

Tail Lights

Automotive History from a Different Perspective

April 2015

Bill Crittenden on
The Library's
Collection
of Articles

Meet the 1957
Rambler Rebel



Automobiles of a Century Ago: Studebaker
History of Jaguar from C-Type to F-Type
Women in the Big Rig Driver's Seat



The Crittenden Automotive Library
@ CarsAndRacingStuff.com

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April 2015
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The Newsletter of The Crittenden Automotive Library @ CarsAndRacingStuff.com

The Crittenden Automotive Library @ CarsAndRacingStuff.com is a large collection of information relating to not only cars, trucks, and motorcycles, but also the roads they drive on, the races they compete in, cultural works based on them, government regulation of them, and the people who design, build, and drive them. We are dedicated to the preservation and free distribution of information relating to all types of cars and road-going vehicles for those seeking the greater understanding of these very important elements of modern society, how automobiles have affected how people live around the world, or for the general study of automotive history and anthropology. In addition to the historical knowledge, we preserve current events for future generations.

Owner Bill Crittenden can be reached at Admin@CarsAndRacingStuff.com

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Hot Rods and Racing Cars #33, published November 1957 Pages 13-15

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Cover: McLaren F1 LM at the 2013 Geneva Motor Show. Photo by Norbert Aepli, Switzerland.

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Tail Lights

Bill Crittenden

When someone mentions a library the most common picture that comes to mind is rows of shelves full of books. If you're a frequent visitor to a local library you might also remember that they often have collections of newspapers on microfilm or digitally archived, video tapes and DVDs, and magazines.

Maybe your average small-town public library doesn't have much in the way of loose files, but if you've ever been to a college library or another institution that has unique, original materials on hand, such as an important local person's personal papers or manuscripts, you'll know that libraries can also include file cabinets full of unbound documents.

These documents can be almost anything a library deems worth keeping for posterity or research: speech transcripts, correspondence, advertising, press releases. Sometimes a library collection on a narrow topic will have newspaper or magazine clippings, keeping the pertinent information and discarding the unnecessary that would otherwise clog the usually limited space.

This is essentially what the Articles Collection at The Crittenden Automotive Library is. Press releases, newspaper articles, transcripts of speech and press conferences, commentaries, blog posts, and more from hundreds of sources.

I spent quite a few years after the economic collapse of the previous decade bouncing from project to project and finishing almost none, desperately trying to find some spark that could help turn The Crittenden Automotive Library from a hobby to an occupation so I could have better financial security. As conditions have improved I've spent the latter half

of 2014 and 2015 so far tying up all those loose ends as I transitioned from short-term to long-term planning. The Crittenden Automotive Library certainly has made a transition in my life, in this case from hobby to "life's work."

By November last year my email inbox had accumulated over 1,600 unread emails, mostly press releases that needed to be processed for addition to CarsAndRacingStuff.com.

For the sake of thoroughness, this necessitated a few side projects, as the emails only start flowing only once I've contacted a new source, but I usually get permission to use their archives as well. So these side trips to various blogs and sites resulted in hundreds more articles than were in those 1,600 emails.

March was essentially one last big monthlong push to finish clearing out the inbox, and I blew past the milestone of article number 25,000 on the 11th and got down to zero emails on April 2 with article #26,002.

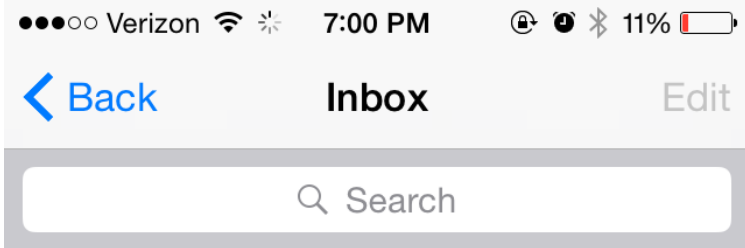
These numbers refer to sequential file numbers, which doesn't include most of the tens of thousands of the articles that fill the pages of all of the newsletters and scanned magazines found in the Publications collection. I can only guess by the sheer number of pages of old magazines that the true total article count on CarsAndRacingStuff.com has to be somewhere close to 100,000.

Operating Note

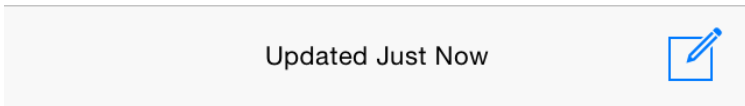
The biggest unfinished project, resulting in by far the most "loose ends" of unfinished tables and broken links, is the

tables of racing results and race car driver histories. I'm really annoyed by this one. There's a difference between the "I haven't gotten to it yet" emptiness of the articles archive for an off year, and the incomplete table of Dale Earnhardt's career that seems to end in 1984. This is no longer acceptable to me.

Continued on Page 4...



No Mail



But before I can settle into that huge project I'll be spending much of April archiving many of the posts from the epic Speedmonkey blog so that I can make sure I get what I'm allowed to before Matt gets tired of paying the hosting fees and takes it offline. There are over 1,500 posts there in total and I have permission to archive the ones from Matt & Colin Hubbard, from which I estimate there should be about 1,000 articles.

Processing text tables and articles is a good balance to the other very data-intensive project of the coming summer: car show and cruise night photography! It's getting warmer, I've got a fresh buzz cut and I can't wait to get a little sunburn on the ol' bald spot by spending far too much time in the heat because I just want to take pictures of all of the cars I can find!

TAKE PICTURES OF ALL OF THE CARS!!!



History Beyond the Fenders

This month's History Beyond the Fenders refers to a couple of news items 100 years apart. One is a 1915 article about how Studebaker employees (or "employees," as it was spelled back then) received free life insurance as a perk of their employment.

The other is a 2015 Liberty Institute press release & article (with attached EEOC complaint) about a contractor working for the Ford Motor Company who was fired for violating Ford's anti-harassment policy. He had commented internally on one of Ford's policies that "endorsing and promoting sodomy is of benefit to no one...an assault on Christians and morality...Heterosexual behavior creates life-homosexual behavior leads to death."

My commentary on this case centered around how Ford was again front and center in another precedent-setting labor issue. It's an inevitability that automaker employees

will be involved in a lot of labor issues considering how many employees the automobile industry has just employed by automakers and their parts suppliers. Then there's dealerships, parts stores, repair shops, tow truck drivers, taxi & limo drivers (Uber and their driver issues have been in the news a lot lately), traffic cops, car wash guys, marketing and PR people, and all types of people that work in motorsports businesses from Bernie Ecclestone on down to the guy selling Polish sausage at Rockford Speedway.

The automobile industry isn't a collection of machines or factories but rather a group of people. Aside from my work building The Crittenden Automotive Library, I've even been an occasional part of it myself through my "day job" in private security, being at times responsible for securing the office building that housed the headquarters of marketing company Dealer Product Services, providing personal protection for the employees of a Toyota dealership, and patrolling a factory complex that made wheel bearings for Ford & Subaru.

The story of the automobile industry and America's industrial labor force are inextricably intertwined, and the labor issues of America's automakers are certainly necessary information for anyone trying to gain a complete understanding of both the history of the business and the state of it today.

That's why we include this information in The Crittenden Automotive Library. The history of the automobile would be incomplete without it.

628.2

This month's finally saw some additions to the offline collection for the Reference Desk. Between books I've just received and those I've had for a while and are just getting listed, additions to the Reference Desk Index include:

Great British Motorcycles of the 1950's and 1960's

by Bob Currie

Haynes Manual for Dodge/Plymouth/Chrysler Minivans

1996 thru 2002

Monster Garage's

How to Customize Damn Near Anything

Saleen: The History and Development of the Saleen Mustang

by Patty Redeker (covers 1985-1993 models)

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Continued from Page 4...

1979 Ford Do It Yourself Service Guide

(T-Bird, Cougar, Granada, Monarch, Fairmont, Zephyr, Mustang, Capri, Pinto, Bobcat)

As the 1979 Ford guide wasn't copyrighted, it will soon be scanned and available directly for download through CarsAndRacingStuff.com.

Statistics

This month's big news is the the passing of the 26,000 individual article mark. We're already well on our way to 50,000!

However, with few exceptions articles are about all I had time to process and upload for the month of March. April looks to be more of the same with the exception of perhaps an event or two's worth of photographs towards the end of the month.

Articles: 26,002

Documents: 707,283 pages in 81,73 documents

High-Resolution (500KB+) Photographs: over 16,750 (est.)

Video: 1 week & 7:15:34

Audio: 2 weeks, 5 days & 9:42:54

Event Photography: 165 sets

Facebook: 386 Likes

Twitter: 370 followers

Tumblr: 56 followers

Instagram: 92 followers



Tip Jar

Help me afford more resources to help build The Crittenden Automotive Library! We accept "tips" because we're not (yet) a 501(c)3 organization. You can send through PayPal to admin@carsandracingstuff.com.

Automobiles of a Century Ago: Studebaker

Since everything published in the United States up until the end of 1922 has had all copyright claims expire and is now in the public domain, information from 1915 is actu-

ally fairly easy to come by. Because of this, I've been getting quite familiar with automobiles of the earliest eras.

So I thought that each month I'd take a topic or a marque that modern auto enthusiasts might be familiar with and show what was going on with it a century ago.

I don't quite remember how I got started with Studebaker this month, but I've found a group of stories and advertisements that show the company and the industry beyond the cars they were producing. As I mentioned in History Beyond the Fenders, one story details their historic life insurance plan for workers. Studebaker designer James G Heaslet writes about automobile design, and Studebaker ad man George L. Williams writes about the company's advertising, with a few samples included.

*See the Studebaker page of
The Crittenden Automotive Library at*
<http://www.carsandracingstuff.com/library/s/studebaker.php>

While searching for and typing out this month's Studebaker articles, I found the following early attempt at automotive humor...

A Motor Car Lexicon.

Tulsa Daily World

April 25, 1915

Shock Absorbers—Articles calculated to offset the profanity produced by blowouts, punctures, skidding, etc.

Transmission—Refers to the transferring of money from the car owner's pocket to that of the repair man.

Clutch—Should always be used in the plural. Refers to a prospect of getting into the clutches of the agent.

Garage—Synonym for beehive, i. e., a place where the auto owner gets stung and listens to honeyed words of wisdom (?)

Spark Plug—The chaperon when she sits in the tonneau.

Battery—Usually coupled with assault in case of traffic accident.

Cut-out—Refers to nonowners, since each feels that he is cut out to be an auto owner.

Center Control—Occurs whenever a road hog occupies the middle of the highway and refuses to allow his fellow autoists in the rear to pass.

Bearings—These are hard to keep when en tour, due to rural misinformation bureaus.

Spokes—Refer to spokeswoman of an auto party—usually a suffraget.

Traffic Cop—The nonmissing link between speed violation and sunrise court.

Puncture-proof—Refers to the garage man's heart.



Reprinted from U.S. Department of Transportation's Fast Lane Blog at <http://www.dot.gov/fastlane>

Women in the big rig driver's seat: breaking barriers, strengthening our economy

Daphne Jefferson, Deputy Administrator of the Federal Motor Carrier Safety Administration

I have great admiration for the women who are pioneers in their chosen field. In my years at the Department of Transportation, first with the Federal Aviation Administration and now with Federal Motor Carrier Safety Administration, I have seen many women with a vision succeed in getting things done. It's inspiring to see women break barriers and succeed in non-traditional industries, and I am proud to recognize them during Women's History Month.

There are great examples of women blazing trails in every mode of transportation, and that includes trucking. During World War I, Luella Bates worked as a test driver in a Model B truck, and in 1920 she became the first woman truck driver to receive a commercial license in the state of New York. In 1977, Lee Way Motors caused a stir by deciding that its drivers had to work with female co-drivers. The decision was met with resistance in some quarters, but in the end, the company stood by its policy and women behind the wheel have been –literally– a driving force in commercial trucking ever since.

That's why I'm excited about my ride-along with [Women In Trucking](#) this week and about having the opportunity to see firsthand how women –vastly outnumbered by their male counterparts– navigate the challenges they face at loading docks, on the roadways, at safety inspection sites, at truck stops, and in the maintenance yard.

Attracting greater numbers of women into trucking does more than just boost their representation. It also helps a rapidly growing industry that is challenged to keep up with the demand for drivers. Currently, about only five percent of commercial drivers are women. And if we want to keep our economy moving forward, it is crucial to tap into the vast pool of women with an aptitude for driving and get them behind the wheel of big rigs and interstate buses.

Developing qualified, skilled and safety-conscious commercial drivers helps us support a reliable, efficient, and sustainable transportation network that will allow shippers, farmers, and manufacturers to move freight safely and efficiently.

My ride-along this week helps illustrate that barriers are rapidly falling for women in the field of commercial driving. And I'm proud to see the commercial motor vehicle sector welcoming women into rewarding careers that also help strengthen our nation's economy.

Photo: FMCSA Deputy Administrator Daphne Jefferson (left) preparing to join U.S. Xpress truck driver Angela Jordan, who has been a professional truck driver for 20 years and is approaching 2 million miles of safe driving. Photo courtesy Duane DeBruyne, FMCSA.



Designers Give Cars Real Beauty

James G. Heaslet, Studebaker

As published in the Tulsa Daily World on April 18, 1915

Man Who Plans Studebaker Cars Talks of His Work.

By James G. Heaslet (Designer of Studebaker Automobiles and vice-president in charge of engineering and production of the Studebaker Corporation, Detroit.)

When one thinks of the work done by the designer of an automobile, the imagination usually presents the picture of a man at work upon the drawing of a new motor or over mathematical tables giving the stresses of a new steel. Too seldom is consideration given to the hard work spent upon what all can see—the beauty of line and of balanced masses that delight to eye.

Accustomed to the wonderful models of the last few seasons, the automobiles that were on the market when I first became interested in designing cars 16 years ago seem to us now nothing more than toys. In that time the diminutive, clumsy, snorting "one-lunger" has developed into the complex six-cylinder machine that hums along the highway at 30 to 60 miles an hour, carrying seven passengers in perfect comfort.

Being a young nation, America is interested in utility more than it is in beauty, but it is remarkable how well beauty of design has kept step with the important advances made in other directions in the automobile field. When the history of the early decades of the industry is written, I believe that due credit will be given designers for having paid as much attention to beauty of body as to vital problems of power, weight and balance. As in other realms of the new science of automobile building there had to be much experimenting, but the advance has been steady. A row of pictures each showing a model of each succeeding year would be an instructive lesson. At one end would be the little toy roadster, and next it would be what our greater artistic development now regards as a curiosity—the little touring car with no foredoors, and with the entrance to the tonneau from the rear.

It is a far cry from these to the touring car of 1915. Let us take the Studebaker six as typical of cars of this season. The car is a natural evolution. It was only a few years ago that no touring car was made with foredoors. An automobile was an enigma to the man who owned one and he hired a chauffeur to run it. But finally by the education of the owner and simplification of the car the chauffeur was dispensed with in the majority of cases. When the owner and his family began to drive the demand was for the front seat to be as comfortable as the tonneau, and the foredoors came as the logical answer to this demand.

One of the greatest factors in beauty is simplicity. It took us some time to evolve a body that had beautiful simplicity of line. In the present streamline body of the Stu-

debaker it looks as if we have gone as far as possible in this direction. There is no hardware visible; nothing seems extraneous, the flowing lines are unbroken from radiator to tail-lamp. The windshield is an integral part of the car. The crown fenders are lines of beauty that repeat the curves of the wheels. Since beauty comes from the length of line, putting the gasoline tank in the cowl of the car has increased the length of the machine just that much, and incidentally accentuated its beauty.

This idea of beauty through simplicity is carried into the operating parts of the Studebaker. Only beauty of machinery comes from efficiency. Therefore in gaining simplicity and beauty the Studebaker has gained in operating efficiency. For instance, accessibility makes for simplicity. The Studebaker is one of the pioneers in doing away with the magneto, resulting in simplicity. The number of timing gears has been reduced to a minimum, another victory for simplicity. And every time something is eliminated that good engineering practice has found unnecessary the car gains in efficiency and the car owner in satisfaction.

We manufacture a high-class car to sell at a moderate price. We make cars for a great many buyers a year, and, therefore, must reduce our product to its simplest terms. We meet the demand of the great mass of people. Those who want the high quality that guarantees long life and economic operation at a moderate initial price find it in the Studebaker four. The Studebaker six is for those who want greater power and flexibility. Simplification is always the aim of the designer, and in attaining it the beauty of body of the Studebaker car has also been attained.

James G. Heaslet's patents are in The Crittenden

Automotive Library at

<http://www.carsandracingstuff.com/library/h/heasletjames.php>

Taking Worry About "Family's Future If I Die" Off Working-man's Shoulders

Dean Halliday, The Day Book July 15, 1915

Detroit, Mich., July 15.—Taking the worry of the "family's future in case I die" off the shoulders of workingmen is the latest step in welfare work for workers. Employers are doing it now by taking out life insurance for their workingmen and in at least one instance for working women.

This instance is in the case of The Studebaker Corporation, the mammoth wagon and automobile manufacturing concern of Detroit and South Bend, Ind., which has just inaugurated the new insurance plan for their 8,000 employees, about 300 of whom are women.

Concerns all over the country are rapidly taking to the idea in various forms among them The Edison company, National Lead company, The Michigan Stove Works and Montgomery Ward and company.

The plan as adopted by The Studebaker corporation for employes in the automobile plant in Detroit and the wagon workers in South Bend is a simple one and has "no strings" attached to it.

All employes, excepting the office workers and minors are given a straight life policy for amounts varying from \$600 to \$1,000.

The cost to the company when the plans is in full operation will be several millions, for the policy when it is handed to the employe is paid up for life.

"In addition to the fact that employes get a paid up life insurance in a good company absolutely free, there is the second and almost equally important point that about 40 per cent of the men are middle aged and could not pass the severe physical examination they would have to if they applied individually to the insurance company," says J. E. Spencer, the Studebaker official who has charge of the new insurance plan. "In making our contract the insurance company agreed to accept our physical test for the men. This is not nearly so severe."

New employes are investigated before given insurance. If their home conditions or conduct while away from work is found to be unsatisfactory they are not threatened or warned. On the contrary it is pointed out to them that if they wish they will find themselves the gainers by rectifying conditions. When they show an improvement in their personal affairs then their life is insured without further quibbling.

If a worker quits or is discharged the policy is automatically forfeited, but aside from that he has full control over the policy. It is his and he can make whosoever he wishes his beneficiary or can change is as often as necessary, or as he desires.

"Worry," declares one Studebaker official, "wears down a man's efficiency far quicker than hard work. This insurance idea will take the everlasting worry about the "family's future" from the shoulders of the man—even one with a good job. It's going to make our men better working-men"

"Worry," declares one Studebaker official, "wears down a man's efficiency far quicker than hard work. This insurance idea will take the everlasting worry about the "family's future" from the shoulders of the man—even one with a good job. It's going to make our men better working-men"

Mechanical Advertising Explained by Williams

Tulsa Daily World

April 25, 1915 - Morning Edition

By George L. William (Studebaker's Advertising Manager.)

Whenever business has called me to a city or town where I could get in touch with local automobile conditions in the last year or two, I have been struck by the interest of the prospective buyer in the mechanism of the car he is inspecting. This, contrary to the to the pretty general belief that people buy cars on size and looks only. It is this eager desire for exact knowledge which had the largest influence in causing us to prepare a series of advertisements dealing with the mechanical features of Studebaker cars. We decided to use these advertisements in newspapers because we regard them as the medium that is immediately responsible.

The time has gone by when an automobile is purchased merely because it is good looking. Yet designers still strive for the streamline effect that is so well exemplified in Studebaker cars because beauty is a satisfying adjunct to mechanical excellence. Once on a time the man about to buy an automobile looked only at the lines of the hood, today he is vitally and intelligently interested in what lies under the hood.

Since the work of the advertising department is to tell the public what it wants to know and what it should know about automobiles in order to purchase intelligently, naturally we are keen to get our story as quickly as possible to these people. Having decided to give them what one might call an education in the mechanical features of the Studebaker car, we are using the newspapers because we can keep our hands on the pulse of public interest and amplify any of these talks almost in a day if we find there are reasons for doing so because of local conditions in any part of the country. It should not be forgotten that people buy Studebakers in the hot parts of lower California and Arizona because of their perfect cooling system, while in western Canada they may be preferred because their balance and sturdiness makes them best in a new country over uncertain roads. This ability to change the advertising is possible only where it is appearing in such a flexible medium as the newspapers.



Continued on Page 9...

**See the Studebaker page of
The Crittenden Automotive Library at**

<http://www.carsandracingstuff.com/library/s/studebaker.php>

All in Front Wheels.

The Studebaker corporation is particularly interested in the prospective buyer who asks questions. It is a sign that he is going to be a careful, discriminating owner. There are questions and questions; yet, it is not difficult to classify practically all of them and prepare educational reading matter that will answer about all the queries and set at rest all the doubts. In my personal contact with buyers the only question I ever found hard to answer was that of the pretty young lady who remarked after a long explanation, "Yes, I think I know what makes the back wheels go 'round, but what makes the front wheels go?"

The newspaper advertisements we are running in April are merely what the Studebaker dealer says to customers when they come in singly to the Studebaker showroom. By putting the dealers' answers in the form of newspaper announcements we aim to reach thousands in the same time that the dealer can talk to one or two or three. The educational advertising we have already used has shown that the man who plans to buy a car not only reads it and studies over it, but he lays it aside and comes back to it. There is no chance for him to misunderstand, because he can study over the mechanical problem mastered by Studebaker engineers until he has the proper appreciation of the difficulties that have been solved in making a car that will give him thorough satisfaction. The advertisements are illustrated to make them easier to understand.

In these mechanical advertisements we have a comprehensive guide to the machine. With their drawings they give the owner an understanding of the details of construction and operation. So, in this fashion we show the economical Studebaker motor with the carburetor placed high to shorten the distance the gas travels to the cylinders, with the simple, extremely accessible

electric generator, and the noiseless self-starter. Then, too, we show how every detail of the chassis is in easy reach, how it is balanced by an even distribution of weight, and how the line of drive loses no power through transmission at an angle, since it is as straight as a shot from the motor back to the rear axle.

One can appreciate the simplicity of the Studebaker when one considers that the very vitals of the car can be so readily understood through such a series of newspaper advertisements.

How Studebaker cars are built — **springs**



TRIPLE Life springs that flatten the roughest roads

"I'm glad you don't drive thro' the springs," remarked a man who came in the other day. No, we DON'T. And we WON'T, either—as long as we follow the Studebaker ideal of a car that's built for EASY riding and LOW upkeep. For the simple reason that the springs are designed to take up the jounces from the road. Just that ONE thing—to make the car EASIER-riding. And you want them to be elastic and supple.

But when you drive thro' the springs, you lay EXTRA pressure on them—the driving thrusts. Have to make them stiffer, of course. And that makes HARD riding—and also endangers the alignment of the rear axle with the driving mechanism when the car hits a stone or drops into a rut.

So Studebaker drives NOT thro' the springs, but thro' TWO radius rods—and also uses a torque arm to take up the "twist" of driving. And yet the springs are so important in the COMFORT of the car, that Studebaker isn't content merely to design a chassis that gives the springs free play—but has gone further



The Spring-Testing Device
In which springs are pressed up and down a hundred times a minute to test design and quality of steel. This device enabled Studebaker experts to make springs that stand up to any 25,000 vibrations, five times 100,000.



Rear Springs on Six
are long, hot, tough springs of Studebaker steel. Three-quarter elliptic. Note the long spring washers. Baked with benzene and fitted with nickel-plated pins—no grease.



Rear Springs on Four
are long, hot, tough, deep full-section elliptic, with extra wide rear axle housing.

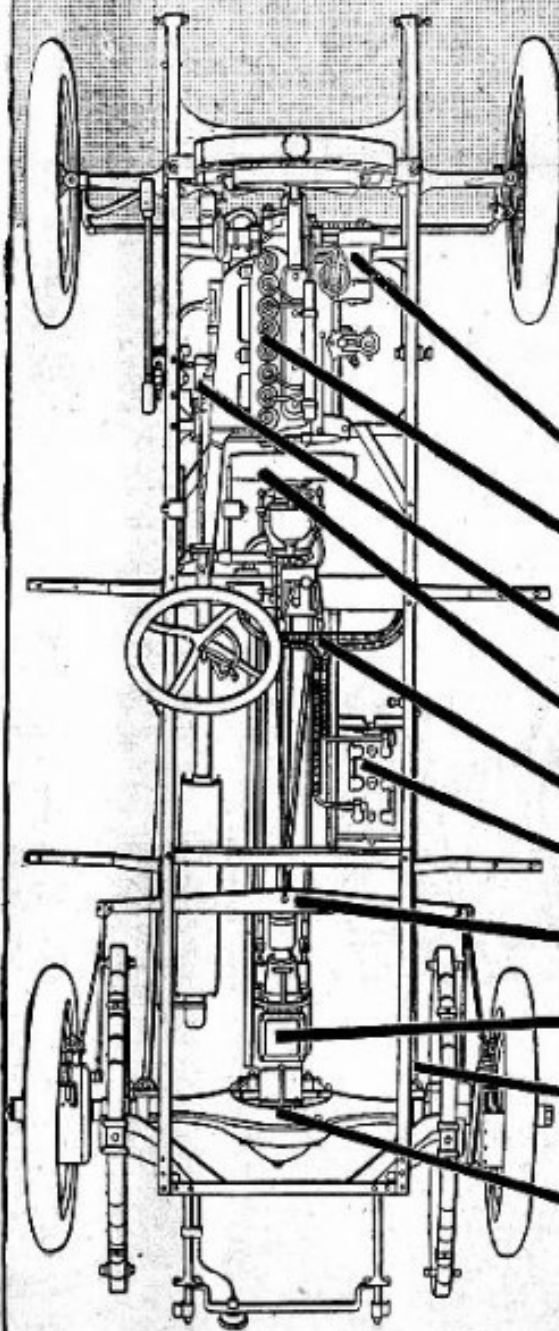
-Because it's a
Studebaker

and has spent a fortune in studying axles with the idea of developing the best springs that science can produce. Two years' effort have gone into this research. But it has produced steels and designs that give the Studebaker springs TRIPLE the life and the elasticity and the tough, tensile qualities of other springs. But why not come in and TRY those Studebaker springs—on the road? We'll gladly arrange for it any time you like. And write us now—we want to mail you a book on the Studebaker Chassis and Service.

Studebaker Features
Electric Lighting and Starting—FULL Floating Rear Axle—Tiltless Steering—Safety Road Rear View—Directors Type Top—Studebaker ROADSTER... \$ 985
Studebaker FOLIO... \$ 985
Studebaker LIGHT SIX... 1385
Studebaker SIX, 7 Passenger, 1450
F. C. & Detroit

A. B. DAVIS MOTOR CO.
315 East Third St. Phone 1557 Tulsa

*—inch by inch
Studebaker proves
its superiority*



And it's **SUPERIORITY** that you can see for yourself—with your own eyes, if you'll just take the opportunity to go over the Studebaker chassis in detail.

Some manufacturers, you know, who make both a Four and a Six, put the **GOOD** design into the more expensive **SIX**. But you take this Studebaker **FOUR** and stand it side by side with any other car, and study it just on **QUALITY**. And inch by inch, note the Studebaker superiorities.

First of all, look at that Studebaker-Wagner Electric System. Simple—light—balanced almost to the ounce—every little detail of the whole system **EASY** to get at. Has been used on 100,000 Studebakers with unflinching success.

And then, note how simply and cleanly that Studebaker Motor is built—and how **ACCESSIBLE** it is. Carburetor sits high on side of the motor. Valves are easily gotten at. And you can make any inspection or adjustment simply by raising the hood. Built to develop plenty of **POWER**, too—but to make every last drop of gasoline pull.

And just in passing, look at the Studebaker Steering Gear. Irreversible type, you know, that keeps the road-shocks away from the steering-wheel and makes driving **EASIER**—and safer. Adjustable for wear, too. Many cars use the old, reversible type that costs less.

Then, note that simple Studebaker Clutch. It's a cone clutch, you know—leather-faced, **SOFT**-gripping. No jerking when you throw it in. And it's so easy to get at for inspection or oiling.

Then, note that **ALL** the wiring is enclosed in flexible steel conduits that protect them from moisture and oil and grease and damage from tools. Makes wiring trouble-proof.

Observe the Willard Storage Battery that Studebaker uses. Best that's made—3-cell type. Placed so as to be **EASY** to see and get at for filling. That's Studebaker attention to details.

And that Studebaker Brake Equalizer—that's mighty important. Many cars omit it—too easily. But it makes the cars **SAFER**—stops skidding—saves tires. And the only other one like this is on a \$5,000 car.

Notice, too, that the transmission is in unit with the Rear Axle. Increases the manufacturing cost—but insures perfect alignment, smoothes any vibration of the gears and gets more even distribution of weight. Makes the whole car ride and drive **more easily**.

And note that Studebaker uses **TWO** radius rods and a torque arm. Many cars drive thro' the springs. But that necessitates stiffer springs. Makes the car **HARD**-riding. While the **TWO** radius rods and the torque arm that Studebaker uses leaves the springs free just for smothering the jolts and jars. Makes the car marvellously **EASY**-riding.

And then, of course, that **FULL**-floating Rear Axle will interest you. For, with one exception, every other **FOUR** uses the earlier type. But Studebaker uses this **FULL**-floating axle even tho' it's more costly, because it's so much **SAFER** and easier to get at. Carries the weight of the car on the axle housing and has **TWO** Timken Bearings in each hub to take up the side-thrusts. Axle shaft only has **ONE** duty—to turn the wheels. Shaft can be removed, too, in less than two minutes. Note, too, that axle housing. Other cars use malleable castings—**THIS** is a much stronger and much **LIGHTER** steel stamping with folded edges.

And so you can go over this Studebaker inch by inch and find scores of **SUPERIORITIES**. For Studebaker has built this **FOUR** to live up to the **PROMISE** of that name of Studebaker. Every last detail has to represent the latest achievement in engineering and the highest quality in manufacturing. We don't want you to buy the car unless you are satisfied that it does, too. But we **KNOW** that when you stand it side by side with any other car, you'll find that just on merit it's a better buy. And it costs you from \$90 to \$225 less at the start—and less right along in upkeep. See it today.

FOUR \$985

Studebaker ROADSTER . . . \$ 985
Studebaker LIGHT SIX . . . 1385
Studebaker SIX (7-passenger) . . . 1450
F. O. B. Detroit

Bismarck Motor Co.

414 BROADWAY, BISMARCK, N. DAK. G. BERTSCH, Manager.

—inch by inch Studebaker proves its superiority.

And it's SUPERIORITY that you can see for yourself—with your own eyes, if you'll just take the opportunity to go over the Studebaker chassis in detail.

Some manufacturers, you know, who make both a Four and a Six, put the GOOD design into the more expensive SIX. But you take this Studebaker FOUR and stand it side by side with any other car, and study it just on QUALITY. And inch by inch, note the Studebaker superiorities.

First of all, look at that Studebaker-Wagner Electric System. Simple—light—balanced almost to the ounce—every little detail of the whole system EASY to get at. Has been used on 100,000 Studebakers with unflinching success.

And then, note how simply and cleanly that Studebaker motor is built—and how ACCESSIBLE it is. Carburetor sits high on side of the motor. Valves are easily gotten at. And you can make any inspection or adjustment simply by raising the hood. Built to develop plenty of POWER, too—but to make every last drop of gasoline pull.

And just in passing, look at the Studebaker Steering Gear. Irreversible type, you know, that keeps the road-shocks away from the steering-wheel and makes driving EASIER—and safer. Adjustable for wear, too. Many cars use the old, reversible type that costs less.

Then, note that simple Studebaker Clutch. It's a cone clutch, you know—leather-faced, SOFT-gripping. No jerking when you throw it in. And it's so easy to get at for inspection and oiling.

Then, note that ALL the wiring is enclosed in flexible steel conduits that protect them from moisture and oil and grease and damage from tools. Makes wiring trouble-proof.

Observe the Williard Storage Battery that Studebaker uses. Best that's made—3-cell type. Placed so as to be EASY to see and get at for filling. That's Studebaker attention to details.

And that Studebaker Brake Equalizer—that's mighty important. Many cars omit it—too costly. But it makes the cars SAFER—stops skidding—saves tires. And the only other

one like this is on a \$5,000 car.

Notice, too, that the transmission is in unit with the Rear Axle. Increases the manufacturing cost—but insures perfect alignment, smothers any vibration of the gears and gets more even distribution of weight. Makes the whole car ride and drive more easily.

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And so you can go over this Studebaker inch by inch and find scores of SUPERIORITIES. For Studebaker has built this FOUR to live up to the PROMISE of that name of Studebaker. Every last detail has to represent the latest achievement in engineering and the highest quality in manufacturing. We don't want you to buy the car unless you are satisfied that it does, too. But we KNOW that when you stand it side by side with any other car, you'll find that just on merit it's a better buy. And it costs you from \$90 to \$225 less at the start—and less right along in upkeep. See it today.

This advertisement appeared in several newspapers, with the sponsoring local agent/dealership listed at the bottom of the ad.



Jaguar, from C-Type Racing to F-Type Winning

Joseph Scott, TorqueNews

The legendary race cars from Jaguar may have paved the way for the more modern street cars today like the F-Type, but they have never forgotten their storied history birthed on-track.

Jaguar built the C-Type sports car in the 1950's to do one thing and one thing only...racing. The C-Type was engineered for cornering and fast acceleration and after seeing how well the XJ-120 did on the track, the XJ's were tweaked into a XJ-120C or C-Type and it was born to race. If the C-Type lacked anything it may have been the creature comforts, the frame was ridged and the interior was a bit sparse. Jaguar was ready to prove themselves on the race circuits and they knew this car was capable of doing just that, and it did! Shortly after completion, one of the three C-Types entered in the most important sports car race in the world and

fan you know how that story ended; [the XKSS's became some of the most highly coveted sports car in the world:](#)

As the XK-150 began to show its age, the executives were given the task of building a replacement that would carry on the heritage of Jaguar's racing success in the spirit of the D-Type. The product of all their hard work was the iconic E-Type and it would go on to be the most celebrated and highly recognized sports car ever. A stunning car from top to bottom, the E-Type was about to take the sports car world by storm. After a couple of prototypes, the E-Type was unveiled in 1961 at the Geneva Auto Show. Some believe that the [1961 Jaguar E-Type may be the benchmark](#) for all sports cars.

In 1975 after the E-Type stopped production, the world was left waiting to see how Jaguar could ever replace such a jaw-dropping and sophisticated sports car. When the Jaguar F-Type was unleashed in 2013 it was a perfect blend of all of the iconic cars of their past. It has the raw power of the D-Type, the winning style of the C-Type, and elegant design of the E-Type; however it captures all of this while it harnesses the modern technology to carry it into the future.



won the 1951 race at Le Mans.

Over time the C-Type was upgraded and refined, but it finally came time to replace it with the D-Type in 1954 and it came out of the shadows of the C-Type and became an instant winner. The Jaguar D-Type won the famed Le Mans in 1955, 1956, and 1957. Its sleek and aerodynamic body was like something from the Space Race. The innovative design and industry changing technology behind the D-Type would forever change the way race cars were built. Jaguar then decided to stop its factory racing team and offered the remaining D-Types for sale as XKSS versions. If you are a Jaguar

So after a few years of some rocky sales and lack of performance, the new [F-Type has helped Jaguar get their groove back.](#)

I'd say the sky is the limit of where they may go next. I know one thing for sure; Jaguar will always push the other sports car brands to follow their lead as they have done for years...on and off the track.

Source: <http://www.torquenews.com/3477/jaguar-c-type-racing-f-type-winning>

MEET THE Rebel



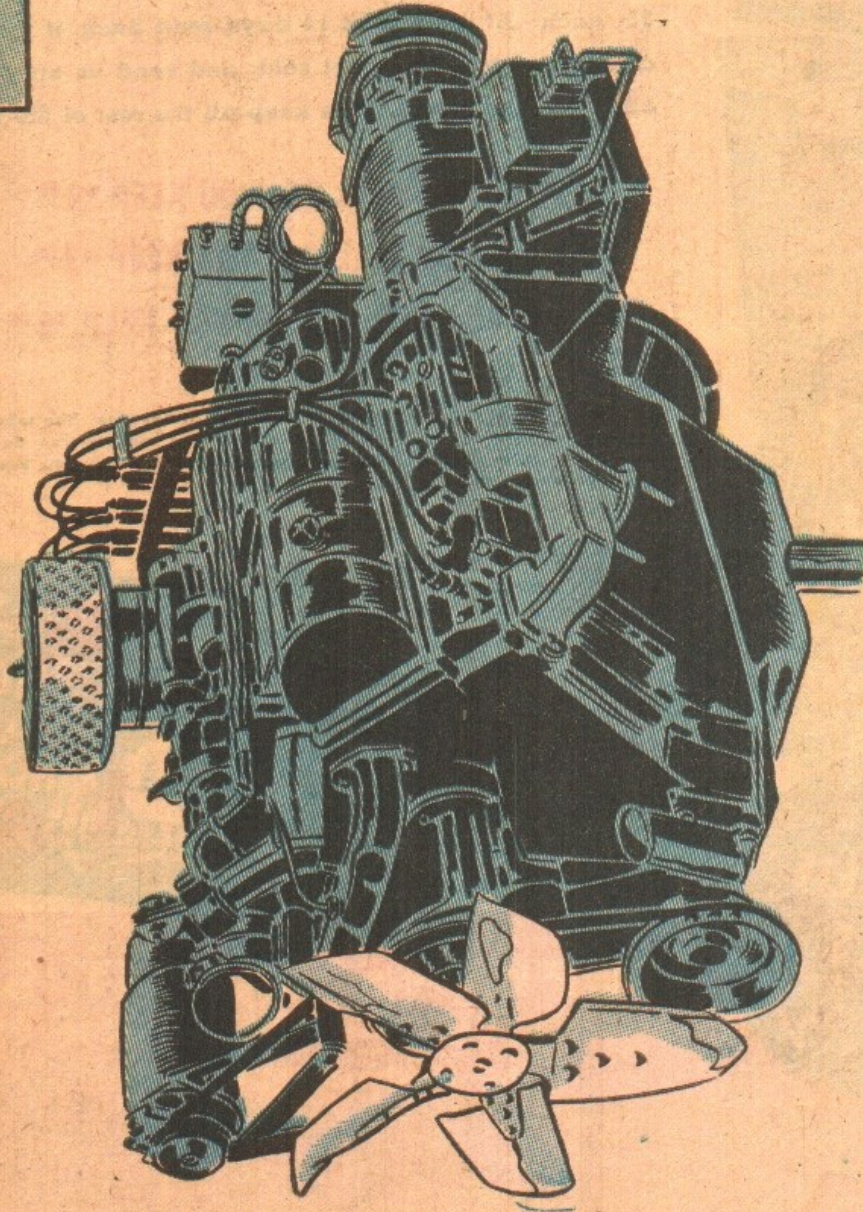
THE BODY

THE COMPACT BODY IS OF SINGLE-UNIT BODY CONSTRUCTION. THIS SAVES A LOT OF WEIGHT AND ELIMINATES BODY-BOLT RATTLES. THE REBEL HAS DIRECT ACTING HEAVY DUTY COIL SPRINGS FOR ROADABILITY AND STABILITY.

STYLE: 4 DOOR HARDTOP SEDAN
LENGTH: 198.89"
WIDTH: 71.32"
HEIGHT: 56.40"
WHEELBASE: 108"

THE ENGINE *

THE REBEL HAS A HIGH POWER-TO-WEIGHT RATIO AND SHOULD PROVE FAST AND AGILE IN ANY TRAFFIC. THE REBEL IS AVAILABLE WITH HYDRAMATIC TRANSMISSION OR OVERDRIVE.



TYPE: V-8, OVERHEAD VALVE
BORE AND STROKE: 4" x 3-1/4"
DISPLACEMENT: 327 CU. IN.
COMPRESSION RATIO: 9.5:1

HORSEPOWER

FUEL INJECTION: 288 HP
4 BARREL
CARB.: 255 HP

TORQUE

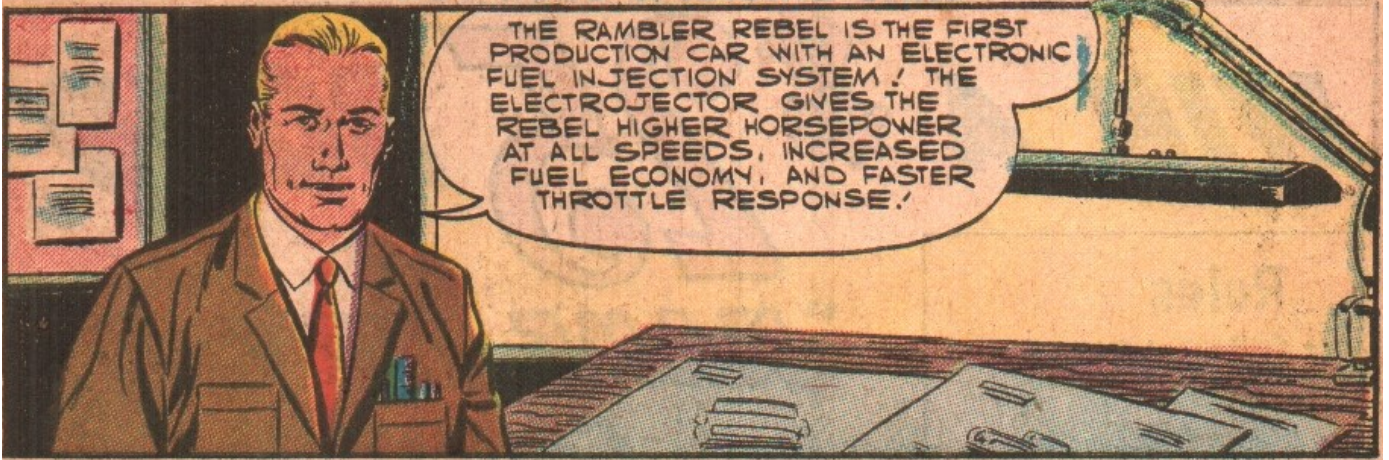
FUEL INJECTION: 350 LBS. FT.
4 BARREL
CARB.: 345 LBS. FT.

TRANSMISSION

FLASHAWAY HYDRA-MATIC
OR OVERDRIVE

NOTE *

Shown is American Motors' 327 cubic inch V-8 engine equipped with the optional "Electrojector" fuel injection system used in the new Rambler Rebel. The engine develops 288 horsepower with the new system. It also is offered with a standard four-barrel carburetor, rated at 255 horsepower. The engine has a compression ratio of 9.5 to 1 and a bore and stroke of 4 inches by 3-1/4 inches. The "Electrojector" system of fuel injection, produced by Bendix, differs from all other existing fuel injection systems in that it is controlled electronically rather than mechanically.



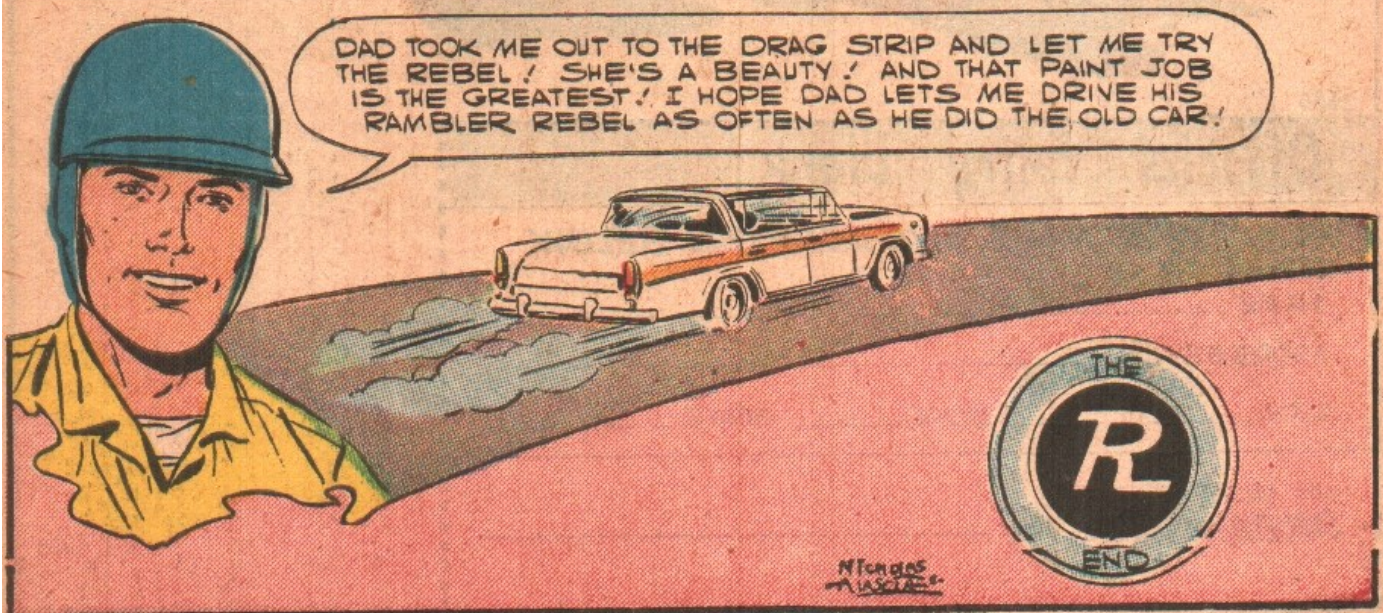
THE RAMBLER REBEL IS THE FIRST PRODUCTION CAR WITH AN ELECTRONIC FUEL INJECTION SYSTEM! THE ELECTROJECTOR GIVES THE REBEL HIGHER HORSEPOWER AT ALL SPEEDS, INCREASED FUEL ECONOMY, AND FASTER THROTTLE RESPONSE!



ONE OF MY BEST CUSTOMERS BOUGHT A REBEL! HE STOPS IN TO SAY HELLO, BUT DOESN'T BUY MUCH GAS ANY MORE! I DON'T MIND, THOUGH... I'M BUYING A REBEL MYSELF!



THE REBEL IS CLASSIFIED AS 'HOT STOCK' AND SHE SURE IS HOT! WITH THE FUEL INJECTOR, I CAN GET HER UP TO SIXTY IN SEVEN SECONDS! AND SHE HANDLES BEAUTIFULLY ON THE TURNS!



DAD TOOK ME OUT TO THE DRAG STRIP AND LET ME TRY THE REBEL! SHE'S A BEAUTY! AND THAT PAINT JOB IS THE GREATEST! I HOPE DAD LETS ME DRIVE HIS RAMBLER REBEL AS OFTEN AS HE DID THE OLD CAR!



McLendon
ARTISTS