

4-WHEEL BRAKES, LESS ACCIDENTS

Efficient Equipment Seen
as Means of Slowing
Up Fatalities

With safety counsels of the nation as well as traffic experts constantly working out plans aimed at lessening traffic accidents, more attention than ever before is being given to automobile equipment which would give added safety on rural highways and crowded city streets to drivers of cars, pedestrians and fellow drivers.

In studying ways and means of averting accidents and lessening traffic congestion, especially in the larger cities of the country, four-wheel brake equipment has received perhaps the major portion of attention.

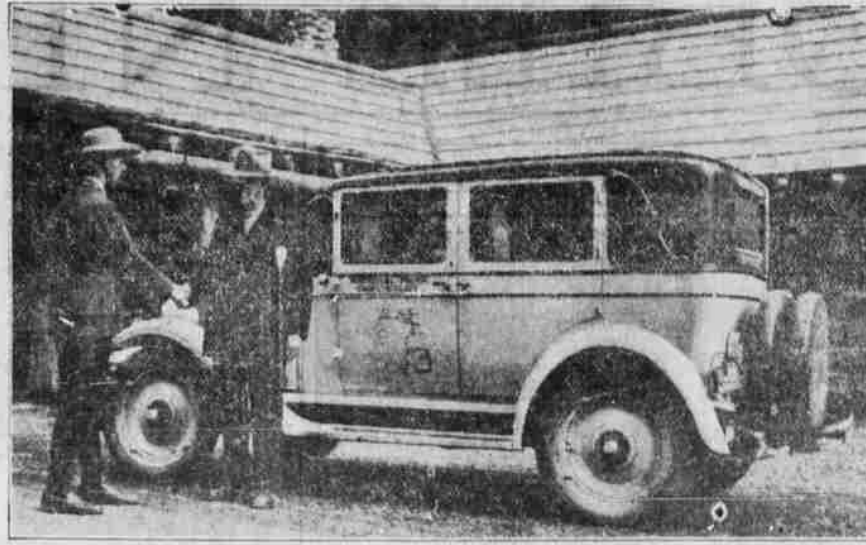
It is the opinion of a majority of traffic experts that cars equipped with four-wheel brakes prove a tremendous factor in lessening the traffic accidents of the present day. To sustain this contention it is pointed out that cars so equipped are enabled to come to an almost immediate stop in case of emergency thus in most cases averting what would have been an accident had the car been equipped with brakes other than four-wheel type. Efficient braking equipment, they say, often spells the difference between a

crash and safety. Many of these traffic experts in a reply to a questionnaire have declared in favor of four-wheel brake equipment for all automobiles, regardless of the car's size or price class. This opinion apparently answers the claim of some that four-wheel brake equipment is not necessary on light four-cylinder cars.

As an aid in speeding up traffic and relieving congestion these experts almost to a man admit that it is the car with the fast pick-up and getaway that has proven of immeasurable aid in keeping traffic lanes cleaner. It is the slow moving vehicle, they say, that holds up traffic lanes when the traffic light signals "go," since an entire line of traffic is not faster than the slowest moving car. If all cars had the same fast pick-up and getaway it would be a simple matter to keep cars moving at a faster pace and thus eliminate much of the present day jamming at busy intersections.

Notable among the leading motor car manufacturers of the country who have long appreciated the need for the production and design of a car aimed toward greater safety for driver, passengers, and pedestrians, is John N. Willys, president of Willys-Overland, Inc., of Toledo, Ohio, manufacturer of the Whippet and Willys-Knight cars. In this connection, Mr. Willys makes the following statement: "Many months ago we appreciated the need for a type of motor car that would meet the present day traffic conditions. Our first step along this line was the manufacture of the Whippet. Its type

Chevrolet Royally Welcomed



On its arrival at Rainier National Park the Imperial laudat sent out by the Chevrolet Motor Company to further information beneficial to motorists in a "See America First" campaign was warmly greeted by park officials. Most fittingly at this ceremony the Chevrolet factory was represented by Thomas H. Hughes of San Jose, Calif., famous peace officer of the pioneer days of the Far West, now in his 84th year.

of construction was generally different from the design then in vogue. We adopted the low center of gravity for greater road stability and riding comfort, a compact and powerful motor with an unusually fast pick-up and getaway, four-wheel brake equipment as an added safety measure, a compact construction which would assure parking in the smallest possible space although the compass of the interior in generous throughout, and in all a general economy of operation that has set a new standard in the automobile world.

"The immediate success of the Whippet led us to adopt the features of low center of gravity, four-wheel brakes, fast pick-up and getaway for all of our other products, the Whippet Six and our two lines of Knight powered cars. The fact that Willys-Overland set the style for an entirely new type of design is evidenced in the trend of other motor car manufacturers of the nation toward the Whippet and Willys-Knight type of construction. We saw the necessity of four-wheel brake equipment for all cars, regardless of size or price, more than a year ago. That our judgment was correct is proven in the fact that today four-wheel brake equipment is considered almost as vital in the up-to-date car as the self-starter, and the time has nearly arrived when the automobile not so equipped will pass out of the picture as obsolete."

stations on the route and it is necessary for the cars to carry their own fuel in addition to the freight and passengers. The bodies are covered with cotton to protect them from damage from crates and boxes, and the passengers ride on top of the crates and boxes.

Cadillac Plant In New York To Cost \$2,500,000

Construction has begun in New York City on one of the largest unit plants of any automobile distributor in the world. It is the new Upper East Side building erected by the Cadillac Motor Company, New York distributors of Cadillac and LaSalle cars, at a cost of \$2,500,000.

The new building will occupy the entire block front on Columbus avenue from Sixty-Second to Sixty-Third street. It will be 13 stories high and have a total floor area of 250,000 square feet. The roof alone has a floor area of 25,000 square feet, providing additional space for the repair and testing of Cadillac and LaSalle cars.

Conception of the huge project is credited to Ingis M. Uppercu, president of the Uppercu Cadillac Corporation, who has had a part in the selling of Cadillac cars ever since the production of the first one-cylinder model 25 years ago. Within the building walls will be housed all of the activities of the Uppercu Cadillac Corporation, including the sales department, showrooms, executive and other offices, new car storage department, parts and accessory department and the service department where cars are thoroughly overhauled and renovated.

**AID ASKED IN ADVANCE
FROM HINDENBURG FUND**
BERLIN (AP)—Though President von Hindenburg's 80th birthday is still two and one-half months off, his officers are flooded with requests for support from the Hindenburg Birthday Fund.

The fund was started in June. The underlying idea is that those desirous of showing their affection for the venerable head of the republic should refrain from showering gifts upon him, but should contribute instead to a special Hindenburg Birthday Fund, the proceeds of which are to be distributed among indigent war veterans and others in dire distress. Banks and other public institutions are accepting contributions to the fund.

Contributions have been rather meager in proportion to the number of requests for support. The president's secretary has been compelled to issue a public statement that a begging letter record now must go into the waste basket.

Hell may be paved with good intentions, but the sort of paving is no good on the road to success.

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for the unexpected—you can't tell when the brakes will have to be applied right quick to avoid an accident... Play safe—have your brakes RUSCO lined!

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Auto Repair Shop
1302 Jeff. Ave.

VON HINDENBURG TO GET ESTATE OF ANCESTORS
BERLIN (AP)—Though President von Hindenburg has repeatedly expressed the wish that no gifts be showered upon him on his 80th birthday, Oct. 2, there is one gift which, it is believed, he will be pleased to accept.

The veterans' societies of Hindenburg county, in western Prussia, will present the soldier-president with the estate of his forefathers at Neudorf. The estate was given to Colonel Otto Frederick von Hindenburg, an ancestor of the president, by Frederick the Great, at the conclusion of the second Silesian War (1744-1745). Hindenburg received the estate from his father in 1861.

A. A. Steinbach, the president's father, Robert, was born in 1816. He was the fourth son, however, and did not inherit the estate.

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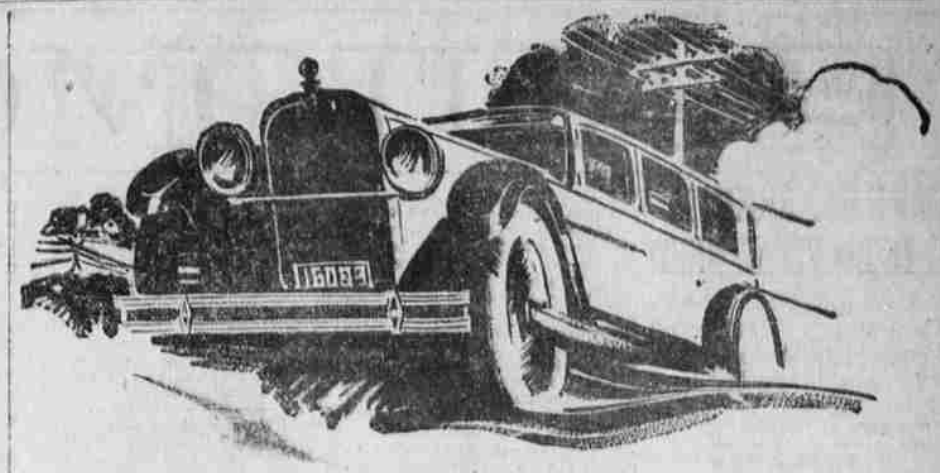
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That torsional vibration is absolutely absent at all speeds...

And that no car at ANY price can maintain a high touring speed day after day with greater ease both for car and passengers. Drive it an hour—and you'll drive it for years.

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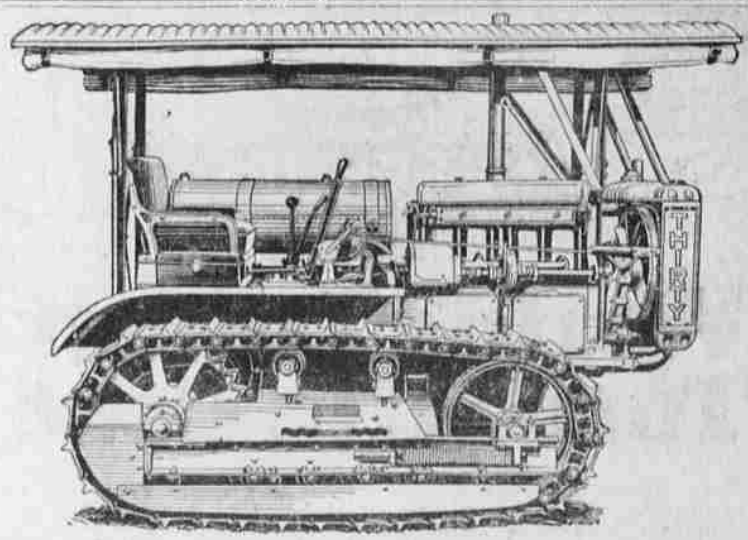
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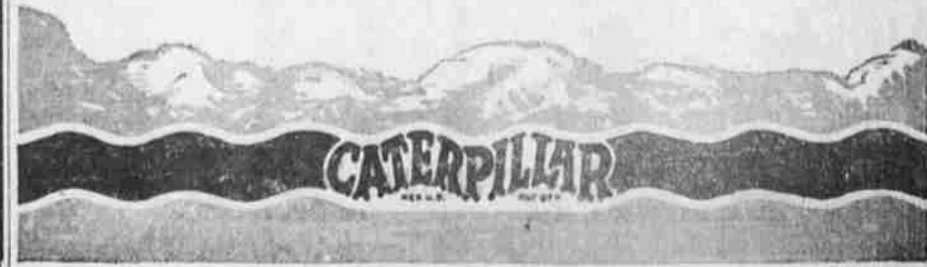
BUNTING TRACTOR COMPANY

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