

SAFETY FEATURE IN NEW "70" SIX

Willis-Knight Model
Embodies Latest De-
vices For Safe Driving

Making the highways and city streets safe for drivers and pedestrians constitutes an important factor in the design and construction of the present-day automobile. According to automotive experts, safety, they declare, means that the modern automobile must have certain features which make it as much "fail-proof" as the more application of these features providing a degree of safety made necessary by the ever increasing number of automobiles on the road and the

constant heavy traffic. This safety question was deeply considered by Willis-Knight engineers in the design of the "70" Willis-Knight Six, a model which is enjoying unusual popularity with the motor car buyers of the nation. In its second year of production, this model has gained an unusual reputation through exclusive features embodied in its design. The "70" Willis-Knight adheres to the low center of gravity, a type of design characteristic of all cars manufactured by the Willis-Knight Company. Such construction provides greater stability and riding qualities and an assurance that the car will fairly hug the road at all speed ranges. The employment of four-wheel brakes on the "70" Willis-Knight is another safety factor which is recognized today as necessary in the modern car as the electric self starter. In heavy city traffic, on the rural highways, in mountain travel where steep grades and dan-

Chevrolet 72-Car Club Convention



Eighty-five salesmen on the "honor roll" of the Chevrolet Motor Company for the Portland, Seattle and Butte zones, comprising generally the states of Oregon, Washington, Idaho and Montana, were given a holiday, topped off with a banquet, in Portland on September 15. Factory executives and field men united in making the convention a red-letter event in Chevrolet annals of the Northwest. Officers of the three zones for the ensuing year were installed by E. W. Fehr, regional sales manager. Reading from left to right, the installers: F. T. Hahn, of Fields Motor Car Company, Portland, president, Portland zone; J. Wilcox, of J. H. Walter, Inc., Yakima, Wash., president, Seattle zone; V. L. Winn, of the Montana Auto & Garage Company, Butte, president, Butte zone.

gerous curves are encountered, four-wheel brakes give a sense of security to the driver and occupants. The direct, simultaneous application of these brakes to the four wheels brings the car to an immediate stop. Many traffic experts throughout the nation have gone on record declaring that, because of the additional safety provided by four-wheel brakes, such equipment should be made compulsory on all cars, regardless of size or price class. It is pointed out by Willis-Knight officials that four-wheel brakes are standard equipment on every model manufactured by that company.

By means of the headlights control and horn button on the steering column at the tips of the driver's fingers, the dangers of night driving are considerably lessened. This equipment consists of an extension arm from the steering column, just under the rim of the wheel. Without removing the hand from the steering wheel the driver may sound the horn or switch his headlights from dim to bright or vice versa. Where the light controls are on the dash it is necessary for the driver to remove one hand from the wheel, and often diverts his attention from the road ahead. This ele-

Studebaker Clan Holds Reunion in South Bend; 210 Answer "Here"

SOUTH BEND, Ind., Sept. 24. (Special.)—Two hundred and ten descendants and kindred of the five brothers who founded Studebaker business in 1852 gathered together in reunion here recently. More than 50 of those attending bore the name "Studebaker." The meeting of the Studebaker clan probably exceeded both in number of attendees and in enthusiasm any similar reunion ever held in America.

The visitors came from all parts of America. Nearly every state in the union was represented. The majority drove their motor cars to this city and the majority of the motor cars bore the name of the company that was founded 75 years ago and which is celebrating its Diamond Jubilee Anniversary this year. The headquarters for the reunion was the Administration building of the Studebaker Corporation. The headquarters of the reunion was the Administration building of the Studebaker Corporation. The headquarters of the reunion was the Administration building of the Studebaker Corporation.

CHRYSLER OPENS SCENIC HIGHWAY

North Carolina Official
Makes Record Run
Over Pioneer Route

According to advices received by L. W. Weeks, the honor of officially opening the new International motor route from Asheville, N. C., to Quebec, fell to a Chrysler "78" roadster, which was driven by its owner, R. P. Harris, state automobile inspector of North Carolina, over this latest addition to America's scenic highways two weeks before the spectacular tour which has just been completed by a giant motorcade of 100 cars over the route.

Accompanied by Mrs. Harris and a mechanic, and bearing letters of greeting to Canadian officials from the governors of North Carolina, Virginia and Pennsylvania, and other influential citizens of the United States, Harris covered the 1500 miles between Asheville and Quebec in 41 hours and 25 minutes. At the end of the drive he was welcomed at the Chateau Frontenac, in Quebec, by representatives of the provincial government, who assembled to greet him and to extend official recognition of the opening of the new connecting link between two neighboring nations.

Detailed reports of the pioneer trip received by the Chrysler Corporation show that Harris and his party were obliged to overcome a series of handicaps throughout the entire run. In the first 500 miles out of Asheville they were forced to fight their way through dense fogs and severe head-on rains. During fully 1200 miles of the drive heavy grades of the Appalachian mountain range while presenting a wonderful panorama of scenic beauties for tourists, were found to be anything but favorable to efforts to establish new time records.

In spite of all handicaps and stops necessitated by the desire of communities along the route to express their pleasure over the opening of the new highway, the Harris party made a remarkable average which Chrysler officials explain was due in considerable measure to the fact that the Harris roadster was equipped with the Chrysler Red Head high compression engine, which has recently been put into production by the Chrysler Corporation and has been rolling up a large number of impressive performance records since its introduction.

National Automobile chamber of commerce, is estimated on the basis of records of shipments, was reported to the directors' meeting of that body in New York. The total is an increase of 14 per cent over July and eight per cent over August last year. The eight months' total for these companies is 11 per cent ahead of the corresponding period last year.

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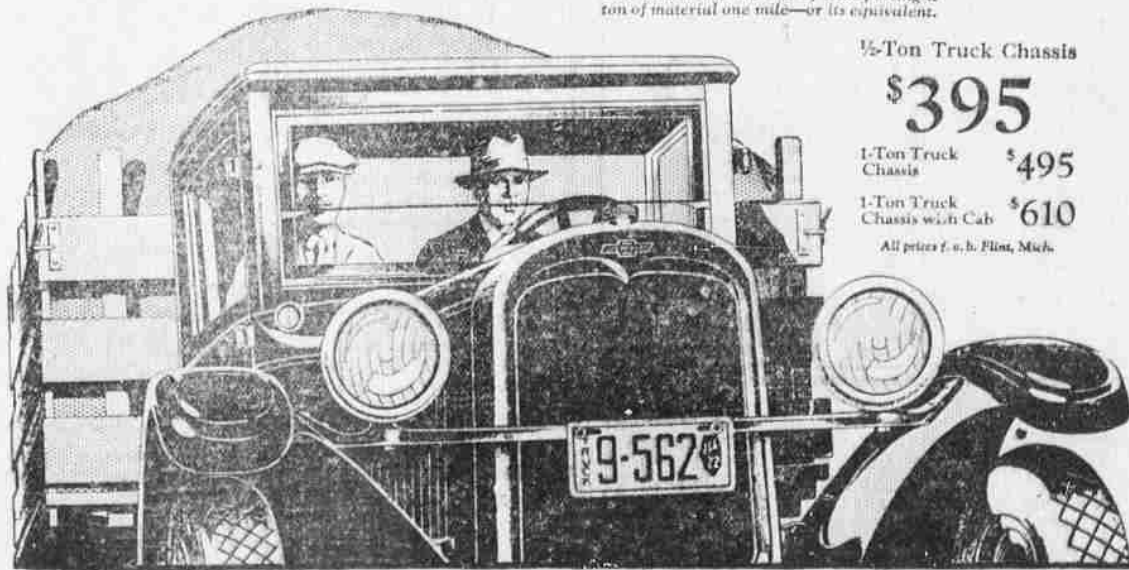
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plus an amazing performance never equalled in a low-priced commercial car! Here is a type of construction once undreamed-of in a truck at this price—ruggedness, strength and modern design which assure you the long-time, over-all operating efficiency that has made Chevrolet the world's most popular gear-shift truck!

*Ton-mile cost is the cost of transporting a ton of material one mile—or its equivalent.



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THE WORLD'S LARGEST BUILDER OF GEAR-SHIFT TRUCKS

Graham Brothers' New 6-Cylinder Coaches Latest

Graham Brothers, a division of Dodge Brothers, Inc., announces the introduction of a new line of six-cylinder motor coaches. Higher speed and generally improved performance are said to result from several new features. These include a powerful new six-cylinder engine, four-wheel Lockheed hydraulic brakes, four speed transmission and ball-bearing cam and lever steering. Improved riding comfort results from a better distribution of weight as well as an adoption of three stage progressive type rear spring construction and advances in seat design. The new six-cylinder line takes the place of the four-cylinder motor coaches with which Graham Brothers attained leading position in the industry during the past seven years. It comprises the 21-passenger street car type motor coach, probably the most popular size now in use, the 16-passenger deluxe parlor coach and the deluxe club coach seating 12 passengers.

High road speeds are possible in the new coaches with safety and comfort for passengers and without strain to the mechanism. It is claimed. These speeds are attainable with relatively moderate engine speeds, since the four-speed transmission gives adequate gear reduction for heavy grades, bad roads and emergencies and permits the use of four rear axle ratios, such a combination directly results in greater economy.

The high speed and fast acceleration available from the six-cylinder power plant is rendered safe by heavy-duty four-wheel Lockheed hydraulic brakes. These hydraulic brakes have the advantage of automatic equalization which largely eliminates the necessity of making even the simplest mechanical adjustment provided for each individual brake, and also does away with the use of brake rods and other moving parts requiring attention and frequent lubrication. They are an assurance to the driver that he can stop as quickly or more quickly than the vehicle ahead and thus high wheel speeds can be maintained with safety. The large and positive mechanical brake on the drive shaft operated with a hand lever is entirely separate from the service brake system.

August Sales Of
Automobiles High

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