five main bearings is fifteen and eleven-six-

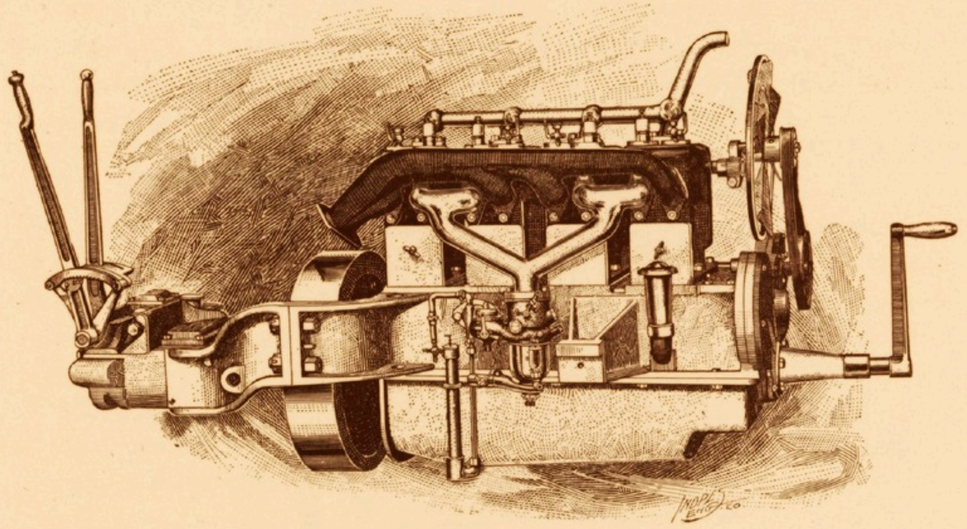
GREAT WESTERN *"FORTY"* FIVE PASSENGER TOURING CAR

Equipment includes silky mohair top, Fairfield rubber dust hood, plate glass rain vision ventilating wind shield, $50.00 Stewart & Clark speedometer with gradeometer attachment, Solar electric head lights, flush electric dash lamps, electric tail lamp with independent switch, foot rail, robe rail, electric horn, Presto engine starter, black walnut body trimmings, 36 x 4 tires on demountable rims, one extra rim, tire irons, gasoline tank gauge, tool box, tools, jack, pump, tire repair kit, black and nickel trimmings, invisible door hinges, painted deep blue-black with a fine hair line stripe of light blue. Price $1585.00 f. o. b. Peru, Indiana. The equipment is the same as described under four passenger car.



GREAT WESTERN "*FORTY*" CHASSIS, SHOWING SIMPLICITY AND CLEAN CUT CONSTRUCTION

teenths inches, accurately ground to exact measurements. Being offset from the center of the cylinders, the power efficiency is increased and the cylinder walls and pistons are relieved of side pressure and wear. This crank shaft is one solid piece drop forged from special high carbon steel with a large integral flange, to which the fly wheel is securely bolted. The crank shaft operates in die-cast nickel-babbitt bearings made absolutely interchangeable. This is the best grade of bearing material to be obtained, and insures a long life of continuous wear. Many Great Western cars run 25,000 miles without bearing adjustment.



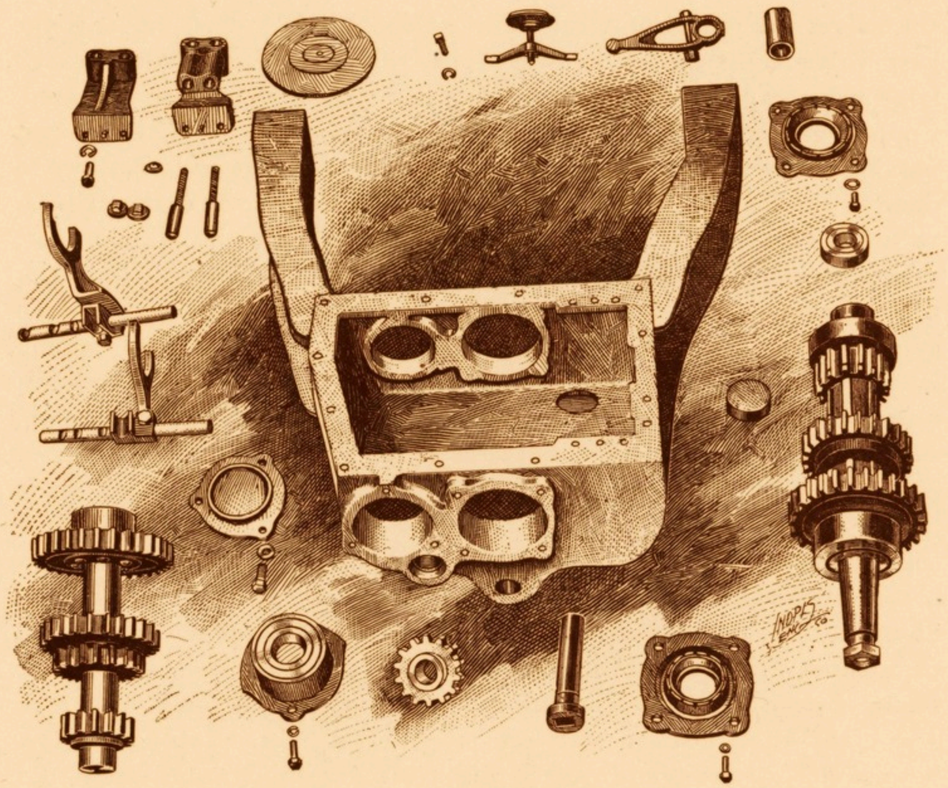
INTAKE AND EXHAUST SIDE GREAT WESTERN "*FORTY*" MOTOR

THE CAM SHAFT is also made of one solid piece of steel drop-forged, with integral cams, which, with the bearings, are hardened and accurately ground. The cam shaft turns in three long bearings of phosphor bronze, and the cams are in constant contact with roller valve lifters. As the rollers follow the contour of the cams there is no slapping noise. The valve lifters are of hardened steel and are easily adjustable by removing the caps which enclose the valves on the side of the motor. The entire cam shaft can be removed through the front of the crank case without disturbing the motor adjustment. The connecting rods are of drop-forged special high carbon steel in I-beam section, and have phosphor bronze bushings on the piston end and nickel-babbitt bearings on the crank shaft end.

All of our years of experience have been applied in the detail design of the fine points throughout the power plant. We have constructed a motor with large ports so that all gates move freely without obstructions to reduce power. The surprisingly wonderful power which this motor develops does not increase the cost of operation, as Great Western cars are very economical in the use of gasoline and oil. This is because we have put the best engineering practices into the construction of this motor. The valve stems are of steel, hardened and ground, and the valves are gray iron electrically welded to the stems. This is the best valve construction known. The valves are accessible through large valve caps, in which spark plugs and priming cups are mounted. Copper gaskets are placed beneath the valve caps. The exhaust manifold is without sharp bends, the exhaust gases flowing easily and directly toward the muffler without any back pressure onto the exhaust valves. This exhaust manifold enlarges as it nears the muffler pipe, taking care of the expansion of gases as they rush forward. The outlet to the exhaust pipe is four times the area of the exhaust port in each cylinder; therefore, back pressure is absolutely avoided and cooling greatly assisted. The crank case is cast from the best grade of aluminum in I-beam section. This greatly strengthens the construction, as we have two big sections between each cylinder and run four steel studs from the base of each cylinder down through the crank shaft caps. By the use of aluminum, we save several hundred pounds in the construction of the car, but this does not detract from the working ability of the motor and other aluminum parts, as we have scientifically designed these parts so that we have the strongest possible construction throughout. In this particular case the four steel studs take up the strain of each cylinder, relieving the crank case of this working stress. The crank shaft bearing seats are integral with the crank case. The bottom half of the crank case, being made of aluminum, contains the oil reservoir. This bottom half is independent of the crank shaft bearings and can be easily removed without disturbing the rest of the motor. We have placed extra large hand hole plates in the bottom half of the crank case, but above the oil level, so that connecting rod adjustments can be made without removing the crank case bottom half. The vent pipe acts as a filling cap and is so designed that oil can not escape through it. The motor can be kept just as clean as any polished part of the car. The spiral time gears run in a separate compartment of the crank case, which is automatically lubricated

GREAT WESTERN AUTOMOBILE CO.

from the regular crank case oil supply. There are two return holes through which the oil flows back into the crank case proper, and which keep the oil at a constant level in the time gear case. These time gears are spiral, insuring quietness that can be obtained in no other way. They are designed to relieve end thrust. The crank shaft bearing caps are made of steel, giving a rigidness that prevents distortion and insures the bearings being kept in perfect alignment. All



TRANSMISSION PARTS FOR GREAT WESTERN *"FORTY"*

crank shaft bearings are hand scraped by skilled workmen. We spend one day on each motor that goes out of the shop hand scraping the bearings to a perfect running fit. This is the highest grade work that it is possible to do. You could not obtain better workmanship in a car costing three times the price of the Great Western. The exhaust manifold and the intake manifold are both accessible, as the nuts holding them can be easily removed or tightened if desired.

MOTOR LUBRICATION is effected by a two gallon oil reservoir contained in the lower half of crank case. An improved plunger oil pump operating on one of the cams of the cam shaft circulates the oil positively and insures a constant lubrication. In passing to the crank case the oil flows through a pipe to which we have attached a bleeder cock so the flow can be tested at any time. This pipe extends along the upper part of the crank case and the oil falls to the crank shaft bearings and is splashed on through the motor proper. The oil drops to the bottom of the crank case and maintains a constant level with three holes through which it returns to the reservoir. The oil is constantly filtered during its circulation. Oil holes and small oil pockets are provided throughout for the bearings. As the connecting rods in motion are constantly dipping in the large oil pockets in the bottom of the case, the splash of oil is constant. Each oil compartment for each connecting rod is separate from the others, so the oil does not rush to one end or the other when driving over hills. The oil level is fixed at the factory before the car goes out, so there are no adjustments called for by the driver. You simply put oil in the case as the gauge indicates is necessary, and the circulation and splash system works automatically. The oil circulates rapidly and the splash produces an oil spray which lubricates the cylinders, the bearings and all working parts of the motor. The Great Western "Forty" is very economical in the use of lubricating oil, running from four hundred to six hundred miles per gallon.

THE STEERING GEAR AND CONTROL are important features of any automobile. Safety on the road depends on substantial steering construction. The Great Western "Forty" steering gear is large, strong, and well proportioned. It is of the worm and full gear type, provided with a snap cover grease cup over the gear housing, a very accessible means of lubrication. The worm and gear are of special carbon steel, case hardened, and accurately milled. The ball arms are drop forged, heat treated high carbon steel—designed to give maximum strength with minimum weight. Ball thrust bearings are provided. The wheel is large in diameter, with a dished aluminum spider, over which are operated the spark and throttle levers. A foot accelerator also controls the gasoline supply.

The gear shifting lever operates on an "H" plate at the driver's right and inside of the body. This is of simple design, without springs or auxiliary levers, making it trouble proof. An emergency hand brake

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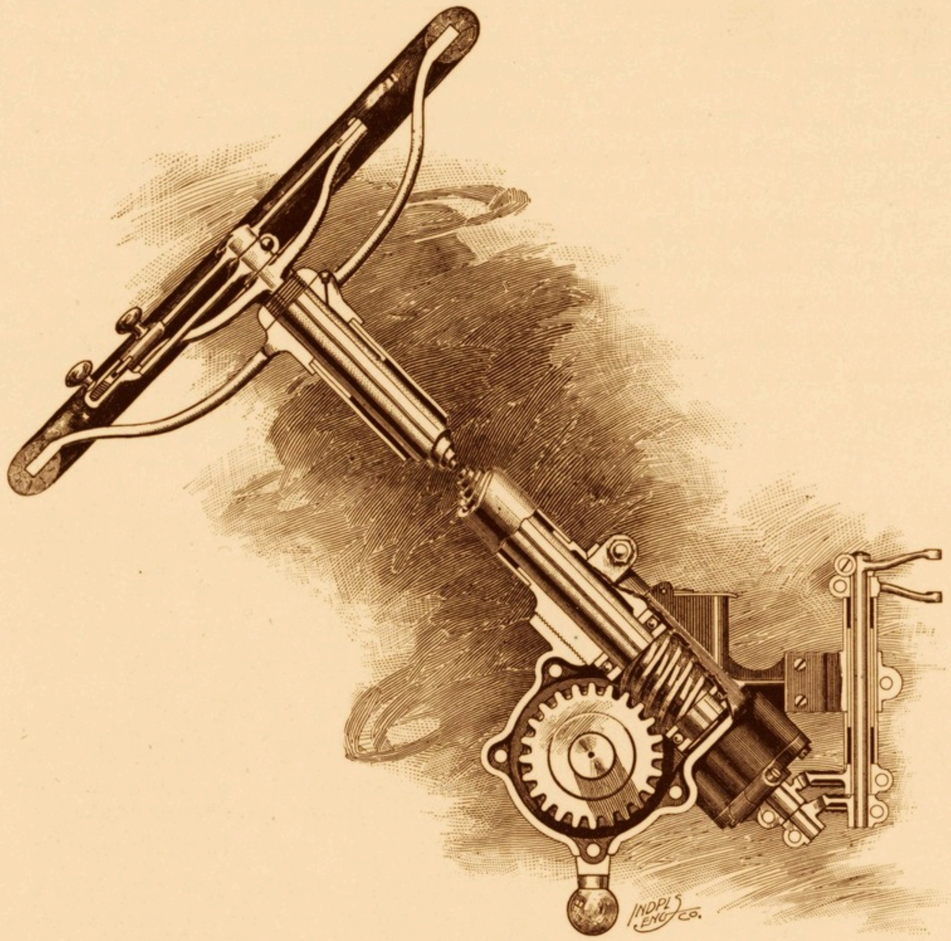
is also provided inside the body, operating on a ratchet in connection with the control levers.



GREAT WESTERN *"FORTY"* STEERING GEAR

THE ALUMINUM CONE CLUTCH operates in the fly wheel. The angle of the cone is such that it works gently. But after having gripped firmly a Great Western clutch will not slip in operation. The cone is faced with copper woven Raybestos, a clutch lining that will not burn, and is not affected by oil or water. Six flat places are machined on the periphery of the cone in which are placed six flat steel springs that insure positive engagement, a pleasing ease of operation, a smoothness in starting and an absence of shocks to the driving mech-

anism. The clutch is operated by a foot pedal. The clutch collar is full diameter Phosphor Bronze with a grease cup for lubrication. The clutch is mounted on the rear end of the crank shaft, with an extra long bearing and grease cup. A square sliding joint is placed between the clutch and transmission.

THE CARBURETOR is the latest type double jet Schebler with an auxiliary automatic vacuum valve to prevent loading on an extremely hard pull.

DUAL IGNITION is furnished by using the latest type of Remy magneto with concealed coil and kick switch and switch lock on the dash. All Great Western wiring is highly insulated. We use a high-grade straight thread spark plug with gaskets to avoid leakage around threads. A splendid storage lighting battery is used for starting and lighting.

COOLING is by water circulation. The Great Western "Forty" motor is perfectly cooled. An extra large vertical tube radiator of graceful design, with honeycomb front, is fitted on the frame by brackets that have no contact with the water space whatever. Twisting of the frame on uneven roads can not cause leakage. The water is circulated by a positive gear-driven centrifugal pump having long bearings on both sides. The motor is fitted with aluminum water pipes so there are no joints whatever in the pipes to leak. The strongly designed fan pulley is operated by the pump shaft and has a long bearing. A pressed steel fan is driven by a stitched endless water proof belt from the fan pulley, and assists in cooling the motor. This steel fan has a liberal width rim for protection. An arm adjustment is provided for tightening the fan belt. The bronze pump is so designed that it will not leak or wear out. A grease cup is mounted on each bearing.

DOUBLE INTERNAL BRAKES, 12 inches in diameter, with 4 inch face are provided. The brake rods are equipped with equalizers. Inside of the brake drum there is a steel cup that collects all superfluous oil. This is connected with a drain pipe that carries the overflow oil to the ground, instead of throwing it onto the brake bands. Oil will not splatter the wheels or tires. The brake lining is heat proof and practically lasts forever. The brakes are easily operated by light pressure, are positive in action, reliable, powerful and strong enough to hold the car on any grade either forward or backward. These Great Western qualities are essential to safety.

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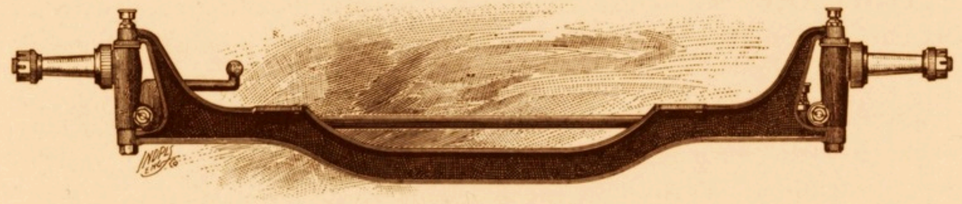
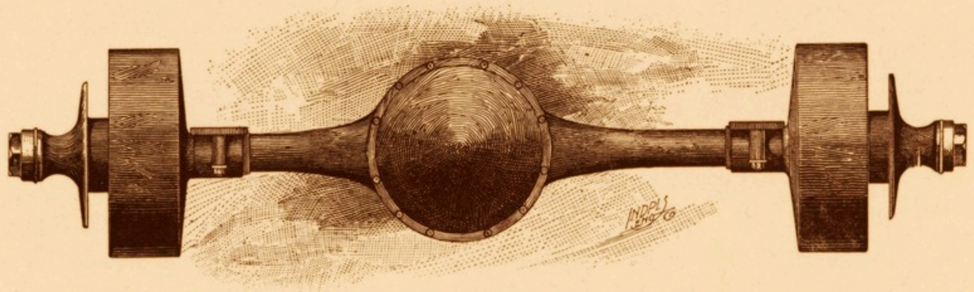
THE FRONT AXLE is a large I-beam drop-forging of special nickel steel heat treated. The tie rod is out of the way behind the axle. The spring seats, which are forged integral, have a particularly wide base for the springs. The Great Western "Forty" axle is fitted with very substantial steel steering knuckles. The axle has a road



GREAT WESTERN *"FORTY"* DROPPED FORGED STEEL FRONT AXLE

clearance of twelve inches. The steering arm and rods are above the axle, so as to clear all obstructions. The front wheel bearings are steel balls ¾ inch on the inside and ⅝ on the outside. This axle is equipped with especially heavy cups and cones. The king bolt bearings are large and strong. The front axle steering mechanism is so designed that the car can be turned on a very narrow street.

THE REAR AXLE is full floating type with bevel gear and pinion drive. The gears are made with extra heavy teeth. This is the strongest possible rear axle for a car of the Great Western weight. It is fitted with a large inspection plate that gives access to the differential. The outer bearings are large New Departure double row ball bearings.



FULL FLOATING GREAT WESTERN *"FORTY"* REAR AXLE

The differential bearings are high duty Hyatt, as is also the bearing used on the forward end of the pinion shaft. The live full floating axle is three and one-half per cent chrome nickel steel, heat treated,

one and three-eighths inches in diameter, and has a tensile strength of 150,000 pounds per square inch. The driving shaft is also of the same high quality as the live axle. This driving shaft is enclosed in a tubular housing which acts as a torsion rod and which is supported by a yoke attached to the cross member of the frame. This yoke slides on the driving shaft housing and takes the driving strain off the universal joint. The universal joint between the transmission and the driving shaft is drop-forged, heat-treated and absolutely grease tight. With a load the driving shaft is in a straight line. The differential is of strong design, being the bevel gear type with a particularly heavy steel housing on which is mounted a large, strong bevel gear cut from the best of material. The bevel pinion which does all of the driving is adequately suited for severe service, as it is three and one-half per cent nickel steel, heat treated. This is absolutely the best material for the purpose.

THE SELECTIVE TYPE TRANSMISSION has three speeds forward and one reverse, with direct drive on high speed. It is completely housed in an absolutely oil tight aluminum case that is dust proof. Glands and packing nuts are provided to prevent oil leaking from the case. The spline and countershafts are side by side, all gears traveling in an equal amount of oil. When the case cover is removed the gears are subject to close inspection, and should it ever be necessary, prompt replacement. For the purpose of lubrication and inspection, there is a three-inch quick acting lid provided. Both shafts turn in double row New Departure ball bearings, as does also the spline shaft bearing in the driving gear. Great Western "Forty" gears are accurately machined and cut, and are hardened to a sufficient depth to resist wear on the teeth, while a soft core is maintained so as to give elasticity and protect against breakage. All gears are cut from high grade steel. Our heat treating furnace is provided with a pyrometer to insure accurate heat treating. A new locking device prevents the gears from sliding out of position, and also prevents two speeds being engaged at the same time.

THE SPRINGS in the Great Western "Forty" are of chrome vanadium steel, with nibs on each side to prevent the spring leaves from spreading or shifting. All springs are provided with hardened and ground bolts fitted with hard grease cups. Rubber bumpers are between both front and rear springs. The front springs are semi-elliptic forty inches long, and the rear springs are three-quarter elliptic forty-

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seven inches long. The rear spring seats are extra long and rock on the axle housing to prevent cramping. The springs are held in place by extra heavy clips, and there are flexible pads between the springs and axles that act as cushions. We have taken special pains to avoid the possibility of spring breakage by using the highest quality of steel. These high grade steel springs, together with our carefully worked out design, make the Great Western "Forty" ride with a smooth and pleasing evenness that gives the extreme of comfort.

THE WHEELS are 36x4 inches, made from the finest selected second growth hickory. There are twelve spokes, both front and rear, one and one-half inches in diameter. The spokes increase in width as they near the hubs. Great Western wheels are built with a light, quick acting, demountable rim and one extra rim with tire carrier is mounted on the car.

THE FRAME is made of deep channel section pressed steel of high quality, narrowed in front to permit short turning on the road, and dropped from the rear to make a low center of gravity. The corners are reinforced with large gussets and the off-sets are extra wide. The rear gussets extend from the frame to form the rear spring hangers. The frame and all parts attached are hot riveted with pneumatic hammers. There are three step hangers to hold the running boards firmly.

THE MUFFLER is large, well proportioned and made of very heavy sheet steel. It is put together with asbestos cement and securely bolted with three heavy rods. The Great Western muffler completely silences the exhaust, but at the same time is so designed that there is absolutely no back pressure. It is provided with a large cut-out of the butterfly valve type operated by foot pedal.

THE GASOLINE TANK is seventeen gallons capacity. It has partitions to prevent swashing, and is corrugated to obviate roaring at high speed. The brass filler plug is provided with a strainer. A gasoline tank gauge shows the driver quickly the amount of gasoline in the tank without opening the cap and running the chance of getting dirt into the gasoline. We have also provided a settling well in the bottom of the tank with a pet cock so that dirt and water can be drained off occasionally, thereby keeping the gasoline in the carburetor free from these objectionable properties.

THE WHEEL BASE is 118 inches — just long enough to make the Great Western ride comfortably and just the right length for the power developed by this motor.

GREAT WESTERN AUTOMOBILE CO.

THE WEIGHT of the Great Western "Forty" is approximately 2,600 pounds, fully equipped.

THE TREAD is 56 inches. With a 3½ to 1 gear ratio, which is standard, the Great Western shows wonderful ability in hill climbing and in negotiating heavy mud and sand.

HITS MARK OF HIGHEST VALUE

Last year we swung into the line of big sellers by a vigorous announcement of the advance 1912 features we put into our car. This year we break all records by not only including a host of new up-to-the-minute improvements, but also in offering the 1913 Great Western fully equipped at $1585, bringing it distinctly into the field of medium priced cars.

It is not our policy to make only a few cars and charge you a big price for our name. Rather than that we aspire to place dozens of Great Westerns in every community of the United States — owned by people who want the right kind of service and convenience out of their cars — who will be proud of the style and distinction of the Great Western, but who are not averse to saving a thousand dollars or more at the outset.

Quality costs a little more at the outset but quality pays for itself many times over during the life of a Great Western Automobile. If you have become convinced of Great Western quality, we suggest your placing your order at once to insure delivery. If after reading these pages you are still doubtful we ask that you read them again, as it is sometimes difficult for some to realize that "quality" depends on the mechanical part of the car.

Great Western "Forty" automobiles are fully guaranteed for one year against defective workmanship and material. The United States Government has officially indorsed the Great Western, having purchased a large number through the Department of the Interior for the severe service on the Western Indian reservations.

We build one chassis only, as fully described herein, and mount the various bodies on this standard chassis. This enables our mechanical staff to devote its entire time to the perfection of the little details that are overlooked in factories building several different types.

We extend a hearty invitation to those who care to visit our factory and investigate for themselves at any time the high standard of quality maintained and the rigid inspection system governing the parts entering into the Great Western "Forty" construction. If you see the car itself either at the factory or in the dealer's establishment, the car will be far more appealing to you than any catalog description could possibly be.