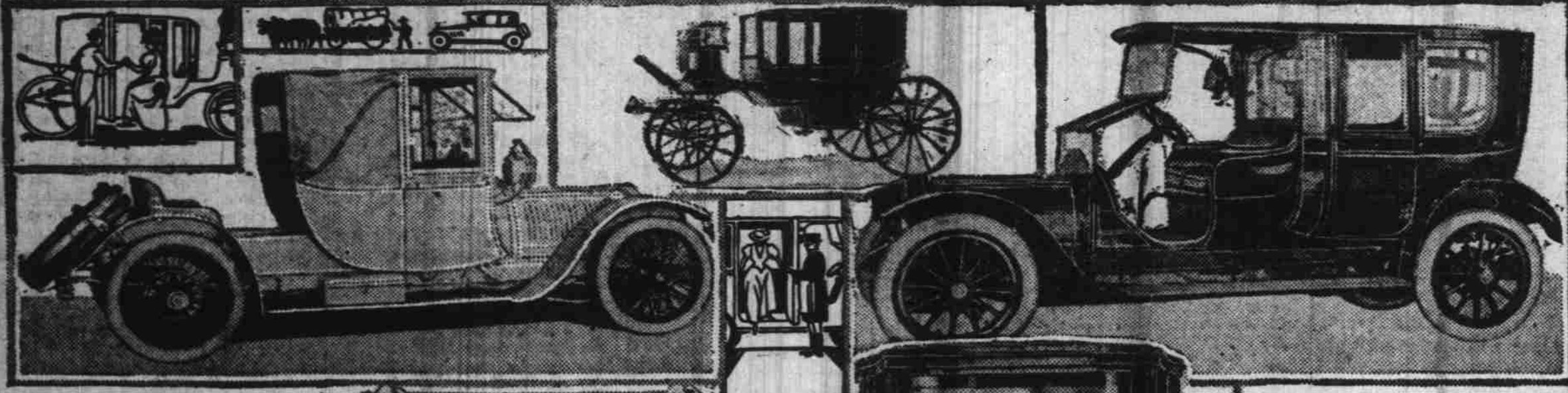


# Models Based on Lines of Ancient Horse-Drawn Carriages Failing MODERN MOTOR CAR BODY BUILDER BECOMES CREATIVE GENIUS



**1909-1910**  
The first motor car body builders lacked vision. They were builders of carriages, and to them the motor car body was only another kind of a carriage body. In top center is a horse-drawn closed carriage made by Healey in 1905. It might well be labeled 1775 for it looks quite like its ancestors of revolutionary days. Above is a Chevrolet sedan of 1910. It has a resemblance to the enclosed motor car of today. In fact, it is funny, when compared with the modern car. All motor car bodies were funny as long as the carriage was used as a model.

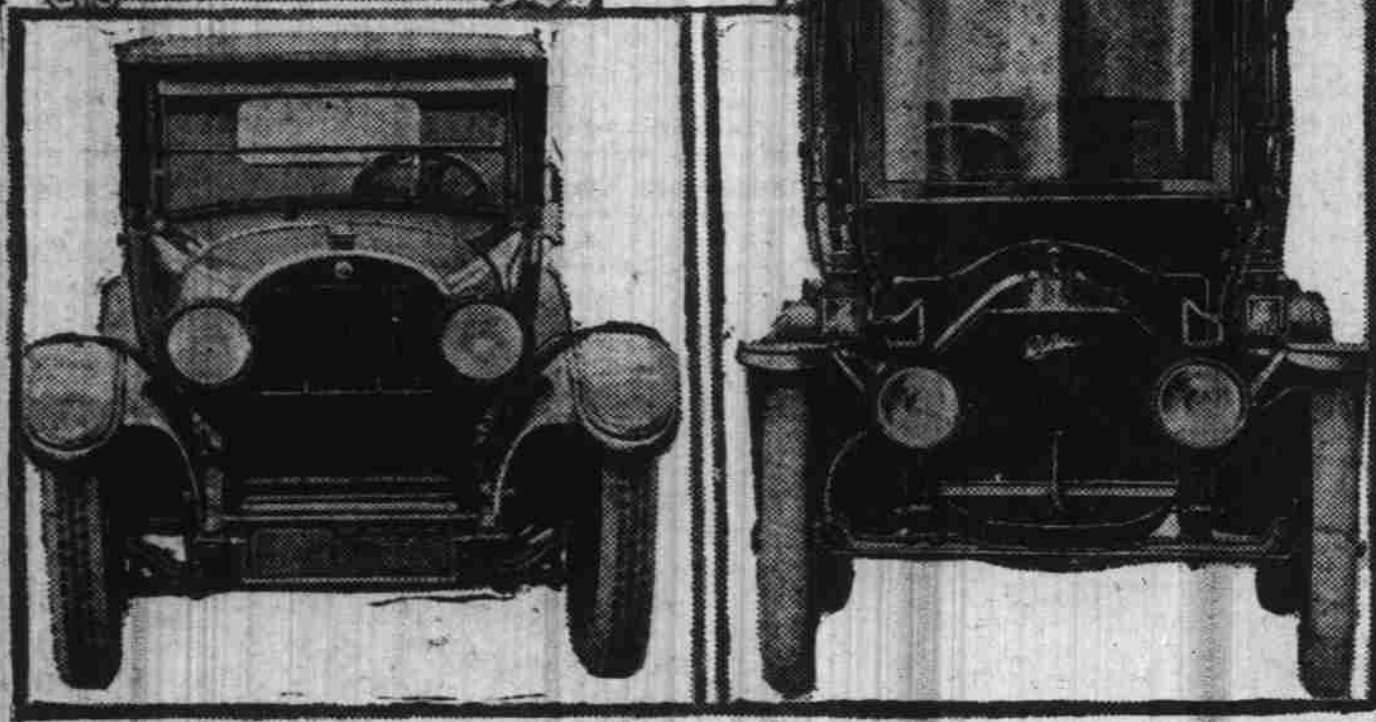
Present day motor car bodies and the horse drawn coupe, brougham, hansom or landau bodies, which flourished from 1775 to 1905, are widely different in practically all particulars.

This fact, of course, is immediately apparent when we consider that the horse drawn enclosed carriage had a speed range not to exceed fifteen miles per hour, and did most of its work at four to eight miles per hour. The present day motor vehicles are called upon to withstand speeds of sixty to seventy miles per hour, and most of their work is done at speeds from fifteen to twenty-five miles per hour.

It is obvious, therefore, that in its engineering design and structural strength the enclosed motor car and horse drawn carriage bodies are entirely foreign to each other.

The successful carriage builder of the old days, frequently found this out to his sorrow when he began building motor car bodies.

The horse drawn carriage was made of wood. Motor car body builders in the old days also employed wood, following previous practice. Men who owned some of the motor cars even so late as 1903 to 1909 vividly recall just how crude and unsatisfactory were the motor car bodies of that day. They were not engineered to withstand



**1924 and 1910**  
It is a far cry from the fashionable limousine of 1910 to the fashionable limousine of 1924. The lines of 1910 are reminiscent of the days of the horse. The lines of the 1924 show a departure so great as to

justify the assertion that modern motor body builders have created a body that is entirely new, and one only to the carriage what they do for the covered wagon, namely the idea of an enclosed space on wheels.

to that time, and gave the first opportunity for the introduction of the principles of standardization, which made possible the enormous improvement in quality and reduced cost of present day productions. In 1911 the Fisher Brothers built their first metal panel body, which form of construction has now come into universal use. This radical type of construction immediately eliminated many of the theretofore most aggravating troubles in motor car bodies.

The enclosed motor car body is a comparatively recent development. It was necessary to blaze new trails and develop new standards in body engineering and a new art in the methods and practices of body manufacture. While it was

natural for the coach builders of 1850 to 1890 to enter the field of motor car body production, it is history that some of the most prominent and successful carriage builders made the most conspicuous failures in motor car body production. This may have been due to the inability of these companies to modify their ideas and practices to conform to the new standards and conditions imposed by the motor driven chassis.

It is probable that not to exceed fifteen hundred enclosed cars were built and sold prior to 1910. There were many reasons for this. People feared to ride behind glass—many did not like the conspicuousness of the "show case on wheels." Excessive cost was a big

factor—also the inability of early body builders to construct an enclosed body sufficiently light, strong and silent to be satisfactory. Also, of course, in the early days the motor car was more of a sporting proposition, and comfort was of secondary consideration. As the motor car mechanism developed in power and reliability, its utility in the activities of daily existence was quickly apparent.

Fisher Body Corporation was constantly and rapidly improving the enclosed body standards, and, at the same time, through original production methods, and new mechanical processes, reducing costs.

The greater practicability, safety and comfort of the enclosed body was self evident. Of course, its use increased with marvelous rapidity. By reason of improved production methods, one can today purchase some of the world's finest motor cars, with enclosed bodies by America's foremost builder at less than \$5,000.00, or less than a body only, and of very inferior quality judged by present standards, cost a few years ago.

So the enclosed car body which is so common today, is but another of the wonders and comforts of present day existence, to which we give so little thought which, if they were eliminated, would so seriously upset our methods and standards of life.

**1907-1909**  
Early motor car body builders feared no better in building limousines than they did in building sedans. The motor car body was a variation of the carriage body—hence the atrocious shown above. It is hard to even imagine that seventeen years ago this limousine was the autocar of the motor world. If you owned a Delaney Belle Villa body you were an IT. Compare this body of 1907-8-9 with the Healey carriage. It is one of the family—just another attempt to fit a carriage body to a motor car.

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buses for street cars will reduce noise is based on sand, the committee declares. "The popular idea in America is that to substitute rubber-tired buses for street cars will bring about a great reduction in noise," the report says. However, the committee was impressed with the fact that in the central London area where there are no trolleys, the noise of the buses caused by gear shifting, the exhaust and other motor noises and the pounding of the wheels in depression in the pavement is very bad. It was also noticed that on streets over which both tram car and bus operate, where the noise of both types of vehicles could be directly compared, the buses on the average made more noise than the trams.

Zon fares are in force practically throughout Europe. Two cents is the minimum fare, but in London, for instance, some local fares run above a shilling, or 24 cents.

Once the unsophisticated thought the world flat; now they think it square.

**Fine Portraits Embellish Passports of Americans**

BERNE, Switzerland, Sept. 4.—Passport difficulties for Americans have been made a little more annoying by the new regulations of the state department providing that photographs presented for use on passports must be of a specified thickness, of certain dimensions, and must have a white background.

These regulations specify pictures which are wholly unlike the rush photographs supplied by emergency picture galleries the length and breadth of Europe, and force the American applicants to go to regular photographers, most of whom require many days to complete pictures and charge many times the amount travelers pay the specialists in passport pictures.

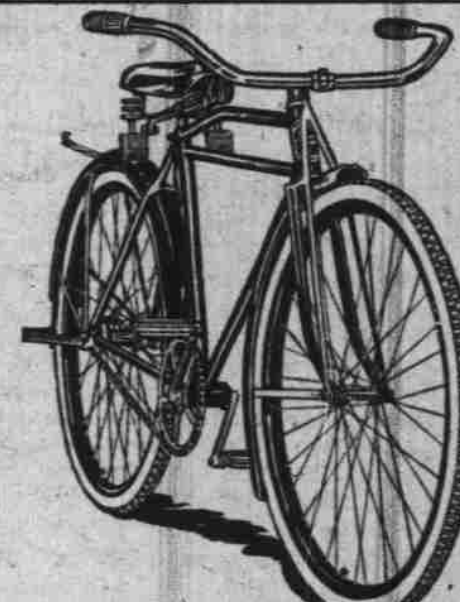
The contention of the state department is that the pictures must have a white background so the signature of the applicant, when written across the picture, will be more legible.

Perhaps it would be a good idea for one side to evacuate Herrin.

**RUMANIA DISCOURAGES GOAT**  
SOFIA, Sept. 27.—The sheep and goat census for the current year shows that there is a pair of sheep, or a sheep and a goat, for every man, woman and child in Bulgaria, with a part of a sheep or a goat to spare.

Sheep, however, are much preferred to goats by the Bulgarian government. The reason is that goats, feeding on the fresh, young tops of shrubs and small trees, apparently are eating the country bare of forests. Hence steps are being taken to discourage their increase.

One reason why living costs more is because affixing a patch is no longer an art.



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## ROAD COURTESY IS A PRECIOUS THING

It Is Appreciated in Well Bred People By Contrast With Road Hogs

Editor Statesman:— Men and women who pride themselves on displaying good manners when in society, are often far from courteous when driving their automobiles on our public highways. Seemingly, when they enter their cars they leave their politeness and consideration for others behind.

Take for instance the driver who comes tearing down the street, only slightly slackening the speed of his car, vulgarly and loudly sounding a warning as he approaches a densely moving throng at an intersection—

What of the autoist who scowls and almost swears when a woman, with perhaps a child or two to look after, temporarily halts the mad pace of his car, because she becomes bewildered or does not instantly read the driver's mind and anticipate what his intentions are—

And the motorist who does not decide to make a turn until well to the center of an intersection and then hastily, if at all, holds out a hand, at the same time starting to turn, throwing all traffic behind and on either side of his car into confusion and oftentimes causing needless property damage—

And the driver who will deliberately and impudently pull up behind another and park his machine in a space which his brother motorist has previously located and who is at the time attempting to back in to? This happens many times daily and is an absolute insult!

What of the man or woman who, having insufficient time to pass another motorist because of meeting an oncoming vehicle, will attempt to crowd ahead and only avoid an accident because one or both of the other drivers slow down at the expense of tires and brakes?—

Do these and similar discourtesies of the highway tend to point out a driver as being well-mannered? Would a man wish to be known in his neighborhood and among his business associates as being the "rough-neck," as the slang phrases it, that his road antics would indicate him to be? For that is what it suggests to other drivers!

All public highways and city streets are for all the people—no one person has a right to monopolize them at any time or jeopardize the lives of others in making

use of them. Even if one does not care what others think of him and his lack of good manners the law requires that he show a deference for the rights and privileges of pedestrians and fellow-motorists alike!

Not one of these "rough-neck" drivers would think of walking down the street and pushing others off the walk that he might pass, yet that is what they do, figuratively speaking, in crowding past other machines when there is scarcely time to dodge ahead. Because their precious faces can not be reached by the offended motorist's fist is the only reason this practice continues, too, for just as truly as a man would "get his" if he attempted to crowd another off the sidewalk, this "road-hog-motorist" would get the same treatment if he could be reached!

The time is not far distant when this practice will cease. No well-mannered man or woman will defend the many common discourtesies of the road. There are too many well meaning folks who drive cars and who have the welfare of others at heart, to long countenance the havoc-reckless methods of driving one meets with on our highways!

If autoists will not show a reasonable regard for the rights of others and care not for the ill-light they place themselves in, then THE PEOPLE must demonstrate their displeasure and intolerance.

The well-bred man and woman are discernible in public by their outward display of consideration for those about them and when motoring there is a two-fold reason for such consideration; road courtesy commends it and the safety of others demands it.—C. F. W.

## FUTURE OF LOCAL TRANSPORTATION

Experts in Europe Think it Will Be Electric and Bus Lines Coordinated

NEW YORK, Sept. 19.—Future local transportation will consist of coordinated bus and electric railway service, preferably operated by one company, in the opinion of European transportation experts. This is the crux of a report made today to the American Electric Railway association by an association committee, representing both bus and trolley interests, which has just returned from a six weeks' inspection of European transportation facilities in England, France and Scotland. The members were J. Welsh and Harry L. Brown of New York and Harry A. Johnson of Chicago.

Buses are being used far more extensively in Europe than in this country, but outstanding transportation men, including bus operators, have vague ideas as to the vehicle's future place, the committee reports. Generally, it is conceded that the electric railway will remain the chief agency for carrying mass transportation, and the bus will find its place in supplemental service. Unanimous opinion was expressed that it cannot supplant electric cars in carrying peak loads in large cities at present except at a prohibitive cost.

Lord Ashfield, managing director of the London Underground, which runs several thousand buses

surface cars and subway lines, declared the bus cannot at the present time take the place of surface cars in London because of insufficient street space, for one reason and the necessity for financing ad-

ditional underground railways. Surface lines can be supplanted, he declared, but only by greatly widened streets and the construction of new subways.

The hope that substitution of

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## Are You One of Those Who Ask "Why, A Vertical Eight? Why '8'—Why Vertical?"

IF YOU ARE, you need not feel that you are exceptional, when you ask that question.

IT IS BEING ASKED today more often, and by more experienced motorists, than perhaps any other question.

A YEAR AGO, when Rickenbacker first produced a car with 4-wheel brakes, millions asked, "Why brakes on all four wheels?"

NOW YOU KNOW that it was one of the greatest improvements ever made in a motor car.

MORE RECENTLY Rickenbacker announced a "Vertical-8-Superfine" as an addition to the wonderful line of Rickenbacker Six-Cylinder Cars.

NOW ANOTHER CONTROVERSY rages over the relative merits of this and former types of motors.

ANSWER IS CONCLUSIVE—did we have space to enter into the subject and give you all the proofs.

TECHNICAL JOURNALS are teeming with arguments for and against.

AS USUAL you find the progressive engineers on the side of the newer type—the stand-patters still trying to retard the wheels of progress, until they can catch up, on the other.

READ ANY Automobile Trade Journal and you will find two things, 1st—

THAT THE LOGIC of the Vertical Eight is so sound as to convince any one who really wants to know.

AND 2nd—That in all the arguments—running through all discussions—you will find the name Rickenbacker used as representing the most perfect type of "Vertical 8."

FOR EXAMPLES, look up the series of articles that have been running in the technical press, on the subjects of Motor Vibration, the Cause and Cure; on 4-Wheel Brakes; on Fuel and Oil Rectifiers; on Air Filtration; on Oil Cooling; on Crank Shaft Forms and Balance; on Spring Suspension; and then the latest topic of this day, "Vertical Eights" vs. other types.

AND YOU WILL FIND Rickenbacker Cars and motors constantly referred to as outstanding examples of the most progressive and soundest engineering practice.

IT IS AN AMAZING FACT that you find the name of this young concern always in the company of the most illustrious ones.

SO WE SHALL NOT ATTEMPT to answer that question here. Space forbids. Besides you may not be one of those "Bugs" we referred to.

YOUR OWN FIVE SENSES will tell you more in ten minutes than we could print in a volume.

AN HOUR AT THE WHEEL of a Rickenbacker "Vertical-8-Superfine" will revolutionize all your present ideas about motor cars.

SO WE SUGGEST that you answer that question for yourself—by driving this car yourself.

AND YOU WILL AGREE, that for the man who desires the utmost in his automobile—for the man who appreciates the superlative and can afford to pay the slight difference—the ideal is to be found in this Vertical Eight.

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