

WOMAN GIVEN FULL CREDIT IN AUTO COMFORT

Demand Forces Makers to Bow to Feminine Taste in Cars.

One of the distinct gains in automobile 1928 design, in the opinion of engineering critics, is the remarkable convenience and ease of driving. This is by no means confined to the higher priced cars, according to R. V. Law, Hudson-Essex distributor, but has had, in fact, its most striking advance in the cars of moderate size and cost.

"You can thank the woman motorist for that," said Law. "Men are driving in better comfort and with greater ease today because women have insisted on higher standards of detailed finish in the cars."

"Take such an item as an anti-theft lock. To engineers that was simply a mechanical device, to be considered wholly on mechanical merits. But the woman driver called for a lock which could be reached without bending and reaching and which would not soil gloves. The result is a key-lock on the dash—which insurance companies regard as more efficient and which certainly is far more convenient."

"One of the most popular moves which Essex ever made with women was to install the starter on the dash. It is undeniably so much more convenient. We now have cars, too, with the motometer on the dash, where it can be seen day or night; with oil and gasoline gauges constantly visible; with an ammeter showing the operation of the electrical system. Thus, the motorist can see at a glance how his car is working in every respect."

"Such a detail as the door handles has not been overlooked. These are now of graceful as well as useful design and carry a pattern that runs through other items of the finish. Doors may be locked from the inside by moving the handle forward an inch or so. The window regulators operate with hardly any effort at all, and are designed to match the door handles."

BAN TECHNICAL WORDS

Common Terms Are Used for New Oldsmobile Driving Instruments.

The tendency of engineers to use readily understood terms rather than technical phrases is apparent on the instrument board of the new Oldsmobile. "Current" has replaced "ammeter" on the charging indicator; water temperature is used instead of motometer, and the oil pressure, beside having the pound pressure figures, also is divided into an idling and a driving range.

Famous Race Driver Joins Marmon Motor Car Firm



Earl Cooper

Turning from the fascinating atmosphere of the race track to the more practical occupation of experimental engineering, Earl Cooper, a leading figure in automobile racing for nearly a quarter of a century, is now a member of the experimental engineering staff at the factory of the Marmon Motor Car Company.

Like many of his fellow drivers of years gone by, Cooper is utilizing the experience and knowledge gained on the race courses of two continents in the development of passenger automobiles.

Cooper's new association with Marmon recalls his remarkable record as an automobile race driver and also brings back to memory the series of outstanding victories that were won by Marmon automobiles in 1900, 1910 and 1911 and which were culminated in the triumph of the Marmon Wasp driven by Ray Harroun in the first 500-mile race on the Indianapolis speedway, May 30, 1911.

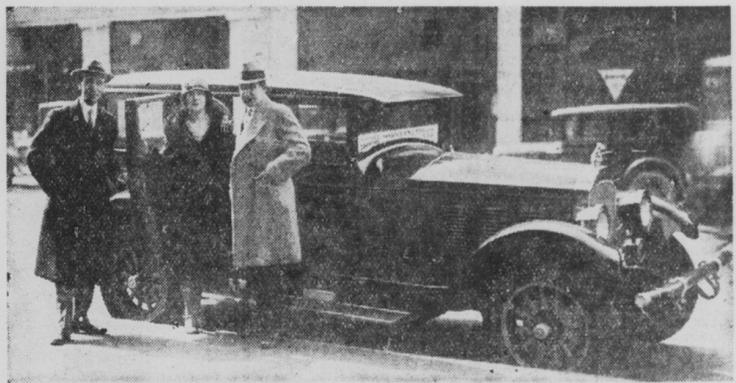
Cooper's ability as an engineer was demonstrated at the annual Indianapolis race last Memorial day, when he entered three front wheel drive and one conventional drive automobiles of his own design in the contest. These cars were piloted by such famous drivers as Bennie Hill, Pete Kreis, Bob McDonough and Jules Ellingboe.

Cooper's association with Marmon and his work in the development of Marmon straight-eight automobiles are direct evidence of the strong influence of automobile racing on the design and construction of passenger cars. It is interesting to note that, beginning in 1924, every car that finished the famous Indianapolis race was of the straight-eight design.

More than twenty years ago Cooper began his career on the race track and jumped into nationwide prominence when he won the road race championship in 1913 by scoring seven consecutive first places in as many starts at an average speed of better than seventy miles an hour.

Through a ruling by the South Carolina State Supreme Court, gasoline cannot be sold in that State on Sunday. This law grew out of the old Sunday "blue laws" of South Carolina.

'Presto'—Magician's Wife Gets New Car



Howard Thurston, famous magician, playing this week at the English Theater, is here shown presenting his wife with a new Willys-Knight Great Six sedan that he purchased from the Capitol Overland Company, local Willys-Overland distributor. Thurston also uses a Whipper coach in one of his stage tricks, making the automobile and seven girls disappear from view. Shown in the picture from left to right are: J. M. Block, president of Capitol Overland Company, Mrs. Thurston and Howard Thurston.

DODGE COLOR VARIETY LARGE

Twenty Combinations Available Now, Says Dealer.

Recent additions to the large and varied assortment of color combinations in which Dodge Brothers senior line is available have increased the number to twenty, according to a statement received from the factory by T. A. Bell, president of the T. A. Bell Company, local dealer.

"Almost any day visitors in the 1,955 foot long assembly building, which is devoted exclusively to the production of the Dodge Senior line and which is said to be the longest automobile factory in the world, will find cars in twenty different color combinations on the assembly lines," Mr. Bell says.

"This opportunity of selecting a color scheme expressive of the individuality of the purchaser in contrast with accepting the 'sameness' of appearance which in the past has characterized nearly all but custom built cars makes a strong appeal to the buyer."

"The wide variety of colors in which the Senior line is now offered affords the discriminating buyer this opportunity without the delay of waiting for a special job to come through production and the added expense. Women whose selections are generally influenced by beauty of line and color appeal can almost invariably find exactly what they want in the large variety of Senior offerings—something different."

Automobiles outnumber telephones in use in the United States.

Tail Lights

BY SWEDE SWANSON
THE dread of New York chauffeurs and taxi owners is the Sunday driver (the man who keeps his car in the garage all week to use it only on the holiday).

New York's case is no different from that of any other city, except in the degree of traffic. The Sunday driver comes out of his garage here as elsewhere, takes to the highways and becomes the dread of regular daily motorists.

"That may be only a state of mind, without cause, in most cases. Yet the fact that the "Sunday driver" complex exists points to some reasonable ground for it. It goes back to the all-too-careful driver who slows up traffic behind, to the nervous driver who puts those about him at high pitch, and to the inexperienced driver who endangers others by his maneuvers."

If only the Sunday driver would concede and remember that he is an infrequent motorist, and drove moderately and carefully, if only he acquainted himself with traffic rules and signs, there would be much less resentment against him than there is today.

A different kind of an automobile race is suggested by Ettore Bugatti, French motor car manufacturer. He suggests that a number of well-known racing drivers be equipped with exactly the same type car and the winner will prove himself the best driver.

We suggest Stutz Black Hawks be used. These birds have the "fly" in them, all you need is a lot of lead in your feet and the nerve to hold the wheel.

STAR OUTPUT GROWS

Production Is Increased to 500 Cars Daily.

T. S. Johnston, assistant to W. C. Durant, announces starting on Feb. 20, a second assembly line in the Elizabeth, N. J., plant of Durant Motors, Inc., bringing an increase of production to 500 cars daily.

As fast as material can be obtained production will be stepped up further. It is understood that this is greater production than any plant in the country making cars at as low a price as the new Star.

It is anticipated that the first of March also will mark the commencement of operation on the third assembly line which will add 250 more cars to the daily output. Plans are under way for the installation of a fourth assembly line.

giving this plant a total production of 1,000 or more cars daily. Only in a plant of this size, the largest under one roof in the auto-

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The Four-wheel brakes used on the Essex Super-Six are the same type used on costlier cars and assure the maximum brake safety, as well as the softness of control that you associate only with high priced cars.

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The Essex Super-Six high compression motor is patented and is so far as we know the most powerful and efficient motor of its size in the world.

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Present light car standards are a tribute to Whippet pioneering. Four-wheel brakes, lower center of gravity, greater economy, greater roominess, quieter engine operation, faster speed and pickup, greater beauty—these are a few of the many advantages in which the Whippet continues to lead today.

Among the many things you will like in the perfected Whippet are improved bodies in a wide range of beautiful colors and fitted with cadet-type visor, full crown fenders, full-pressure lubrication, silent timing chain, gasoline tank in rear, long semi-elliptic springs, oversize (4.75") balloon tires and snubbers, an adjustable steering post, automatic windshield wiper, rear view mirror and stop light.

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Since the completion of the new Holland tunnel under the Hudson River, connecting New York and New Jersey, automobile ferries are reported to have lost nearly 50 per cent of their business.

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