



COLE MOTOR CAR REGISTRY BULLETIN

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We are now in the middle of summer and it has been a busy one for sure. I have seen a few pictures of some Cole owners with their autos out on a tour or just enjoying it for an occasional drive. It has been a very busy summer so far with the Cole owners meetup at the Gilmore Car museum in May and then the opening of the Gilmore Museum exhibit in early June.

My son Ben and I have had the Coles out and about at a few shows and the picture to the right are the 1925 Cole Brouette and the 1923 Cole Coupe at the Classic Car Club of America Grand Classic event that took place on June 1st and 2nd on the grounds of the Gilmore Car museum. The Brouette won best all original car and Ben's Coupe won the class award. It is so enjoyable sharing the Coles and their history with other auto enthusiasts as well as people who attend events such as these.



COLE

110th
Anniversary
1909-2019

The first Cole owners meeting was a fun success and we appreciate everyone who was able to attend and bring their Cole. It was great seeing others, sharing tips, and hearing stories about these wonderful automobiles. There has been a buzz from spectators who attended the show about how impressive it was to see that many Cole autos in one place. Also, I have talked to many who had never seen a Cole before and they had no idea how magnificent of an auto they were. What really made it all worth it was seeing the smiles on people faces as they got to experience the event and the Coles!



The Registry Update

It has been another busy couple of months at the Cole Motor Car Registry. We have been fielding questions about Coles and their history as well as helping a few owners out who were having some mechanical issues, and still tracking down any additional Coles that may be out there. We have may have found Cole #78, though I am waiting on a serial number to validate that this auto is not on the current registry.

A member of the Franklin motor car club reached out to me a month ago as they were on a club tour of White Post Restorations out east and there was a 1922 Cole in the shop ready to start restoration. It is missing several parts and they are trying to track them down at this time. I have not had a chance to talk to the shop owner at this time, but it is on the list of things to do so that I can learn more about the story of this Cole. Here is a picture of the Cole in the shop. If anyone knows anything about this Cole, please let me know.





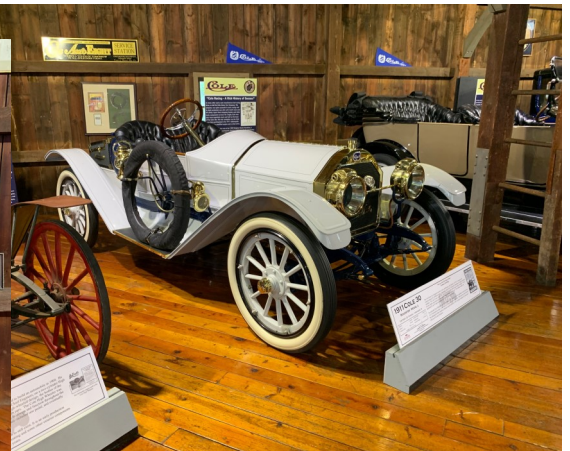
GILMORE

CAR MUSEUM

Cole Motor Car Exhibit

The Cole Motor Car Exhibit at the Gilmore Car museum launched in early June and continues through October 31st. There are seven Cole automobiles and lots of artifacts, signs, and other history about the autos. It is quite a striking site and setting to see all of the Coles in the antique barn with the background music being the Cole advertising song from 1910. Here are some pictures of the exhibit, though I do highly suggest you to see the exhibit in person if at all possible. The Coles that are on display are:

1. 1909 Cole High Wheeler (Only one known to exist)
2. 1911 Cole Roadster
3. 1913 Series 9 Cole
4. 1917 Cole TourSedan with body by Springfield
5. 1919 Cole TourSedan with Westinghouse air springs
6. 1923 Cole Two Person Coupe experimental test car for Balloon tires
7. 1925 Cole Brouette that is primarily unrestored and was Mrs. Cole's personal chauffeur driven auto



Cole Motor Car Registry Bulletin (Continued)

More pictures of the Gilmore Car Museum Exhibit.



The Story of the Cole V8 Engine

There are a few misconceptions out there about when the Cole Motor Company added the V8 engine into their cars and exactly what they were. I wanted to give a definitive timeline and information about the development of the Cole V8 and a bit more details on the engine. Much of this information comes from the little known book that was a college dissertation written by Howard Russell Delancy in 1954 at Indiana University. Delancy was given exclusive access to the Cole family, all historical papers and archives, survivors who worked at Cole, and other people in the industry. I also have reviewed advertising, dealer books, and manuals of the time.

Why did JJ Cole want a V8 for his cars?

A V8 at the time was somewhat of a risk as there were plenty of other high powered proven engines. There were really two primary reasons on why Cole rushed ahead with a V8 engine. The first was that Cadillac was Cole's primary competitor and JJ Cole wanted to have a better car at a \$100 less in price. In order to do this, Cole would have to launch a V8 engine at about the same time as Cadillac. The second reason was that JJ Cole liked new technology, high power, and a smooth running engine. He thought that the V8 would give him this. Cole liked to include components in his cars that were the standard in the industry or would be the standard in the industry. One of Cole's well known slogans was "A touch of tomorrow in everything that we do today."

When was the Cole V8 Introduced?

One misconception about Cole V8's is when they were introduced. While there were V8's in use prior to 1914 in different cars, they were one offs or specialized uses. Cadillac is rightfully credited with introducing the V8 engine into a mass production vehicle in September of 1914. Cole introduced their V8 engine a few short months later in January of 1915. Cole ordered 1000 V8 engines made and then put them into 1915 model cars. However, the primary production in 1915 of Coles was still 4 and 6 cylinder vehicles. The V8 engine was an option in all body styles that year. By the end of 1915 Cole decided that the 1916 model cars would only be available with V8 engines and Cole ceased production of cars with 4 and 6 cylinders. The Oakland automobile company also released a V8 later in 1915 after Cole and it was also manufactured by Northway.



Wasn't the Cole V8 the same as Cadillac's?

Another misconception is that since Northway was the engine supplier for both Cadillac and Cole, that Cole just used the same Cadillac engine and hence is why they had the V8 a few months after Cadillac. This is wrong as the V8 engines for Cadillac and Cole were different and engineered to each companies design and specifications. In 1914, Charles Crawford, who was the Chief Engineer at Cole, spent most of the year at Northway in Detroit working with their engineers on the design of the specific Cole V8 engine. Cadillac's V8 was a L-head 60 degree configuration with 314 cubic inches of displacement and solid heads while Cole's V8 engine was a Flathead design 90 degrees and with 346 cubic inches of displacement and included detachable heads. Cole's V8 design was billed as having more power than the Cadillac and was also easier to maintain.

Early trouble and then success for the Cole V8



The introduction of the V8 by Cole in 1915 was not flawless as they were plagued by problems of the engine leaking oil and throwing it all over the engine compartment. This would cause the valves to get stuck. Charles Crawford spent a lot of his time in 1915 working on a fix and JJ Cole wrote a letter to Northway accusing them of shoddy machine work. Cole and Northway ended up getting things ironed out and that led to the decision to go to only V8's from that point on in all Cole cars. Cole ended up having to replace many of the original 1000 V8 engines that were released in early 1915. The Cole V8 engine was fast and powerful and was a favorite for some stock car racers during the era. Cole improved the design again in 1919 when they released the Cole 890's and that improved horsepower to almost 90HP.