



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

Can you look your speedometer in the face? Dare you translate its mileage total into dollars and cents? Can you figure your operating costs without feeling that they are hugely higher than they should be?

The day will come soon when you will not hesitate to read your speedometer's story of mileage costs—when you will be as proud of low upkeep costs as you are now ashamed of high upkeep costs.

That day will be when you own a light-weight car of scientific construction—a car with a low center of gravity, a minimum of sprung and unsprung weight—a car that depends for riding ease upon proportion, balance and spring suspension instead of upon EXCESS WEIGHT—a car that will cut repair bills in two and will last many years more than any car of today.

A light car is not necessarily a little car, nor a cheap car. You even may pay a higher price for a light car—because of its superior service, its gratifying performance, its lower maintenance cost, its longer life.

When the car of logical weight arrives you will be proud to do what you may to lighten

the tax imposed upon the public by EXCESS WEIGHT. EXCESS WEIGHT in the six and one-half million motor vehicles on our roads today totals five million tons. To carry this waste weight imposes an unnecessary tax of not less than two billion dollars annually for gasoline, oil and tires—a tax on transportation—a tax that is tremendous and unnecessary.

Even if you don't own a car, you are helping to pay this tax INDIRECTLY in the form of higher prices for everything you buy. If you DO own a car you are helping to pay the tax both ways—DIRECTLY and INDIRECTLY.

Like a tidal wave gathering force as it plunges forward, the demand for a scientifically built, light-weight car is sweeping over the country.

The man who owns a car today and the man who will own one tomorrow KNOW the heavy toll that EXCESS WEIGHT exacts, and that knowledge is crystallizing into a demand that soon will become irresistible—

—a demand of public economy and of private purse—a demand, not for a little car—not for a cheap car—but for a CAR THAT CUTS OPERATING COSTS—which demand means that “THE Car of the Future will be a LIGHT-WEIGHT Car.”

