



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

And now from France comes the economy record of the Paris taxi-cab:

“Twenty and four-tenths miles per gallon when operating in city traffic; twenty-three miles per gallon when running in the open country!”

Facts, not theories! Averages, not exceptions! Averages based on the performance of three thousand cars all covering eighty to ninety miles a day at an average fuel consumption rate of four gallons a car!

WHY?

Why should a taxi-cab operating under the unfavorable conditions of city driving show a better performance record than the average American passenger car running under the fuel-economizing conditions of the long haul?

LIGHT WEIGHT—that is the answer.

The Paris taxi-cab is stripped of excess weight. It does not carry more weight than is necessary to good performance. It depends for its riding qualities upon balance, proportion and spring suspension—factors of roadability that exact no exorbitant toll of fuel, oil and tires.

And Paris taxi rates are far less than ours, notwithstanding the fact that fuel costs 100% more there than here—conclusive evidence of the economy of light weight.

France already has a four-passenger touring car weighing only 1,100 pounds and giving more than thirty miles to the gallon.

Excess weight—at least five million tons of it are hauled daily by American motor cars and trucks at the expense of the American gasoline supply, American pocket-books and American motor car development.

Excess weight is rolling up a total of two hundred and seventy-five million dollars annually against American motor car owners in unnecessary gasoline expense.

Excess weight is causing a needless drain of more than a billion gallons annually on the American gasoline supply, already insufficient.

But the car of **NO** excess weight—the car of less than a thousand pounds—the car that will average thirty to forty miles a gallon of fuel—at least twenty thousand miles a set of tires—**—THAT CAR WILL COME!**

You to whom a gallon of fuel means only fifteen miles or less—you will want the car that exacts a fair return for your gasoline expense.

You who know the pounding, mauling, grinding of excess weight on tires—you will want the car that uses tires as cushions, not as mill stones. You want economy—not expense.

So, while France says to America, “The Car of the Future will be a **LIGHT-WEIGHT** Car,” America, ready to give to the world a car that will make France’s economy record seem like a table of wastefulness, echoes: “**THE Car of the Future will be a LIGHT-WEIGHT Car!!**”

