



THE Car of the Future will be a LIGHT-WEIGHT car!

It will weigh less than a thousand pounds! It will average at least thirty miles per gallon of gasoline—at least twenty thousand miles on a set of tires. It will be better and differently built—will have more beauty of design and workmanship, but less excess and costly dead weight.

As each part of the car is lightened, other parts—engine, body, frame, axles and wheels—can be made lighter, and then the process of reducing weight will begin all over again—until finally the perfect light-weight car is here.

More than six million cars and trucks were registered to June 1st, 1919. More than a million cars were scrapped last year! Three years is the life of the average car. Think of the public economy to be effected by reducing the weight of cars and trucks by two-thirds—economy in the saving of gasoline and tires and in the longer and more service-full life of such a car.

Not always will the public buy anything that runs. The cost of hauling unnecessary car weight, cost of upkeep rather than first cost, will be the prime consideration. Few men—even those who can afford a new car every year—are indifferent to costs of tires and gasoline.

So much for economy.

What about comfort and performance? Riding ease depends upon balance, proportion and

spring suspension—not upon the dead weight of the car. A bicycle weighing twenty-two pounds carries a man that weighs one hundred and eighty pounds—and the bicycle holds the road.

The car of the future will be better proportioned and better balanced; will have more refinements, greater flexibility, quicker acceleration—and longer life.

The coming of the light-weight car will greatly increase the number of pleasure cars in service.

And then the light-weight truck, in the making of which is recognized the principle that for every pound of "unsprung" weight saved, five pounds or more of sprung weight can be added—the truck that will carry five tons burden for the same gas and tire expense that now carries two tons burden—that truck will help to reduce the cost of living.

Civilization depends upon transportation.

To decrease the burden of transportation is to increase the progress of civilization.

The car—and the truck—which best serves the greatest good of the greatest number—the car that will be made in America—the car that will conquer the world—The Car of the Future will be a Light-weight Car!

