

LIGHT MOTOR CAR FINDS PLACE IN CENTER OF SUN

First Manufactured Purely on Basis of Price; Light Car Today Is Leader of Industry.

By O. C. HUTCHINSON.
Sales Manager Hup Motor Car Corporation.)
The evolution of a light car from its original place in the industry as a vehicle for transportation that was manufactured purely from a price basis, to the present day demand for a relatively light car that is designed and constructed to insure efficient comfort and long-lived usefulness is of timely interest in the light of the general adjustment of our every-day affairs to meet war-time conditions.

From the very first experimental days of the industry the light car has been extremely popular. In the earlier periods, in fact up to the last six years or so, the light car struggled to meet a worldwide demand for quick transportation that was always far ahead of the product. In fulfilling this demand the manufacturers have developed a type that is remarkably efficient and practically reliable, and today still meets the needs of a little better than half of the motoring public.

The first results of this new incentive of refinement in light cars was noticeable in better carburation, higher speed motors, that made the light car more flexible, more able to travel at greater sustained speed; and still further emphasized the economy of light weight in the consumption of gasoline.

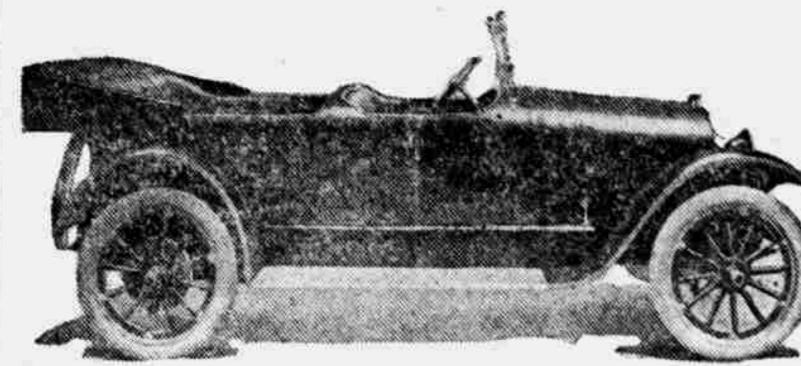
Strengthen Chassis.

Next, the engineers turned their attention to strengthening the chassis, because they found that the chassis of the light car must be sturdier in proportion than that of a heavy car.

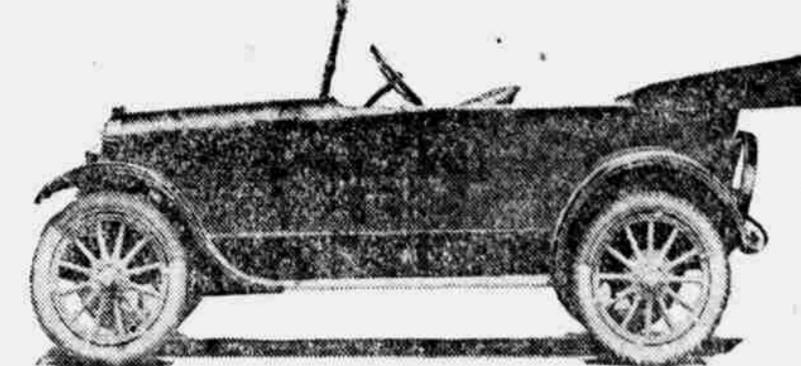
The next step in the development of light car efficiency was the improvement in riding comfort. The engineers of the more luxurious light cars today claim that it is possible to so spring and balance a light car that it may ride over rough roads and make real touring speed in comfort, where big cars are apt to jolt uncomfortably the passengers in the rear seat.

They found that the easy riding of a car depended on a low center of

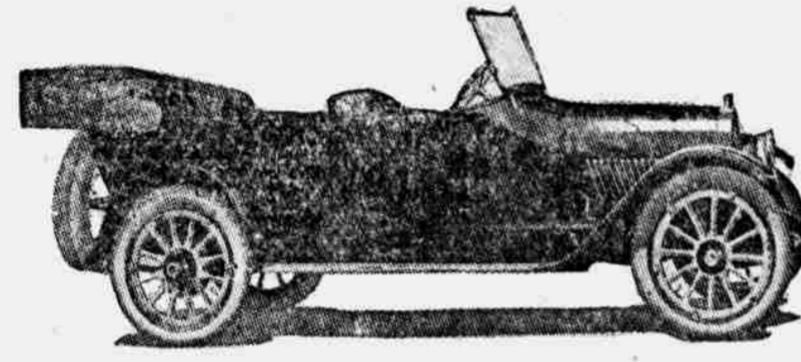
Nifty Styles and Designs to Be Shown at Omaha Auto Show



CHEVROLET TOURING.



MAXWELL TOURING.



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gravity and on the correct proportion of weight under the springs to the weight above the springs; and that a car did not necessarily need weight to hold it down on the road. They also found that a car with a low center of gravity, namely, with its weight as near the ground as possible, consumed the least power over the same obstructions.

Griggs in Outfield.

Managed Bill Rodgers of the Sacramento team of the Coast league is quoted as saying he means to play Art Griggs in the outfield this season.

AUTO HAS BECOME GREAT FACTOR IN COUNTRY'S TRADE

Is Surest and Quickest Method of Individual Transportation, Declares Kisselkar Head.

By GEORGE A. KISSEL.

President Kissel Motor Car Co. Due to the manufacturing efficiency and designing ingenuity of the automobile manufacturers of today, they have so perfected the automobile that its economy of operation makes it one of the most economical transportation vehicles now made. From a reasonable product, it has become one that adapts itself to the four seasons of the year, and maintains an uninterrupted service irrespective of the conditions of weather, assuring occupants thorough comfort at all times.

In this day and age when it is best work to win, when extensive operations necessitate intensive methods, the dependability of the automobile not only eliminates the loss of time, characteristic of less certain transportation methods, but induces greater efforts.

The adaptability of the passenger car to the individual transportation requirements of business and professional men has upset all speed laws in business. It is proving to be the surest and quickest method of individual transportation, going where you wish and as far as you desire.

In most every line of business, the necessity of being on the job in time and in the right mind is an axiom. Business men recognize no excuses of being late or behind time. The architect, contractor, or the district manager and foreman can now at a moment's notice drive from office to where the work is progressing, getting there before mistakes happen instead of afterwards.

The big mercantile houses, and manufacturers, now equip their salesmen with automobiles so they can cover more territory in faster time and less expense, without depreciating their physical or mental energy.

The doctor, with his horse and buggy, was better than walking, but even at that, he was many times too late, due to the limitations of horse route can always be taken.

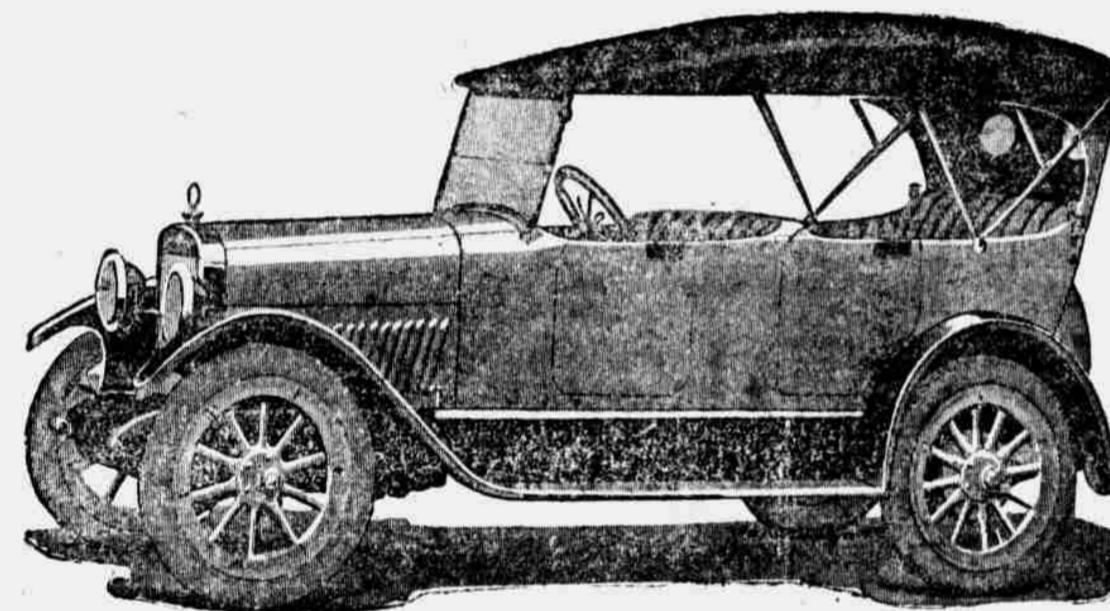
That greater dependence will be placed upon the automobile during the next year is clearly indicated by the increasing number of registrations now being placed for the 1918 automobile licenses. Reports now coming in from dealers in all parts of the country clearly indicate that it will not be long, if indeed the time has not already arrived, when there will be from three to five purchasers for every passenger car than can be delivered. Also it is reported that the stock of used cars, which dealers have been carrying, is now rapidly dwindling to a point where they in turn will become a scarcity.



George A. Kissel
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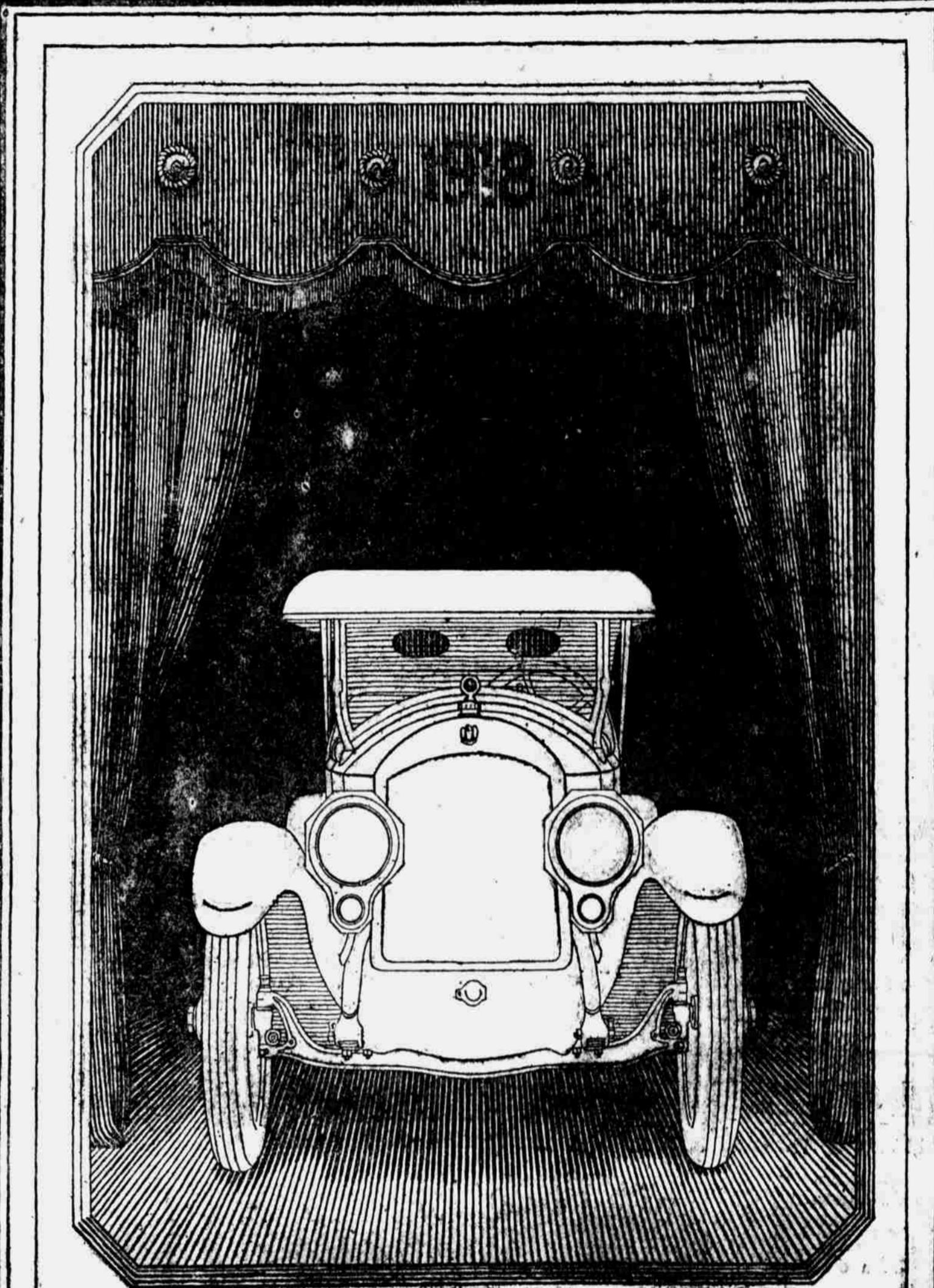
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