

UNUSUAL DEMAND MADE FOR KNIGHTS

Low Priced Car Enjoying Fine Sales Position Dur- ing Season

With the summer selling season now in full swing, Falcon-Knight dealers throughout the country report an unprecedented demand for the 1928 Falcon-Knight sixes. This demand is said to be especially heavy with buyers who are anticipating extended tours during the summer months.

Scores of the dealers declared that this demand has been occasioned by the unusual performance of the Falcon-Knight Six since its introduction coupled with the recent record breaking run of a Falcon-Knight coach when Cannon Ball Baker covered 3195 miles from Washington, D. C., to Los Angeles in 73 hours and 46 minutes. The Baker record clipped 6 hours and 8 minutes off the former trans-continental record held by a car employing a 90 h. p. engine. The Falcon-Knight trans-continental record was established under the official time check of the Western Union at the start and finishing points.

Other Falcon-Knight records are cited. One when it covered 27.4 miles locked in second gear, in 44 minutes and seven seconds for an average of 37.24 miles an hour, and a second when a Falcon-Knight roadster racing against nine other cars won the Midwest Stock Race, 25 miles, at Milwaukee.

Dealers in the Falcon-Knight line state that many of the buyers directly refer to the outstanding performance of the Falcon-Knight Six and say that it is the remarkable reputation it has established that led them to that particular dealer's showroom.

Outstanding quality, performance, style and economy of operation are characteristics of the Falcon-Knight Six. The bodies are marked by long, sweeping lines giving a low center of gravity

for greater road stability. Four models comprise the Falcon-Knight line—a four door sedan for five passengers, a two door sedan also for five passengers, a coupe for two passengers with a roomy luggage compartment in the rear, and the new "Gray Ghost" roadster, the newest addition to the line, which accommodates two in the front seat and two in the rumble seat.

Each model is powered by a Falcon-Knight sleeve-valve engine, the same as that used in the Falcon-Knight Six in its record breaking coast to coast run.

WHIPPET FOUR RUNS WITHOUT ANY STOPS

(Continued from page 11)

quietness that characterized its first day's run. Those who examined the engine said that its ability to run continuously for such a length of time without showing any ill effects, is a distinct tribute to the inbuilt stamina of the Whippet Four, a product of the Willys-Overland Company, of Toledo.

The average weight of an Oldsmobile piston is one pound, seven ounces. The six pistons fitted in an engine cannot vary more than one-quarter of an ounce to pass the rigid inspection requirements.

Green Foods Popular

Within the next decade many greens not now known to the American diet will become popular, says a writer in the Woman's Home Companion.

DOUBLE DROP FRAME AIDS HUPP BEAUTY

Engineers Tell of Success After Long Search for Means to Lower Car

Public demand for lower automobiles has led to radical changes in motor car design in the last few years. To replace the high, awkward vehicle of earlier days a process of evolution has developed the type of car so well exemplified by the Century Hupmobiles, which hugs the ground closely and not only looks more graceful but is capable of maintaining with safety the high speeds of present day motoring.

In addition to the esthetic value of the new appearance it creates, Hupmobile's use of a lower body design has resulted in the practical advantages of greater rigidity, better balance, increased roadability and enhanced riding ease.

Automobile engineering skill has been put to a severe test to achieve this revolutionary change of design without on the one hand limiting road clearance or on the other cramping car occupants by unduly lowering roofs and thereby sacrificing headroom to an uncomfortable degree.

In the Century Hupmobile Six and Eight, the low, balanced smartness, which is one of the

outstanding elements in the new beauty standards these cars have set, is due in large measure, according to Hupp engineers, to their successful development of a satisfactory drop frame, an innovation by which they were enabled to lower their car about four inches.

In this form of construction, the kick-up or offset from straight line continuity which is in general use for the rear end of automobile frames is supplemented by a similar but not as deep a bend at the front end of the frame.

The double-drop frame, with its advantage of new car lowness, introduced a new engineering problem and the Hupp designers explain that they refused to accept this construction until they could evolve a type strong and stiff enough to assure a steady front end for the car.

In developing their double-drop frame, Hupp engineers devoted much time and research to eliminate frame weaving and shimmy. A long series of tests with a variety of instruments preceded their satisfaction that their goal was reached.

The Hupp frame was peculiarly adapted to assure the best results from the new double drop construction. From the beginning it has been made with exceptional sturdiness.

Side rails have a maximum depth of 7 1/4 inches, reinforced by wide upper and lower flanges. The frame has seven cross mem-

bers, two tubular and five of channel section. The engine, supported at four points, supplies what are in effect two additional cross members, making nine in all, a number much in excess of that ordinarily used in automobile building.

As an additional aid to rigidity the channel cross members are firmly gusseted to the side rails and riveted, and to assure maximum strength the frame is reinforced by metal inserts which are riveted to both top and bottom flanges and to the side section. An additional lip on the lower flange, one of the results of the long preliminary testing carried on by the Hupp engineers in developing their double-drop frame, extends along the whole front end and provides further stability.

In order to obviate all tendency toward rattling and other objectionable noises, bumper brackets are built integrally into both front and rear ends of the frame.

Improved conditions in the used car market are evidenced by the delivery of approximately 5,718 used cars by the Dodge Brothers dealer organization in the United States last week, according to W. F. Hufstader, Director of Used

Car Sales. A turn-over of used car stock is being maintained once every five and one-half weeks by the company's dealers.

"Automobile dealers are realizing that the used car is essential instead of a necessary evil in the conduct of their business," said Mr. Hufstader, "and they are paying much more attention to the sale of this type of automobile. They are reconditioning the used cars, offering guarantees on performance and using many unique merchandising plans.

"Enterprising dealers are making every effort to take used cars on trade at a fair value rather than at inflated prices simply to get a new car sale. Expert appraisers are able to estimate a car's value closely approximating the market conditions," and dealers are realizing that a sale isn't really complete until the car traded in is disposed of."

The used car situation over the country is showing great improvement, according to Mr. Hufstader. Since the first of April there has been a decided movement of cars

from the hands of dealers. Used car sales are reported "heavy" from the New York, San Francisco and Boston districts.

Sharp upward trends have been noted in Indianapolis, Denver, Milwaukee, Minneapolis, Washington and Des Moines, while a steady improve-

ment continues in Kansas City, Memphis, Seattle, Dallas and Detroit.

Awarded \$10,000 for a paper on are welding, James W. Owens of Newport News, Va., will use it to educate his children.

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Improved conditions in the used car market are evidenced by the delivery of approximately 5,718 used cars by the Dodge Brothers dealer organization in the United States last week, according to W. F. Hufstader, Director of Used

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