

DURANT'S *Standard*

The Better Way in Automotive Transportation



The Christmas Number 1923



THE New Star Car models for 1924 are not merely a variation of the original Star Car which was the lowest-priced standard automobile in the world. They are entirely new creations and mark just as great advancement in motor car building as did the introduction of the first Star Car when compared with all other low-priced cars. Be sure to see the new Star line now on display in the showrooms of your local Star Car dealer.

DURANT'S Standard

The Better Way in Automotive Transportation

NEW YORK CITY

DECEMBER 1923

VOL. 2, No. 3

THE IDEAL CHRISTMAS GIFT

INSTEAD of having all the members of your family make Christmas gifts to one another this year, why not follow out the plan which has been adopted so happily by hundreds of families in moderate circumstances, and pool your Christmas money for the purchase of a motor car? There is nothing that can be enjoyed more or put to more practical and profitable uses by every member of your household.

A more attractive, comfortable, and easy handling car than the Durant Sport Sedan would be hard to find. Distinguished primarily as an all year 'round vehicle, this particular model has filled a long-felt need and because it satisfies it so completely, the Durant Sport Sedan has rightfully become one of the most popular of all family closed cars.

So thoughtfully and carefully did the Durant engineers plan the design of this car that it is always in good company and just as much at home at the theater as it is at the picnic. Its harmonious and well-proportioned streamline body with wide, neatly designed panels, stands out strongly in contrast with other cars in its price class. Finished in a wide variety of attractive body colors with harmonious striping, it easily and happily satisfies the taste of even the most discriminating.

A strong and sturdy rack in the rear supports a commodious trunk with waterproof cover, containing two large suitcases. Attractively designed disc wheels with neat striping add a mark of distinction to the car and give it a longer and more comfortable appearance. These are optional equipment and if not desired, artillery wheels will be furnished.

That the Sport Sedan is complete in every detail, is testified by the following standard equipment which includes a front bumper, drum-shaped headlights

**THERE IS NOTHING THAT WOULD BE MORE
APPRECIATED THAN A GOOD MOTOR CAR**

with dimmers and legal lenses; cowl, dash, and tail lights, two-bar radiator cap and motometer; motor-driven horn with button on top of steering column, wind-

a complete set of tools.

Unusually wide, neatly paneled doors swing easily open on strong hinges with the slightest turn of the door handle, revealing an interior of real luxuriousness, roominess and refinement. The large steering wheel supported by a substantial column, is inclined at a most comfortable angle so that absolute relaxation may be enjoyed while driving even on long trips. A convenient and completely equipped dashboard makes the operation of the car a real pleasure. The certain and easy action of the clutch, brake and gears is one of the many features which has attracted so many women drivers to the Durant car. Without any apparent exertion or pressure, the clutch slips easily and quietly, while the gears are unconsciously shifted smoothly with the tip of the forefinger. So dependable, simple, comfortable and economical in operation is the Durant that it is just as popular among women as among men.

The Durant Sport Sedan is finished in rich, high-quality mohair plush upholstery, which is set off by the many platinum finish appointments, including pull-to handles on the inside of the doors, mechanical window regulators for door windows and two rear corner lights. There is as well, a rear-vision mirror, cowl ventilator, metal rain visor, floor heater and polished aluminum kick plates. This car is likewise equipped with a transmission lock as well as many other refinements essential to comfort, safety and economy of operation.

Its positiveness and ease of control, its instantaneous response to the slightest pressure on the accelerator and the dependability of its powerful, quiet and



A Durant makes a splendid Christmas gift that can be enjoyed for years

shield wiper; speedometer, ammeter, oil gauge and choke on instrument board, gasoline gauge on tank; demountable

easily cared for motor, makes the Durant Sport Sedan an ideal Christmas gift for the whole family, which can be enjoyed

roominess is not sacrificed at the cost of appearance—they both seem to go hand in hand with each other.

One big feature which has made this popular model a favorite for the business man and women shoppers is the roomy storage compartment in the rear. Several suitcases and small bags or enough groceries for the week may be easily carried there,

secured by a strong, dependable lock.

The Durant Coupe

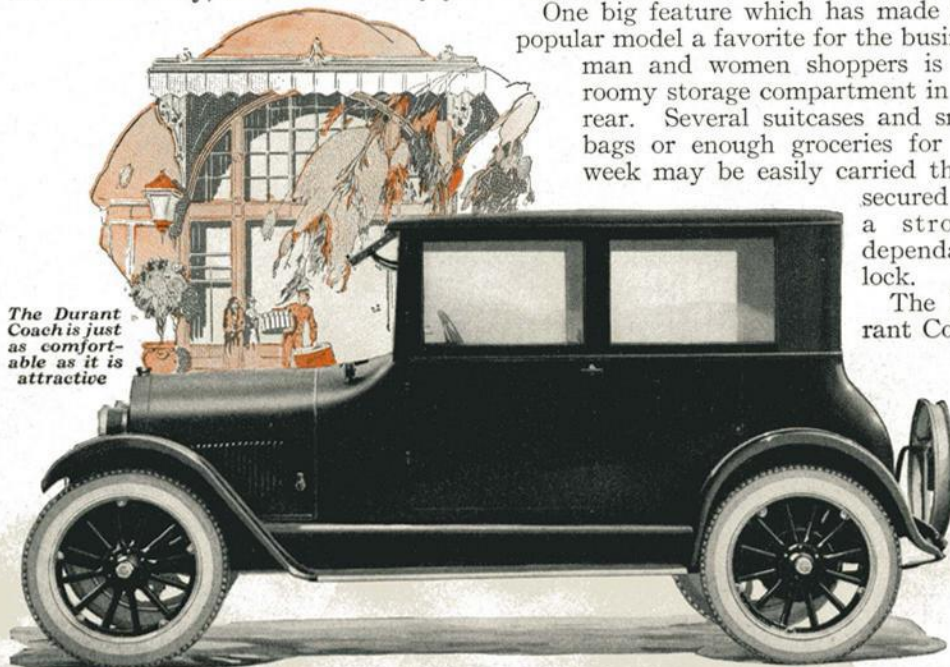
folds under the cowl. Behind these is another seat, extending almost the entire width of the car, with plenty of room to seat two people comfortably, making the Durant Coupe a genuinely practical four-passenger car. Alongside the rear seat, is a large, deep compartment where robes, packages or other traveling accessories may be conveniently carried.

Two rear corner lights neatly finished in platinum, silk shades on two side and rear windows, window regulators, cowl ventilator, windshield cleaner, rear vision mirror and floor heater complete the interior of this delightful car. In the operation of the Coupe, there is that same easy, positive handling which has made the Durant car so popular. Like the Sport Sedan, the Coupe is equipped with large drum-shaped headlights, cowl lights and tail light.

A new addition to the Durant line of closed models—the Durant Coach—is destined to be exceptionally favored by those who prefer this type of car. This new model has two doors, one on each side, both of which are exceptionally wide, permitting easy entrance to the attractive interior, which is richly upholstered in fine mohair plush.

The seating arrangement of this car follows the conventional coach style, with divided seats in the front and a full rear seat running the entire width of the body. In the Durant Coach, this arrangement has been refined to such a degree as to eliminate all of the little inconveniences which heretofore have been the

The Durant Coach is just as comfortable as it is attractive

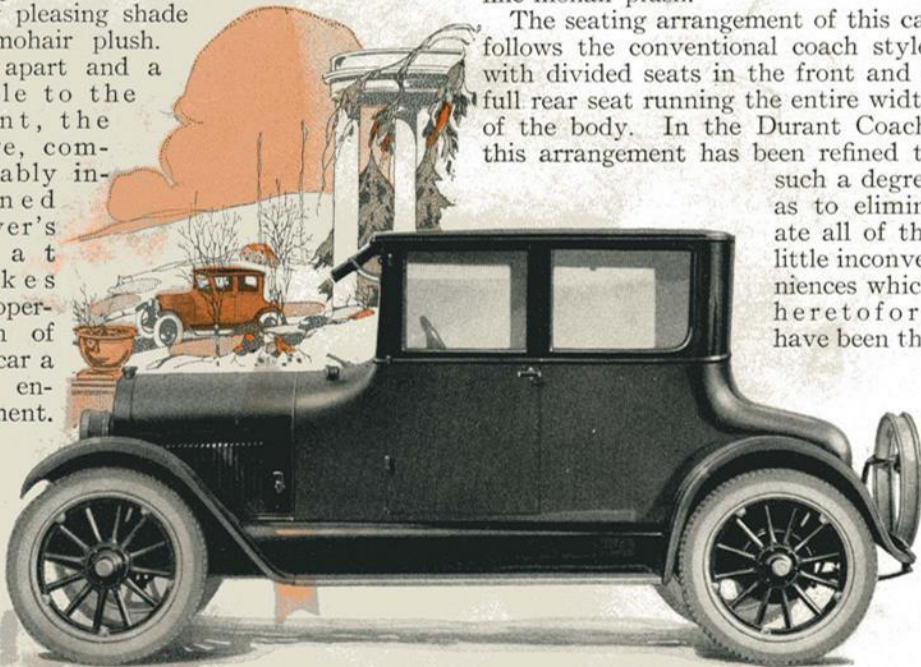


with profit and pleasure every day in the year.

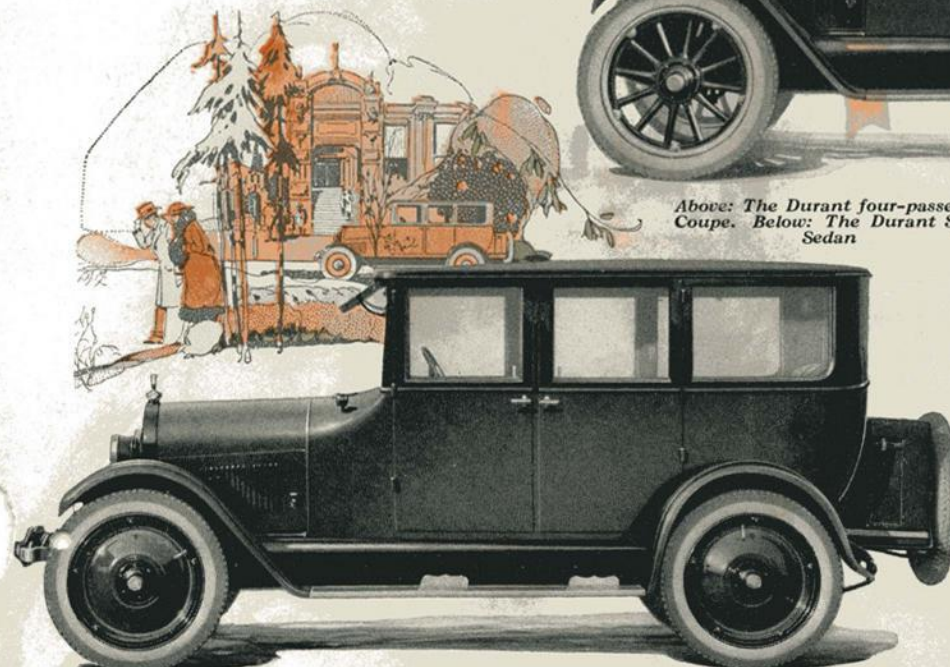
Those who prefer a slightly more conservative car of this character will find their requirements most abundantly gratified in the standard Durant Sedan. This model is of exactly the same design as the sport model with the exception of the extra sport equipment. It can be had with either disc or artillery wheels.

More chummy, yet not achieved at the cost of roominess and comfort, the Durant four-passenger Coupe is a splendid Christmas gift for the small family or for the business man or woman. It is an attractive looking car, with long, sweeping, clean-cut lines which commands in-

is upholstered in a very pleasing shade of mohair plush. Set apart and a little to the front, the large, comfortably inclined driver's seat makes the operation of the car a real enjoyment.



Above: The Durant four-passenger Coupe. Below: The Durant Sport Sedan



stant respect and approval wherever it is seen. Yet it is immediately noticed that

Alongside is a large, deeply upholstered auxiliary seat which, when not in use,

only objection to this style of car. This model is also provided with essentially the same character of equipment that is found in all the other Durant enclosed cars.

There are many other interesting and significant features of Durant closed car construction which lack of space here prevents us from describing. However, your local Durant dealer will be only too pleased to explain them to you without placing you under the slightest obligation. And you are certain to find an inspection of these models most interesting.

It is hard to conceive of a more ideal Christmas gift than a Durant closed car. For when you consider the benefits which it will contribute regularly to every member of your family for years after the ordinary gift is long forgotten, its cost is indeed small.

BEAUTIFYING OUR MODERN ROADS

THOUSANDS of miles of highways, constructed at the cost of fabulous sums of money, have been added to our magnificent system of highways during the past few years. But up until recently, the engineers in charge of the construction of these roads have been more interested in the construction of the most miles of good roads at the lowest cost and have given little thought to their beautification.

Now, however, because of strong public sentiment, this excellent work is being

been the beautiful elm-shaded villages of New England, the maple-shaded towns of New York and the Ohio Valley, and the oak-shaded streets of the southeastern states.

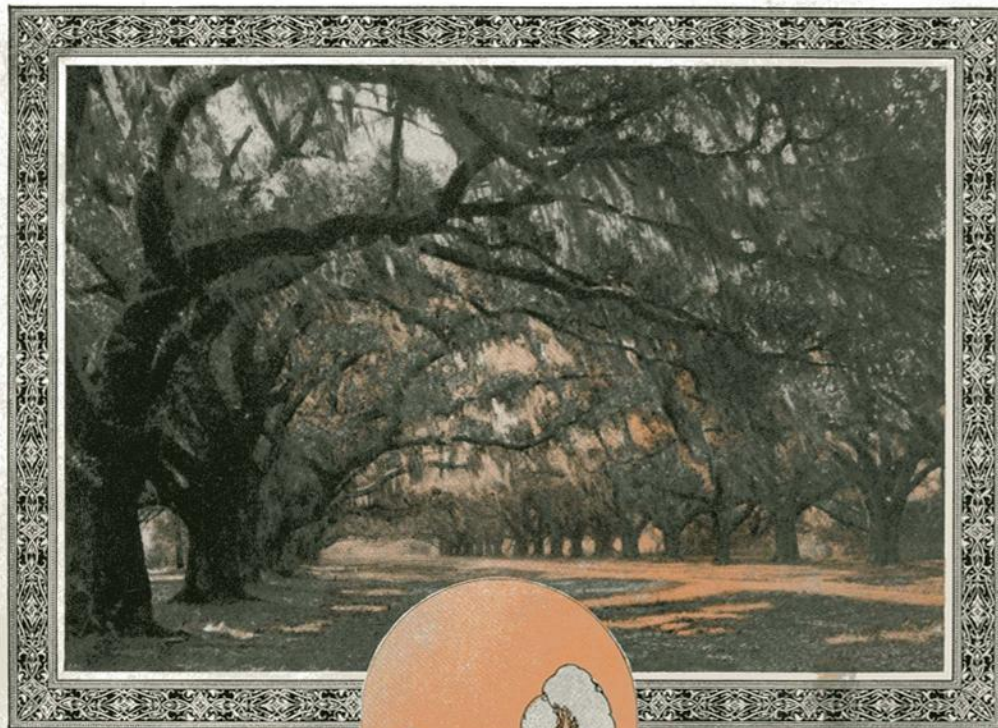
Well shaded streets are pleasing to look upon. They contribute towards the health of the community by transpiring moisture into the atmosphere and by producing a restful effect on eyes and nerves. Furthermore, they help materially in keeping a well built road dry, if not planted too closely. The roots, by

In undertaking the planting of trees along the highways, there are certain conditions peculiar to the work that must be given due consideration before any plan of planting will succeed. In the first place, traffic conditions—both the present and the probable future conditions—must be given proper weight. This means that in planting, sufficient room must be allowed for widening the roadway to carry the traffic safely for the next 50 years. It means that the proper selection of trees must be made so as not to upheave the road or interfere with the cultivated crops of the farmer, as some varieties shade the farmer's ground, while the roots extract moisture and soil fertility from the surface under and adjacent to the trees.

Then, too, of only a little less importance is the character of the foliage masses, whether

These two views illustrate the great extent which road beautification can be carried to with the use of trees. The road at the top is in New Orleans and the other in Washington, D. C.

dark or light, heavy and somber, or open and airy, and also, whether they have vivid autumn colorings. Narrow roads



carried further than the actual building of good roads. They are being made more comfortable to travel over and more attractive in appearance by the planting of beautiful shade trees.

In Minnesota alone, it is proposed to plant thirty thousand shade trees along her paved highways this year. Maryland, New Jersey, Massachusetts, Pennsylvania, New York, Illinois, and a number of other states have plans rivaling those of Minnesota. Other states are gradually realizing the value and importance of shade trees along their highways and they too, are taking measures to provide shade trees along their routes of travel.

The comfort to be derived from shade trees has long been recognized. It was from the aesthetic viewpoint in one way and the comfort in another, that the early settlers of this country saved fine trees about their homes, on the village greens, along the country roads, and in the fields. Later, as villages sprang up and grew, the home owners planted trees adjoining their lands and the result has

constantly taking in water, assist in drainage, and the tops, by breaking the force of driving rains, prevent washouts in the roadway.

Some states and cities are planting trees along their highways as a very fitting memorial for those who have fallen for the cause of world freedom in the Great War. In Maryland, it is proposed to honor not only those who gave their lives, but also each son of the state who answered the country's call for service on the fields of France. Other states, too, have adopted this noteworthy policy, for there is no finer tribute to the memory of those who gave their all.

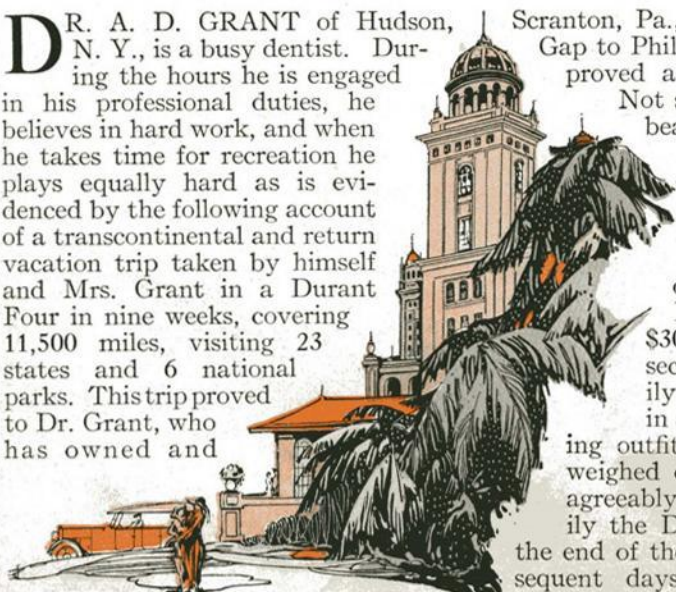
are planted with tall, slender trees or sometimes with small trees. Broad streets are planted with spreading trees, or, if provided with a central parking space, with moderate-sized trees in the center and on the sides, or with trees on the sides suited to the space and formal trees in the center.

The program of shade tree planting being inaugurated in most of the states is a noteworthy one and will have its effect in a more beautiful America in which our rural roads the country over will rival our most attractive city boulevards.



A 11,500 MILE TRIP IN A DURANT

DR. A. D. GRANT of Hudson, N. Y., is a busy dentist. During the hours he is engaged in his professional duties, he believes in hard work, and when he takes time for recreation he plays equally hard as is evidenced by the following account of a transcontinental and return vacation trip taken by himself and Mrs. Grant in a Durant Four in nine weeks, covering 11,500 miles, visiting 23 states and 6 national parks. This trip proved to Dr. Grant, who has owned and



driven several cars in the two and three thousand dollar class, that the Durant Four, in addition to being "Just a Real Good Car," had other commendable qualities. Here in his own words and photographs is a brief account of the trip.

"In the early summer of 1923, feeling the need of relaxation from the duties of my practice, Mrs. Grant and I decided to take a two months' vacation. The lure of the road with a good camping outfit is strong within us, which accounts for the fact that during the past few years we have explored several states and parts of eastern Canada as well as a trip to California and return in 1920, but when we remembered the repair and depreciation cost of the trip on the \$3000 car used, we decided it wasn't worth the cost.

"Finally, in talking the matter over, we were persuaded to purchase a Durant Four for the trip; but I will admit even after taking delivery of the car, we had some doubts as to the wisdom of attempting the journey in a car of this price, feeling that our personal com-



fort and safety were being jeopardized, and it was with considerable apprehension and misgiving that we packed our camping equipment and necessary personal belongings on the car and started westward, May 22, 1923.

"Our first day led us out of the beautiful Hudson River valley through the Catskill Mountains to Binghamton, N. Y., thence over the Lackawanna Trail, through

Scranton, Pa., and via Delaware Water Gap to Philadelphia, Pa. This indeed proved a day of surprises for us.

Not so much on account of the beautiful scenery which was unfolded to us with every mile of the highway, and for which New York and Pennsylvania are justly famous, but on account of the performance of our Durant car. Grades our \$3000 car always negotiated in second gear, the Durant easily made in high, and this in spite of the fact that camping outfit, baggage and passengers weighed over 1000 pounds. I was agreeably surprised to note how easily the Durant car handled and at the end of the first day and subsequent days, the absence of excessive physical fatigue

Durant a good preliminary test for the grades west of the Mississippi. We then continued on to Wheeling, W. Va., Columbus, Ohio, Indianapolis, Ind., to St. Louis, Mo. Thus far the trail had been almost perfect concrete road, but soon after leaving St. Louis we encountered our first experience with Missouri gumbo. If there is anything more discouraging to a tourist than ploughing through Missouri and Kansas mud and gumbo, I've failed to discover it; however, in two days we covered the 400 miles to Kansas City, Kan., and then had 300 miles of good dirt and hard surface roads before we again ran into a heavy rain in western Kansas. Here was a real test for the Durant Four, pulling for hour after hour in hub-deep gumbo mud, seldom in high gear and frequently in low, but always running sweetly, handling easily and engine keeping cool. From Great Bend, Kan., to the Colorado line, the road was hub deep with mud and



Dr. Grant snapped this view below of Mrs. Grant and their Durant as they were en route across the Mohave Desert, California



When a good camp site was available at the end of a day's journey, Dr. Grant passed up the hotels for a more enjoyable life in the open

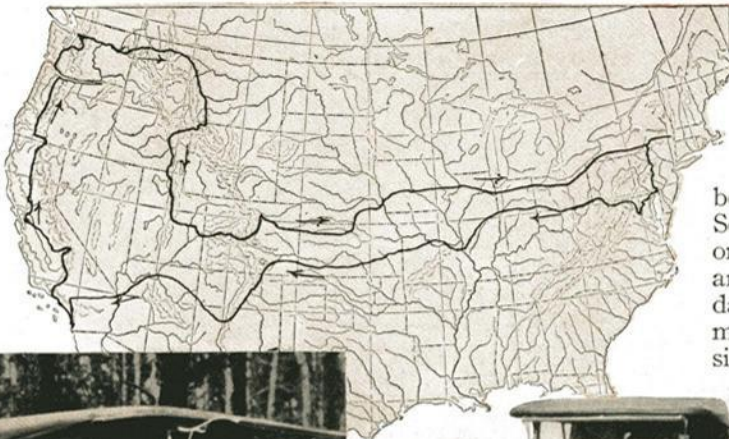
attested to the perfect balance of the Durant car and excellent work the well designed springs were accomplishing.

"From Philadelphia our route led us through Baltimore, Md., to Washington, D. C., and thence west over the National Old Trails, over the steep but perfectly paved roads of Maryland, through the Allegheny Mountains, which gave the

water and any car that could get through as satisfactorily as the Durant, deserved great credit. After entering Colorado the roads were better and we made good time to Trinidad, Colo., and on into New Mexico, crossing the Raton Pass and Continental Divide at an elevation of 8700 feet. Here the steep grades and high altitudes did not affect the operation of

the Durant and any apprehension we had in the beginning regarding the performance of this sturdy car had long since been dispelled.

"Our route now continued on to Albuquerque, N. Mex., to the Petrified Forest and the Grand Canyon, Ariz. After resting a couple of days at the canyon, we went to Needles, Calif., across the Mohave Desert and

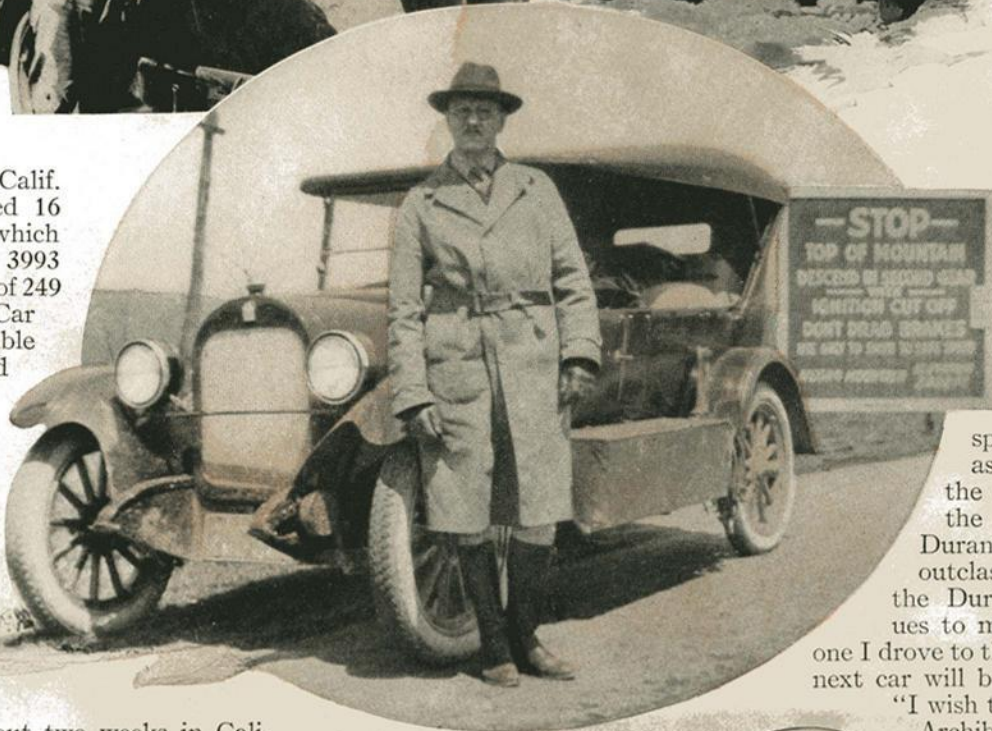


strenuous as far as making time was concerned. We made 1793 miles in these six days, covering on the last day on the road 393 miles from Erie, Pa., to Delhi, N. Y. Our diary showed on the return trip that we had been on the road 17 days from Seattle to Delhi, and the speedometer registered 4547 miles, or an average of about 268 miles per day and the gasoline averaged 16 miles per gallon, which we considered very good as we had crossed the Continental Divide three times since leav-



to Los Angeles, Calif. Our diary showed 16 running days in which we had covered 3993 miles (an average of 249 miles per day). Car had given no trouble and had averaged $17\frac{1}{4}$ miles per gallon.

The Grants encountered their share of roads, good and bad, as these photographs testify but their Durant responded to every demand just as a real good car should



"We spent about two weeks in California, visiting San Diego, some of the old mission towns, the Yosemite National Park, Mariposa Grove Big Trees, San Francisco and then journeyed north through the Sacramento Valley to Oregon over the Pacific Highway. At Portland, Ore., we made a side trip over the Columbia River Highway and return and then to Tacoma, Wash., Mt. Rainier National Park and Seattle, where we were shown many courtesies by Mr. Rawlins of the W. S. Dulmage Motor Co., agents for the Durant.

"We followed the Yellowstone Trail through the Snoqualmie Pass and east to Spokane, Wash., thence through the Coeur d'Alene District of Idaho to the Bitterroot Mountains into western Montana and to Anaconda, Butte and Livingston, Mont., where we turned south to the Yellowstone National Park. Leaving the park, we went south through Idaho

to Salt Lake City, across the desert via Provo, Utah, to Grand Junction, Colo., and crossed the Continental Divide at Tennessee Pass to Leadville and Colorado Springs, Colo.

"After leaving Denver we again encountered heavy rains and in consequence, some deep mud and water on western Kansas roads. In some places they seemed almost impassable, but after reaching central Kansas we ran out of the rain belt and made good time to Omaha, Neb., Chicago, Ill., Cleveland, Ohio, through Jamestown, N. Y., to Delhi, N. Y. The last 6 days on the road were the most

ing Seattle and at an elevation of over 10,000 feet had negotiated 450 miles of mud and gumbo on the return trip and had driven at a high rate of speed wherever possible as our daily average showed.

"We were delighted with the manner in which the Durant had made the trip and in the good condition in which it returned. I did not break any springs on the Durant car, as against nine broken on the higher priced car during the 1920 trip; in fact, the Durant from every standpoint outclassed the \$3000 car, and if the Durant organization continues to make as good cars as the one I drove to the Coast this summer, my next car will be chosen from their line.

"I wish to add in closing that Mr. Archibald purchased my car the day I returned from the trip and is now using it as a demonstrator in connection with his sales department at Delhi, N. Y. Would also say that when necessary to visit Durant service stations, which wasn't often, we found them generally in charge of competent and obliging managers and mechanics, which added greatly to the pleasure of the trip."

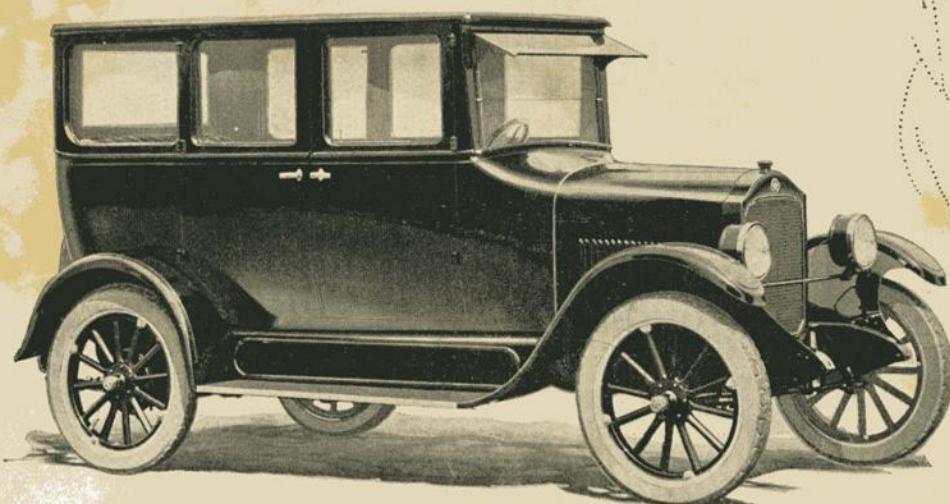
This story of Dr. Grant's is typically expressive of Durant performance as has been described to us by thousands of Durant owners in the past and is sure to be told again and again by thousands of Durant owners in the future.



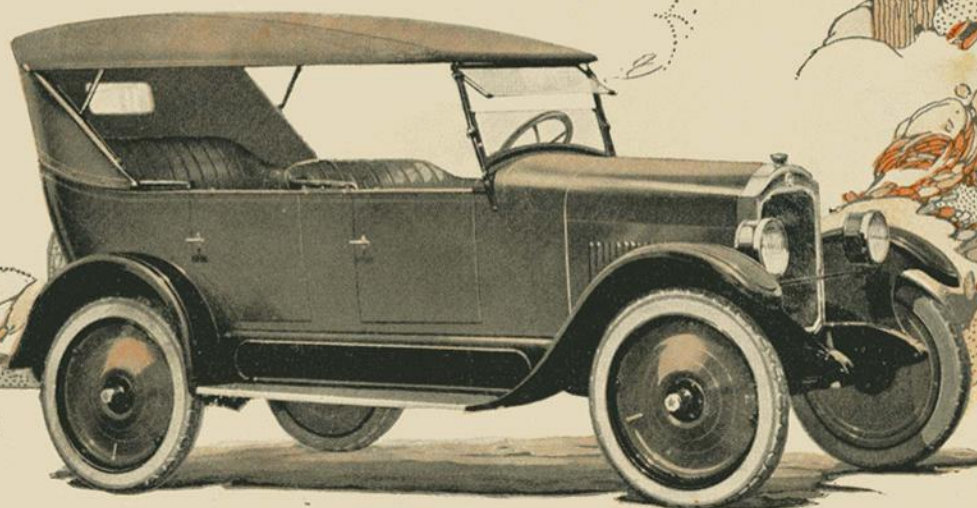
New STAI



THE new Star Touring Car combines the most advanced features of motor car design, finish and equipment ever offered for such a modest amount of money.



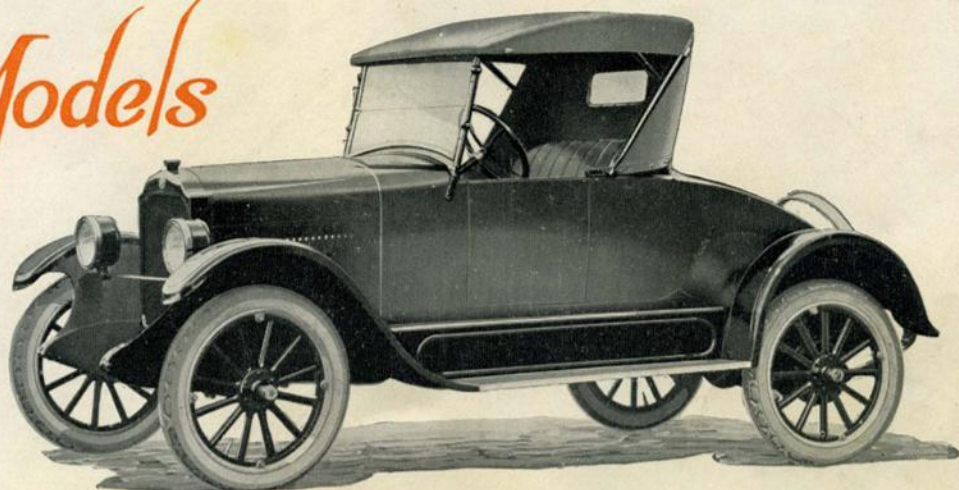
GREAT refinement of line, finish and interior comforts, together with its exceptional riding and driving qualities, distinguish the new Star Sedan as the outstanding closed car in its class.



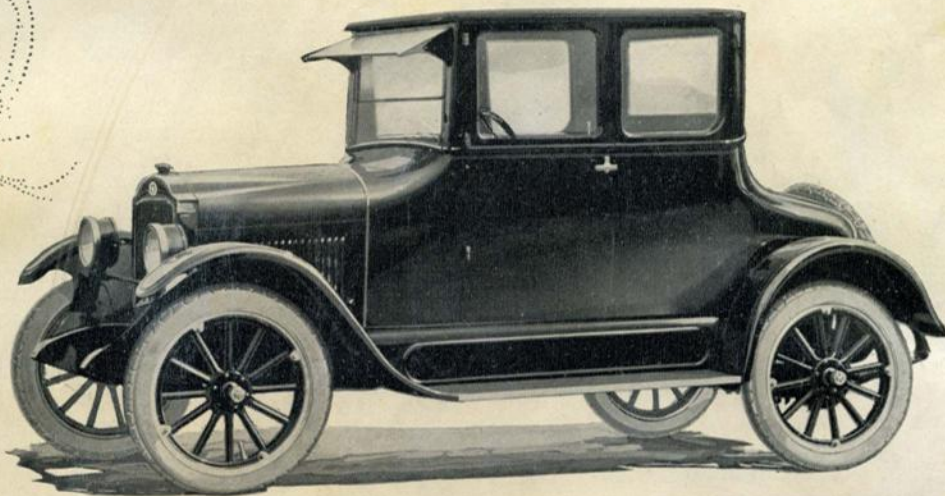
THE Star Special Touring Car is without doubt one of the most distinguished models of its type ever designed.

NEVER before the opportunity of fully satisfying the automobile enthusiast has been so complete. The new Star Car line is a complete line of automobiles, offering one complete traveling convenience. With the new Star Car line, the automobile industry has improved the ideals of construction, appearance and value in every car that enters a product.

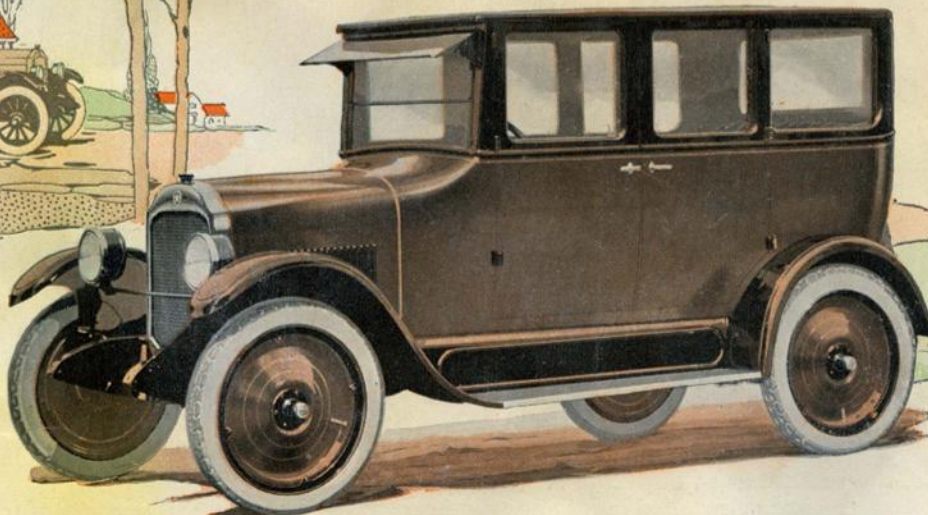
CAR Models



THE smart tapering lines of the new Star Roadster give all the style one could desire in this fully equipped, up-to-date, convenient type of car for business and pleasure.

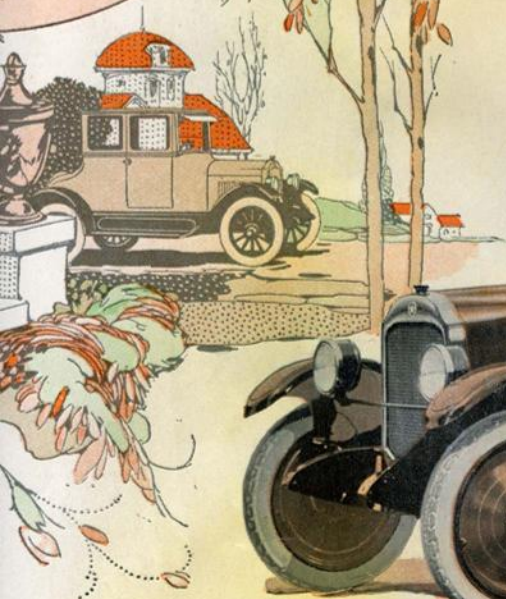


THE new Star Coupe with all its superior features of design, equipment and finish is a most practical and economical car for either business or personal service.



THE Star Special Sedan is furnished with body panels in maroon or blue. It is equipped with a nicked radiator and disc wheels.

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body styles, each
every essential for
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AMERICA'S FAMOUS MOTOR ROAD

THE more pride an American citizen takes in the splendid thoroughfares, the historic shrines and the rare scenic beauties of his native land, the more pronounced is his patriotism and the more interested he grows in

By J. E. PENNYBACKER
Former Chief Economist, U. S.
Bureau of Public Roads

the rugged Cascades, across the mouth of the beautiful Willamette Valley and into the territory which skirts the placid Pacific, the highway follows the Columbia River and finally comes to a climactic end high above the breakers along the shore of the river.

For years John Muir, John Burroughs, Joaquin Miller and other poets have sung the beauties of the "Oregon River," named originally from the Indian word for the stream, Wah-re-gun, meaning "beautiful waters."

Aside from its grandeur, this river, now renamed the Columbia, is famous, because, save for one exception—the Congo in Africa—it is the only river in the world that cuts a mountain range at right angles and virtually at sea level. A huge inland empire 350,000 square miles in extent, is drained by this mighty stream, of which Portland forms the port of entry. More than a century ago Lewis and Clarke marveled at the unsurpassed beauties of the great river and vividly pictured them in the report of their expedition.

The first wagon road built along the Columbia was on the Oregon side of the river in 1856. The next forward step was taken in 1872, when the Oregon legislature appropriated \$50,000 for a road from the mouth of the Sandy River to the City of The Dalles. Four years later an equal amount was appropriated for extensions. In 1910 E.

leading good roads advocates of the West, with two friends made a trip on foot over the section of the road lying between Warrendale and Eagle Creek. In 1913 Hill launched the movement for the construction of the present great scenic highway. Governor Oswald West approved the use of convict labor on the project and, there being no appropriation for the purpose, men like Simon Benson, a wealthy lumberman of Portland, donated as much as \$10,000 for the maintenance of convict construction camps. A feature of the work in Multnomah County was that John B. Yeon, one of that county's leading citizens known as "the millionaire roadmaster," gave two years of his time to supervision of the work.

The Columbia River Highway cost approximately \$8,000,000, of which \$885,000 was spent in grading one forty-mile stretch through the gorge. The type of construction selected—that of a two-inch asphaltic concrete wearing surface on a macadam base, is peculiarly adapted to mountain roads. Its cost was about \$22,000 a mile. The surface is composed of fine stone and gravel bound together with asphalt and affords smooth, luxurious riding for the entire length of the highway. The road winds about among towering, rugged mountains, past silvery water falls, through deep gorges, past thundering cataracts, over graceful bridges, through windowed tunnels down into great valleys carpeted

the development and beautification of a whole. When the manners of America related a high place served for the Columbia River Highway, that magnificent scenic automobile thoroughfare that follows the continental Columbia "through the Cascade Mountains to the sea."

When the great Columbia River project was first proposed it was pronounced preposterous and impossible, yet the road is now a reality and it will stand for centuries to come as a model of highway construction. Famous engineers such as General Goethals, builder of the Panama Canal, have termed it the most wonderful paved road in the world. Noted artists have gone into rhapsodies over its beauties; world travelers like the French General Joffre, have voted it supreme—this road which, it was said, could not be built.

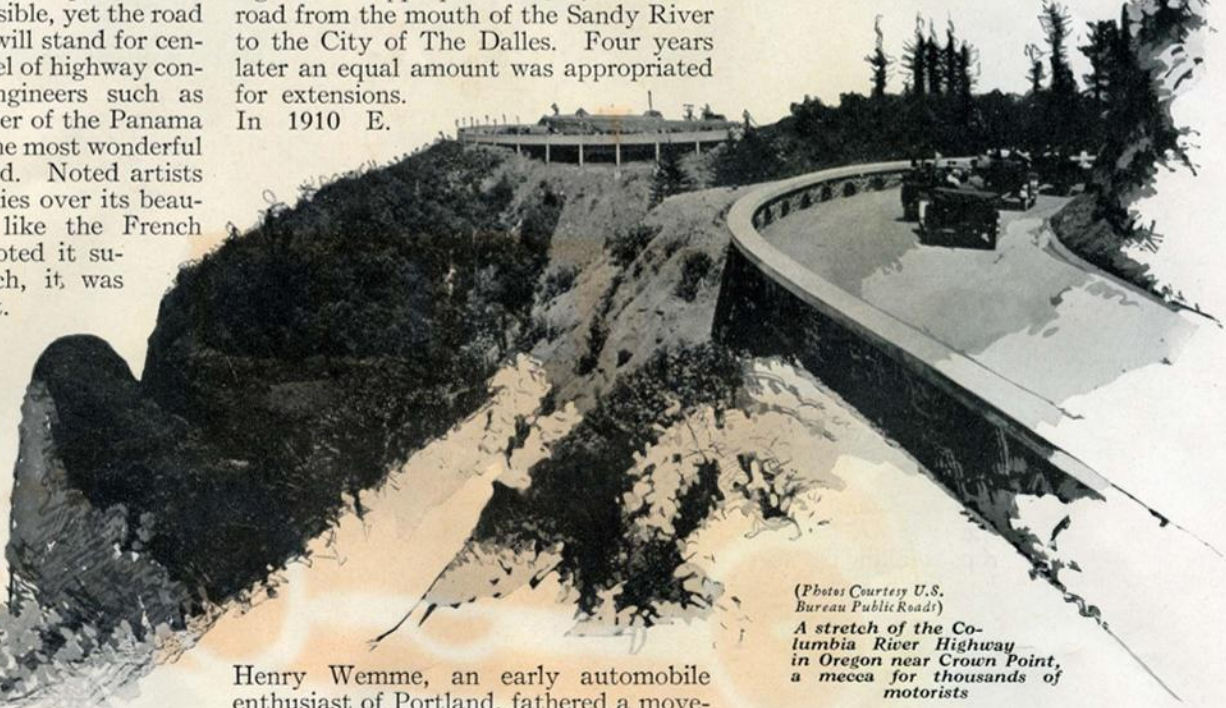
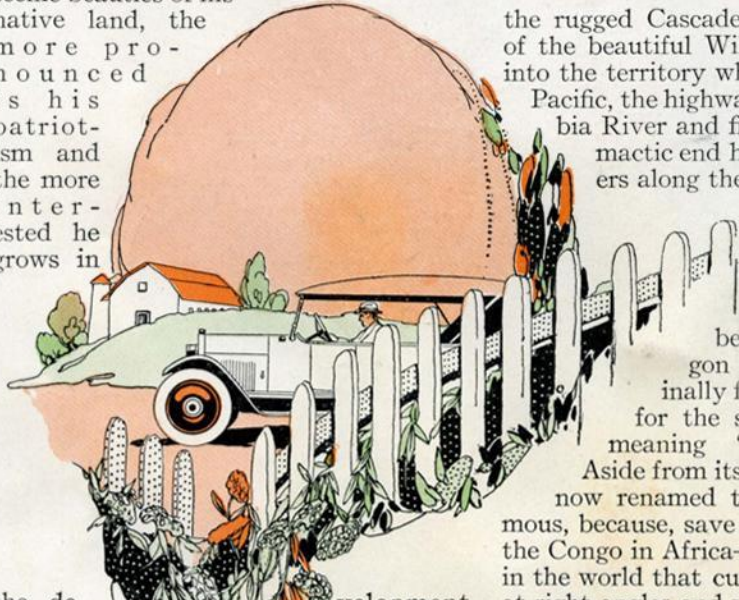
For 365 miles, a distance approximating that from New York to Richmond, Va., first across the mesa lands of eastern Oregon, over rolling, sun-baked hills originally covered only with sand and sage brush, but now waving with luxuriant golden wheat, then through the tremendous gorge of the Columbia,

whose tumbling waters are so prolific in the delectable salmon; cleft, as it is, in

Henry Wemme, an early automobile enthusiast of Portland, fathered a movement that resulted in the construction of a road from Bridal Veil Falls east to Hood River County.

In the spring of 1912 Samuel Hill, a wealthy citizen of Seattle and one of the

with orchards and fields of grain, up again among the peaks and around curves that unfold widespread panoramas of exquisite grandeur. Hundreds of feet below Crown Point, as far as the eye can



(Photos Courtesy U.S. Bureau Public Roads)
A stretch of the Columbia River Highway in Oregon near Crown Point, a mecca for thousands of motorists

see the great Columbia wends its way like a rippling ribbon of silver. Enthroned on the rock at Crown Point, 725 feet above the river, is Vista House, dedicated to the memory of the pioneers of Oregon. From Vista House the road descends in a sensational drop through The Loops to the level of the stream. At the bottom of the grade is Latourell Falls and next comes Shepperd's Dell, a dainty little mountain glen presented to Multnomah County by George Shepperd. Past this beautiful spot the tourist comes upon a chain of waterfalls, Bridal Veil, Mist, Multnomah, Horsetail, Wahkeens and numerous others. Crystal Wahkeena Creek gushes with full force from the side of the mountain 1500 feet above the roadway and comes tumbling down to the Columbia River in a series of splashing cataracts. Multno-

camp often visited by as many as 2000 tourists in a single day. At this point a system of interlacing mountain trails

dows, the famous Axenstrasse at Lake Lucerne, in Switzerland.

At Hood River the highway traverses one end of the Hood River Valley, famous for its great peach and apple orchards, which in the spring-time are most beautiful, the soft white and pink of a vast sea of blossoms blending with the deep green of the forests banked on the mountainsides and clustered in the valley. Eastward from The Dalles the road passes through country that is most inspiring because of the romance that surrounded the pioneer travel by cowboy, scout and prospector over the old Oregon Trail. The purple shadows of the mountains here spread themselves over the roadway and lend enchantment to the beauty of the landscape.

The terminus of the highway is at Pendleton, last outpost of the western frontier and famous for the great Pendleton roundup where the Indian, the cowboy, the bucking broncho and the long-horn steer each year thrill the easterner and

mark the passing of the fast receding "shoutin', shootin' days" of the great West.

Motor cars from practically every state in the union and from all sections of Canada pass over the Columbia River Highway every season bringing with them thousands of enthusiastic tourists who never cease to marvel at this wonder-work of modern engineering, framed with the most gorgeous setting that can be found anywhere in the world. And the exclamations of wonder and admiration with which every newcomer greets this road, is always accompanied with an increasing conviction that if this magnificent highway had cost twice the amount it did, it would be well worth every penny both from a scenic as well as an economic standpoint. To travel this highway is to become an enthusiast for better roads.



A view of the tunnel through which the Columbia River Highway passes at Mitchell Point



It is just such sweeping panoramas as this that are continually enriching the view of the motorist as he travels along the Columbia River Highway

mah Falls, which have two straight drops totalling 607 feet a distance greater than the height of the Washington Monument, is one of the highest waterfalls in the world.

Oneonta Tunnel, hewed through solid rock; Oneonta gorge, a moss covered ravine that is delightfully cool; Eagle Nest, Rock of Ages, and St. Peter's Dome are spots that the tourist will never forget. At Eagle Creek the United States Forest Service has established a tourist

penetrates to the very center of the Cascade range and radiates to hundreds of sparkling mountain lakes.

Between Cascade Locks and Hood River lies Mitchell's Point, where there is a tunnel 385 feet long, lighted by five windows or openings in the outer wall of rock, each about thirty feet square. Through these windows are obtained wonderful panoramic views of the river below. The Mitchell Point tunnel is the only one in the world having five windows—exceeding, as it does, by two win-

VERDICT of DURANT OWNER-JURY

On trial for two years before a jury of more than 80,000 men and women, the Durant car has more than substantiated W. C. Durant's confidence in it and every claim which has ever been made for it. The verdict of this owner-jury after two years of trial usage in which every unit of the car has been severely tested and proven, in which its motor has given surprising performances of power, speed, and economy, is emphatically given in their findings, a few of which follow.

Like a great many other veteran motorists, Mr. L. D. Bohnett of San Jose, Calif., purchased his Durant Sedan practically without seeing it, so great was his confidence in any product designed and built by W. C. Durant. Here is what Mr. Bohnett has to say of his car after having thoroughly tested it out under all conditions.

"When the car was delivered," declares Mr. Bohnett, "the lines were even better than I had dared hope for. Mrs. Bohnett and I were more than pleased with its attractive appearance and are like-wise, with the ease with which it operates. The motor runs so smoothly and quietly we have to look at the ammeter often to see whether it is running. The flexibility of the car is such that it is a real pleasure to drive it.

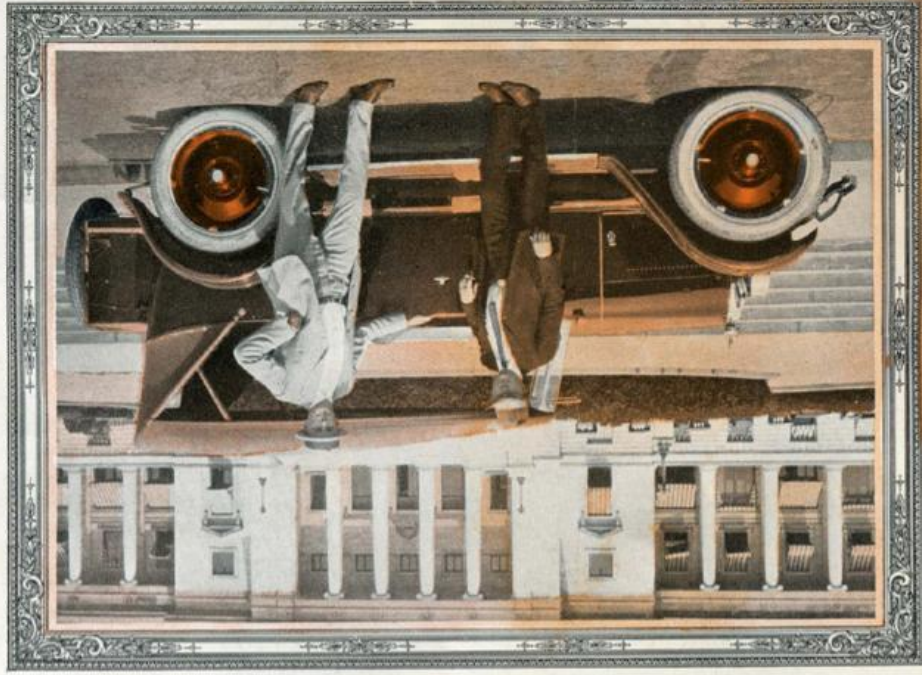
"Our opinion in regard to the attractive appearance of the car is shared by others, as evidenced by the fact that occupants of cars passing us on the road invariably turn to look over our car. We do not believe it has ever stood at the curb in town without people stopping and examining it. Oftentimes they make inquiries about it and invariably feature that interest or transmission.

about it and invariably most of them are surprised at the price as they judge from its appearance that it is a much higher priced car."

Mr. E. G. Smith of Houston, Texas, writes a very interesting letter on why he selected the Durant in preference to any other car in its price class. And incidentally, it is these same reasons advanced by a veteran motorist like Mr. Smith which have prompted thousands to purchase a Durant.

"I was very much attracted to the Durant by the unit system of construction, which makes it possible for any user to make his own repairs without very much aid from a mechanic. It is very easy for the owner of a Durant car to readily locate any trouble which he may experience with the engine, starter, flywheel, clutch or transmission.

"Another important feature that interest me as being a better constructed car for general use. I found many other features which impressed me as being a better constructed car for general use. I found many other features which impressed me as being a better constructed car for general use. I found many other features which impressed me as being a better constructed car for general use.



G. H. Dabney of the "Drive-It-Yourself Company," Little Rock, Arkansas, finds the Durant ideally suited to the exacting needs of his business because of its all-round dependability and low operating costs. The view below shows a Durant in front of the famous El Capitan Mountain in California.



operation. It rides exceptionally well on rough roads as a touring car.

For the Motorist's
Christmas Stocking



FEATURES of the NEW STAR CHASSIS

THE widespread enthusiasm which greeted the introduction of the new Star Car still continues to rise in unprecedented fashion, surpassing even the wonderful reception accorded the original Star Car.

An analysis of the underlying reasons for this enthusiastic reception of W. C. Durant's latest product, reveals an astonishing series of unusual features for a car of its price.

Aside from the fact that the new Star Car is individual in every sense of the word, and in a class of its own—a pleasing departure from the "cut and dried" design which until the introduction of the original Star stamped the small car—there are numerous other attractive features which are drawing nationwide attention to this remarkable automobile.

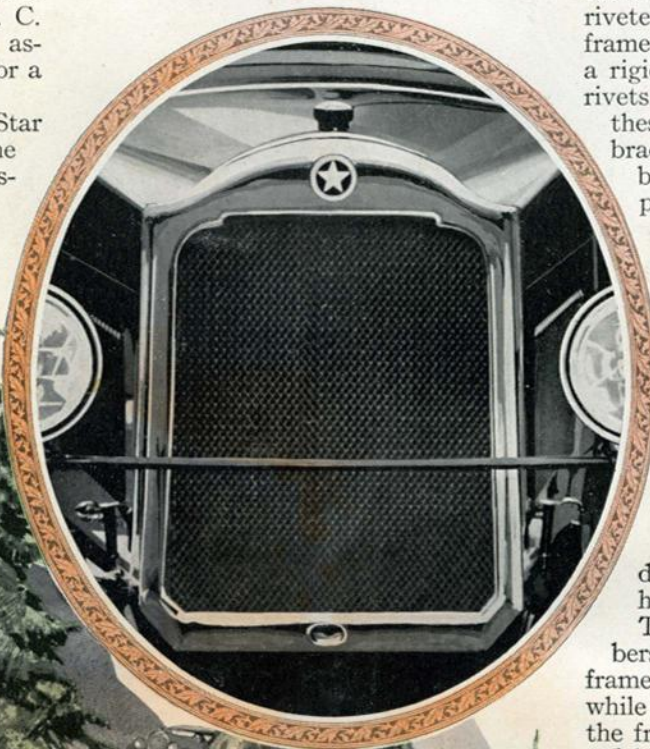
Like the more expensive motor cars, the Star Car includes a complete line of six models—a five-passenger standard sedan and touring, a two-passenger coupe and roadster and a special sedan and touring, both of which are beautifully finished in popular and attractive colors with striping and nickle radiators.

Beneath these attractive clean cut, sturdy bodies, is a chassis remarkable for its rigidity and flexibility, which provides the foundation of what engineers admit to be one of the most accessible cars on the market, regardless of size or cost.

Perhaps a better appreciation of the Star Car's chassis features can be more clearly illustrated by a comparison with two other popular and long established cars, both of them retailing at a price higher than the same model Star Car. One we will call "A" and the other "B."

In comparing the accessibility of the chassis, the Star Car leads by a large margin. Accessibility makes the care of a car a pleasure rather than a distasteful duty which is oftentimes neglected at the cost of the car's performance. Accessibility is one of the Star Car's big features. Nowhere is it more necessary than in the

motor, clutch and transmission, which in the Star Car are separate units, removable independently from the car if desired. In both "A" and "B," however, these form a single unit, which obviously is the less expensive method of construction.



Because of the strain placed on moving parts from the rigidity of the drive shaft and the constant weaving caused by uneven road surfaces, universal joints are an absolute necessity if the maximum comfort, enjoyment and life of the car is to be enjoyed. Therefore, that Star Car owners might enjoy these important qualities, three universal joints are used, while both "A" and "B" employ only one, and this placed directly back of the transmission.

Sturdy bearings, besides offsetting wear and friction, make riding more enjoyable and prolong the life of the car. They are particularly important where the drive shaft enters the rear axle housing and, therefore, Star Car engineers employed two, while both the other cars use but one.

In bracing the frame, one of the most important units necessary for the long life of a car, "A" uses only four cross members, two of which are used for motor supports and the other two at the extreme ends of the frame. "B" as well has

only four cross members; two support the motor, one is placed at the front end of the frame while the fourth is placed three-quarters of the way back, leaving none at the extreme rear end.

The Star Car in strong contrast, has a total of six cross members which are hot riveted to the side rails. In fact, the frame throughout is hot riveted to insure a rigid job and lessen the possibility of rivets becoming loose. Supplementing these cross members are two angle braces and the Durant Tubular Backbone, a strengthening factor of proven merit which is parallel to the side rails and hot riveted to the third and fourth cross members. Found on no other cars than those built by Durant, the Tubular Backbone prevents the usual distortion of the frame from road wear and other causes, thereby keeping the working units in alignment and protecting them from wear. Furthermore, it guards the body in the same way, from loosening joints, creaks and rattles and preserves it in good condition through a longer period of hard service or ordinary use.

Two of the Star Car's six cross members support the motor, two brace the frame at the center and three quarters, while the remaining two, besides bracing the frame at the rear, support the large 11½-gallon gasoline tank, which in this position is clean, accessible and safe.

Comfort in riding, a most important essential, is reflected in the type of springs which in the Star Car are semi-elliptic and under-slung. Like the springs of larger and more costly cars, they are in line with the frame, in which position their performance is at their best. On "B" quarter elliptic springs are used.

The spark and throttle controls of the Star Car are further evidence of the attention Star Car engineers have paid not only to features, but to the little details. Both of these are neatly enclosed, adding greatly to the distinctive appearance of the car, besides being placed in a most accessible and convenient place, directly below the wheel on the steering post.

Comfort in riding over uneven roads and on long trips is largely responsible to a long wheelbase for it absorbs and distributes the shocks more evenly and naturally. Therefore this feature is strongly emphasized in all cars. Designed with an eye to economy of operation, yet with the maximum comfort in touring, the Star Car has a wheelbase longer by two inches than that of "A's"—102 inches—and a spring base of 141 inches, which surpasses that of "A's" by 11 inches.

Following out its completeness in every detail, the instrument board of the Star

Car is not found wanting in any instrument. Ammeter, speedometer and oil gauge with nickel plated bevels are neatly and conveniently positioned. A nickel



Interior view of the new Star Sedan showing the high character of coachwork which has been incorporated in this model

plated dash light together with an ignition switch and improved choke rod complete the board equipment. Contrasted with the completeness of the Star Car, "A" lacks one of the most important instruments—an oil gauge.

These features—designed to assure long and dependable service, economical and efficient operation, safety and comfort—have been carefully worked out as a means of creating a more satisfactory, better balanced car which will stand up under the hardest service with minimum care and depreciation and which will give the greatest enjoyment at the least possible cost of time, care and money.

Aside from these features of chassis superiority, which are emphasized all the more through direct comparison, the new Star Car is powered with a specially designed motor whose all 'round ability and performance won a record volume of sales for the original Star Car which no other automobile has ever equalled in so short a period of time.

Under the most diversified conditions imaginable, it has proven its worth as to power, speed, durability and economy, in such a substantial degree as to merit its incorporation in the new Star Car—regarded as the most advanced completely equipped small car on the market.

The Star motor is a four-cylinder L-head type with detachable head. It has a $3\frac{1}{8}$ " bore and a $4\frac{1}{4}$ " stroke, which assures consistent dependable service with the maximum power at the minimum cost of operation.

Another exclusive feature for a car of this class, is the single plate disc clutch, noted for its easy and positive action. Enclosed in the flywheel, it is easily removable without disturbing any part of the engine or transmission.

The transmission is of the standard selective sliding gear type, with three speeds forward and one reverse, with hand gear shift lever. The easily adjusted 10-inch contracting service brakes are operated by an independent foot pedal while the expanding emergency brake is operated by a hand lever. The braking surface, more than one square inch to every fourteen pounds of car weight, is so ample

and the leverage so very excellent, that the driver may reduce the speed of the car or bring it to a complete stop in a very few feet with but the slightest application of pressure.

Accessibility of all parts of the motor is emphasized more in the new Star Car than any other car in its class. This has been made possible because of the extraor-

fore, can be removed quickly and easily without disturbing any other part of the motor, a feature which has long been sought by automobile engineers but which was left to the ingenuity of Durant engineers to discover.

The motor is lubricated by a dependable and efficient system of oiling—the force feed type, which is conceded to be the best for a car of this type. A reliable oil gear pump is driven directly from the rear of the camshaft and feeds through the camshaft to all camshaft bearings and to holes drilled in the case to the main crankshaft bearings, to the cam-



The new Star Car open models are equipped with well tailored, snug fitting side curtains which open with the doors

shaft arms, to connecting rods and bearings.

The Star Car motor is kept cool at all times regardless of engine speed, or long hard pulling, because of the efficient and simple method of cooling used. The system consists of a large cellular type radiator and a water pump of the centrifugal type, which is attached to the right side of the motor directly behind the generator and driven by the generator.

As the circulating pump is connected to the lower radiator outlet, the water is drawn through the radiator and cooled before being delivered to the water jacket surrounding the cylinder walls.

The more you compare, analyze, and study the features which have been incorporated in the new Star Car, the more reasons you will discover why it is destined to achieve a popularity even greater than the original Star Car. For, besides the features which distinguish the chassis, there are others in body construction which parallel them in importance and engineering resourcefulness.

The new Star Car complete with every essential for comfort and convenience, provides a most completely equipped automobile for a modest sum of money.



The attractive body lines of the new Star Car are graphically illustrated in this view of the standard touring model

inary rigidity of construction, another superiority of the Star Car. Parts, there-

A MERRIER CHRISTMAS A HAPPIER NEW YEAR



WHY not give them a Durant this Christmas? There is nothing that your family would enjoy more or put to more practical uses every day in the month for years to come. The Durant is built particularly for family service. It is simple to drive, easy to care for and economical to operate. Furthermore, the Durant line gives you a wide variety of both open and closed models from which to select just the type of car that best suits your family needs at a most pleasing price. Make this Christmas one which will linger long in your memory as the happiest of all. Let it usher in a New Year rich with the wealth that only such family happiness can bring. You can do it with a Durant—the gift supreme!

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