

DURANT'S *Standard*

The Better Way in Automotive Transportation



November 1922



THE Durant Four is as old as the automobile industry is in experience, design, and in construction. It is as new as the latest accepted engineering practice. The Durant organization has been identified with building more than two million automobiles.

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IN THE EARLY DAYS OF MOTOR CARS

A REVIEW OF THE INTRODUCTION OF THE FIRST HORSELESS CARRIAGES

BY J. H. NEWMARK

IN the days of the finely polished automobile, pleasing to the eye and dependable in performance, it is interesting, entertaining and sometimes even amusing to think of the time in automobile history when the horseless carriage was looked upon as a toy, an experiment receiving the attention of the usually "crack-brained" pioneer, and meeting with scanty ceremony from the many who were saying "it never would work" and that "it was extremely silly to hope that the time would come when vehicles would be moving along without horses or other animal motive power."

In the introductory days, along in the early nineties, often called the days of the "one-lunger," the automobile attracted the notice of the owners of the Barnum & Bailey circus, and a motor car, such as it was in those days, became one of the features during the circus season of 1896. It was a side show of its own and a ten-cent admission charge was made to see the snorting little car perform on a little improvised track.

It is difficult to imagine that as late as 1896—and it really does not seem so far in the past, for William Jennings Bryan started running for the Presidency in that year—there should have been exhibited a vehicle solely for the purpose of proving to a circus audience that it could run under mechanical power generated within itself.

The early automobile manufacturer had but one idea in mind relative to the operation of a motor car. It was vague, but chiefly it was hoped to develop power in an internal combustion motor, and in some manner deliver it to the wheels in such a way as to enable the entire mechanism to run without the aid of any other power. It was, therefore, of great interest to the automobile world to have it announced, as it was proclaimed at that time by one enterprising pioneer, that he had developed a car that would "go ahead, back up, and change speed by the use of one lever."

Boston, always prim and proper, took

a distinct dislike to the introduction of the automobile and during the same period the city went on record with an ordinance which did not allow automobiles out on the streets during the day time nor well on toward night. It was not until nine o'clock that the police department would permit the "contraptions" to come out for air. One cannot say that Boston failed to protect its citizens from the dangers of the new-fangled contrivances.

Parks and public playgrounds in general were held sacred throughout the country. On the last day of October, 1899, a venturesome soul was arrested for having the temerity to drive an automobile through Central Park, New York. His name was Winslow E. Buzby. The penalty for his uncalled-for act is not given, but it is quite certain that he has no trouble rambling through the beautiful grounds in his motor car today.

Lighting devices for night driving

provided as part of the equipment."

Our modern speed records bear no sort of comparison to those made in the infancy days of the business. One of

the first races was won by an automobile—so called—making the tremendous speed at the rate of five and one-half miles per hour. And the papers talked about it, too, for in those days it proved the sustaining power and stamina of the mechanism, and it was considered a good sign. The public felt that progress was being made, for the motor car had traveled faster than an ordinary, every-day horse.

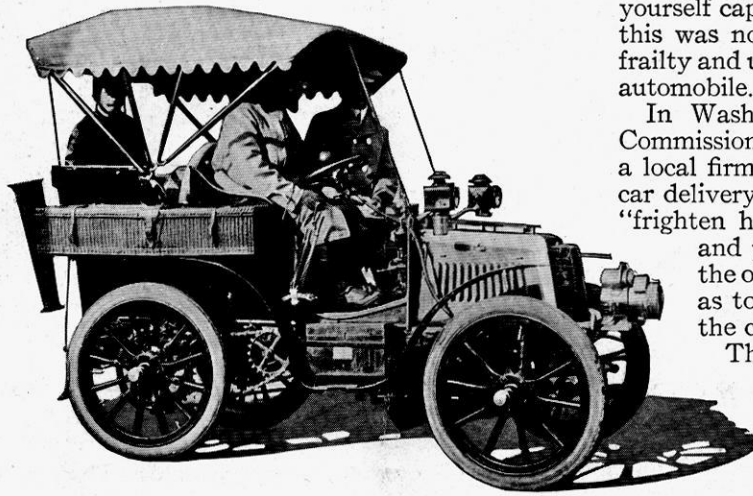
Buffalo, in 1900, was considered a veritable automobile center. At that time its citizens boasted of owning seventy automobiles. Today we imagine there are city blocks in Buffalo whose inhabitants own that number of cars.

Baltimore was more charitable than other cities in the matter of allowing automobiles to use the roads leading through its parks. In 1900 the Commissioners of Baltimore parks decided to admit motor cars to its public drives and playgrounds, provided the drivers first secured certificates of competence from the general superintendent. It was necessary to prove yourself capable, and you will admit that this was not a bad idea in view of the frailty and uncertain behavior of the early automobile.

In Washington, D. C., the Federal Commissioner refused the application of a local firm that wished to run a motor car delivery on the ground that it would "frighten horses and thus endanger life and property." It is evident that the officials were not at all sanguine as to the merits and the future of the commercial car.

The promoters of early hill climbs and races had more energy and vision than belief that their "iron steeds" could do the things they hoped for. Charles E. Duryea, a pioneer manufacturer, in describing the difficulties of an early race, says: "All the 'wagons' (as they were called) had to have man power at times to keep them going. The sight of four motor vehicles propelled by man power saddened the enthusiasts but

(Continued on page Twelve)



passed through an interesting development, and present-day efficient methods with electric light, for both interior and exterior use do not remind one of the crude beginnings. One early catalog gave the information that "the auto could run at night, kerosene lamps having been



The efficiency, beauty and comfort of Durant closed cars are emphasized throughout their construction.



Both the Durant Four and Six cylinder Coupe provide plenty of storage space conveniently accessible.



At the right is the Durant Six Coupe. Below is the Six Sedan.

HOW WOMEN THE DESIGNING



IT is easy to understand the beneficial influence of women in the businesses and professions with which they have elected to identify themselves. Yet, at first thought, it is perhaps more difficult to appreciate just how their influence has directed and encouraged the development and perfection of manufacture in which they have not been connected in a personal capacity. And yet it is true that almost every utility in use today, whether intended exclusively for feminine service or not, has benefited from the influence of women.

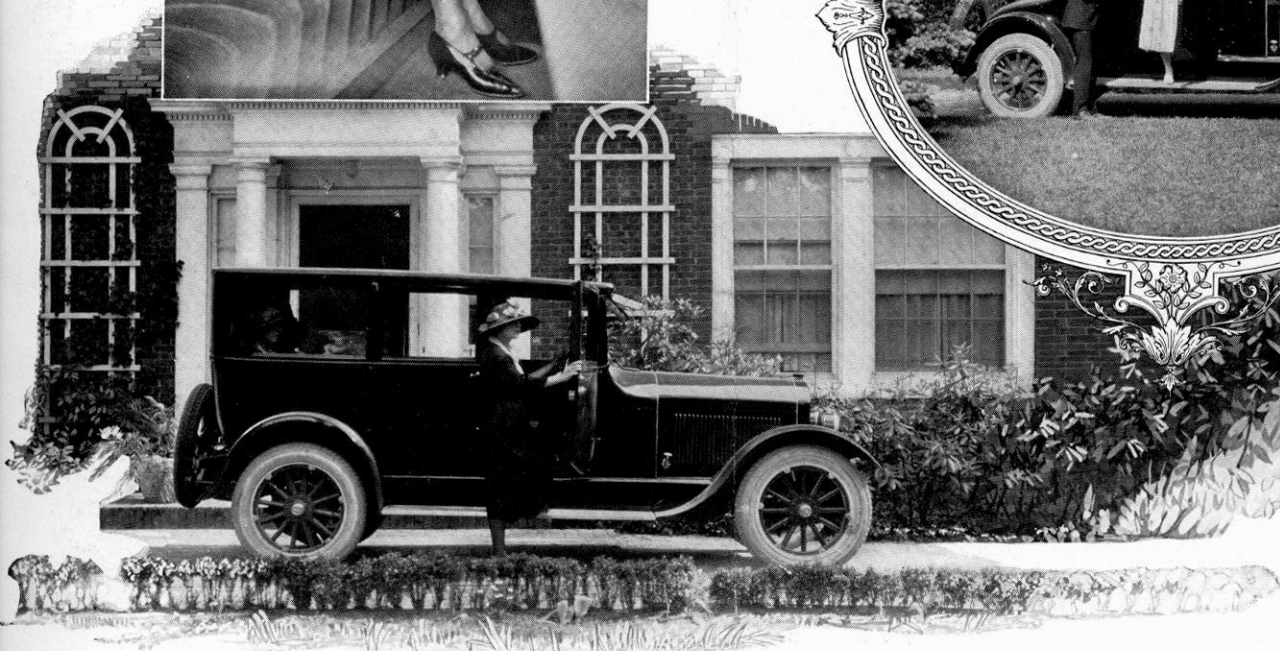
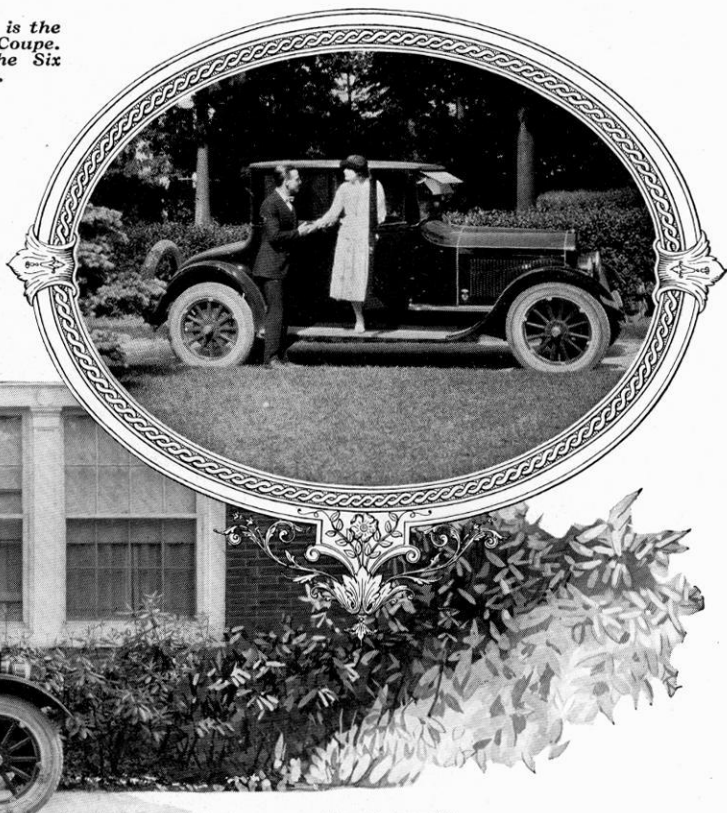
The automobile furnishes a typical illustration. The efficiency, beauty and all around comfort of the modern closed car is an achievement which should be credited as much to women as to men. While Milady has not concerned herself directly with all its intricacies of manufacture, she always has and always will, guide its improvements in design.

It is even possible to presume that the enclosed type of car would never have come into existence if it had not been for women. In any event, it would never have reached its present state of refinement. This truth is clearly emphasized in the Durant line of four- and six-cylinder closed cars. We mention

these models for the reason that they typify the wonderful advancement which has been made in modern closed car design.

Inasmuch as one's first impression of a closed car is gained from its general exterior appearance, we will first consider the Durant models from that viewpoint. Here Milady finds her love of beauty, her appreciation of good lines and balance and her requirements of conservative elegance and good taste luxuriously gratified. Durant closed cars in both the four- and six-cylinder models interpret in design, coachwork and finish, the most acceptable practices of modern craftsmanship. And with the charm of their attractiveness is the assurance of their durability for they are substantially constructed throughout.

While the average woman may not be interested in the detailed description of the many mechanical improvements in Durant construction which make for this substantiality, she is nevertheless concerned in the results which they have attained. For example, the Durant Tubular Backbone is in itself an engineering achievement which every woman will appreciate because it was largely through her demands for easy riding qualities, less vibration, a freedom from the annoyance of body noises and a longer period of trouble-free service that it was designed.



HAVE GUIDED of CLOSED CARS



The Durant Tubular Backbone keeps the whole frame of the car rigid. By doing this it forces the springs underneath to absorb all the shocks of the road. Mounted on such a firm foundation, the body panels and joints are not subjected to tortional strains of uneven road surfaces. Therefore the creaking and rattling which is experienced in nearly all other closed car bodies is reduced to a minimum. Because of this, the body is preserved in good condition even after a long period.

To those mechanically inclined, it will be of interest to know that the Durant Tubular Backbone also permits the independent mounting of the various mechanical units of the chassis in such a way that they are readily accessible for easy adjustment or replacement.

In even a greater degree does the interior of the modern closed car betray the recognition of Milady's tastes and needs. This is particularly true of both the Durant Four Coupe and Sedan as well as the Six Sedan and Coupe. Here one finds prevailing, an atmosphere of genuine comfort, punctuated with all the carefully worked out details of equipment which contribute steadily to the enjoyment of travel and the satisfaction of ownership.

Deep, thickly upholstered seats with arm rests on each side in the tonneau,

corner lights, broad windows with platinum finish regulators and silk shades are a few of these requisites for the comfort and convenience of the occupants.

The four-cylinder Coupe and Sedan are finished in a beautiful neutral shade of mohair plush. The six-cylinder Sedan is trimmed in a fine grade of broadcloth and the Coupe in mohair velour. All models are equipped with cowl ventilators, rain visors and windshield wipers. In the Six there is a ventilator in the ceiling and an extension inspection light.

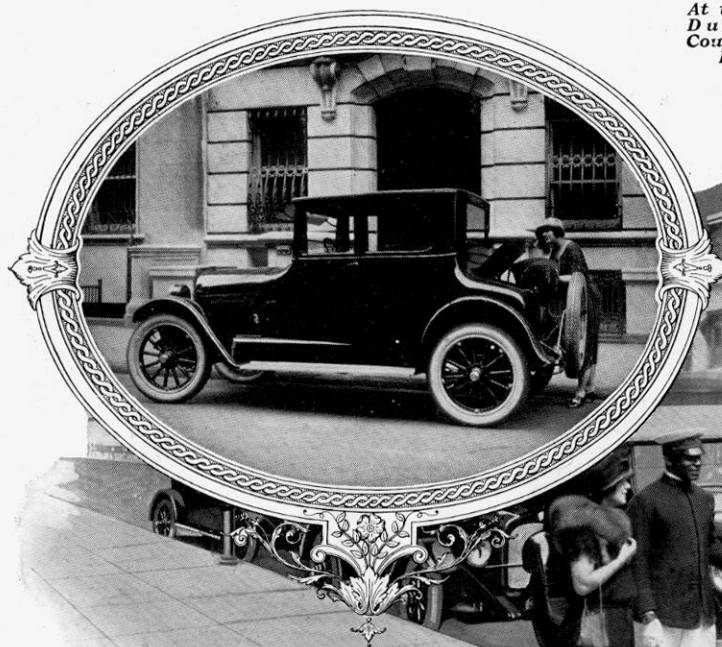
Generous provision has likewise been made for storage space, not only for the little traveling necessities one always wants to carry but does not want cluttering up the floor and seats of the car, but for larger things such as grips, steamer trunks and golf bags. Under the rear deck of both the Four and Six Coupe, which, with an auxiliary chair, seats four comfortably, is a large compartment skillfully concealed by the body lines. The Four Coupe is likewise built for two-passenger occupancy with one broad seat running the full width of the body. Directly back of it is another deep compartment. All models have deep, wide pockets in the doors as are shown in the accompanying illustrations.



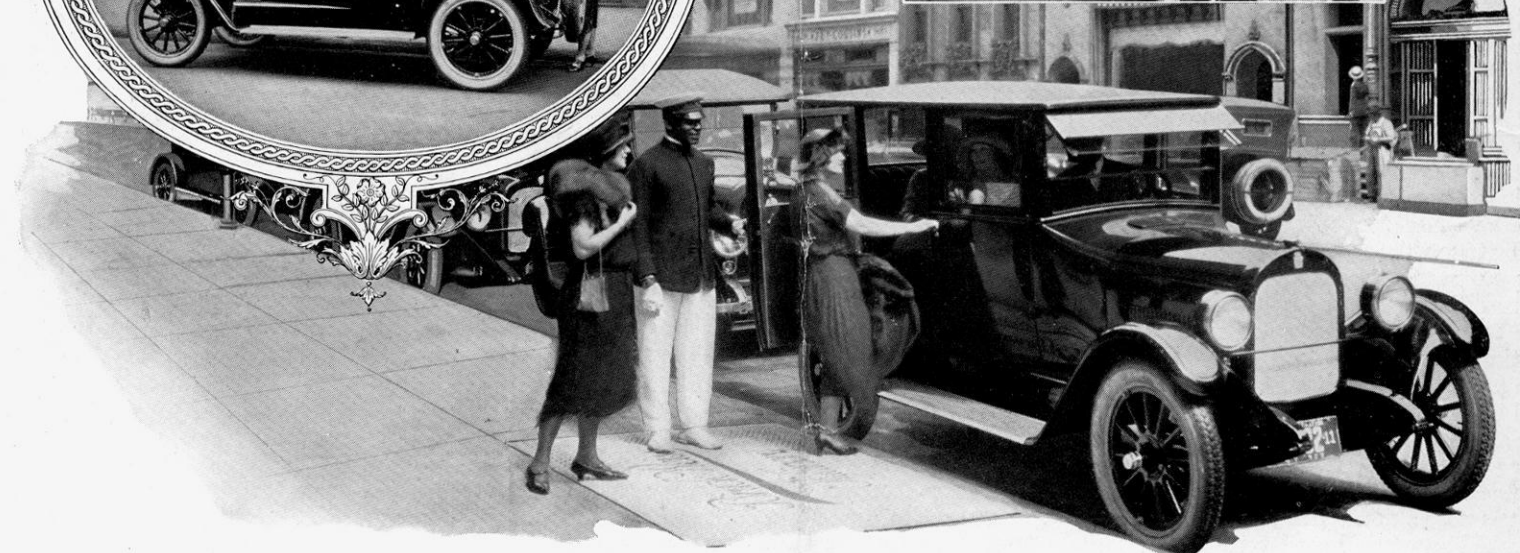
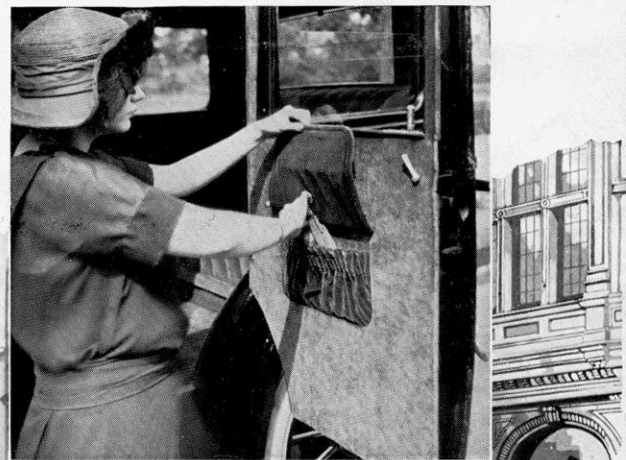
The Durant Four and Six Coupes seat four comfortably. The auxiliary seat folds away under the cowl.



All models are equipped with platinum finished mechanical regulators for all side windows.



At the left is the Durant Four Coupe, below is the Four Sedan.



MEETING TRAVEL NEEDS of MILLIONS

IN endeavoring to find the proper introduction for this article I was reminded of the old story which, while it may be familiar to you, merits recounting for the reason that it is so applicable to the subject at hand.

It seems that an old dorky was arrested for white-washing a barn on Sunday. A lawyer friend, while visiting the jail to see another client, observed him sitting in his cell. "Why, Sam!" the lawyer exclaimed. "What on earth are you doing in here?"

The old fellow gazed miserably through the bars for a moment and then replied: "Dey done locked me up fo' wukkin' on de Sabbeth!"

"Why, they can't arrest you for that!" exclaimed the lawyer.

"Well, boss," returned the dorky, "here I is!"

When W. C. Durant first announced that he was planning to build a new car that would embody only the most approved standard units and that would sell for the remarkably low price of \$348, certain people immediately assumed the attitude of that lawyer. They said that it couldn't be done. But it has been! And the visible evidence of its successful accomplishment is contained in the complete Star Car itself, which millions have viewed and which is now in active production in the Durant plants at Lansing, Michigan; Elizabeth, New Jersey; Oakland, California, and Leaside, Ontario.

When I was asked to write a description of the new Star Car the magnitude and seriousness of the task impressed itself most forcefully on me—indeed, it rather awed me. For the subject had to deal with the greatest single achievement in the history of the automobile. Immediately I summoned a host of superlative adjectives and pretty phrases to assist me in making of this description a masterpiece of word picturing. And then I discarded the entire mass. For it came to me that the beautiful word painting of the high priced automotive writers was not the thing at all. I reasoned that the things you wanted to know about the Star Car were those about which the man in the street asks. And I determined that they should be answered just as the man in the street would be answered. And so in this description I have tried to tell you about the Star Car in the way I think you would like to hear it.

I had often heard that W. C. Durant

maintains that the small car buyer is entitled to pleasing appearance, comfort and ease, just the same as any other motor car purchaser. And you will agree

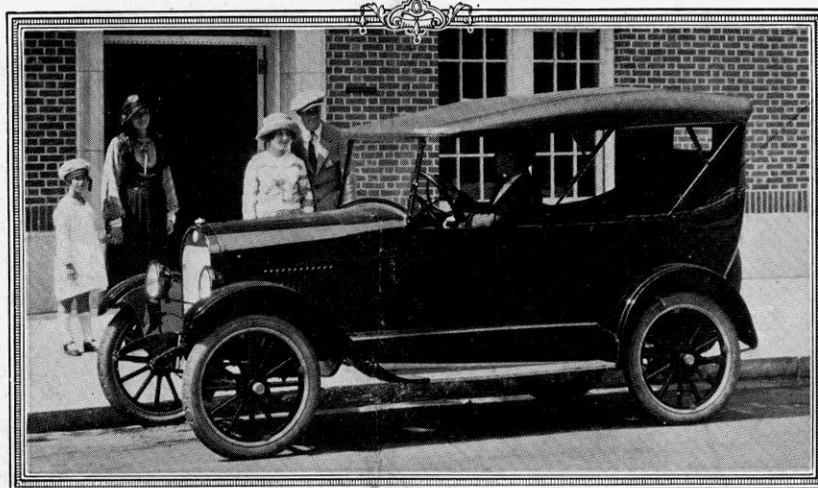


with me that this is a factor that has heretofore received all too little attention. Knowing Mr. Durant's ideas of what a small car buyer had the right to expect, I rather looked to find some improvement, more or less, over the usual small car construction. But I was positively astonished by the appearance and comfort of the new Star Car.

streamline body, the same as a regular high priced automobile. And when I stepped in I settled down back of the wheel on a broad, deep seat cushion, just as comfortably as in my larger car. It took a moment or two to realize that I was really in a car that is selling for only \$348.

And as I talked with other people who had come to see the Star Car I found that we all were unwittingly comparing it with others that cost two and three hundred dollars more. "And why not?" I asked myself. Everything that those higher priced cars possess is embodied in the Star Car. Here before me was the tangible evidence that W. C. Durant had achieved his purpose of giving to the public a low priced car that incorporates in every detail the features that everyone needs and wants, irrespective of price.

Now that I had seen the car and experienced the comfort of its seating arrangements, I was keen to investigate its vitals. The engine was the first thing I wanted to see, just as it is the first thing you will want to know about. Raising the hood I uncovered a Continental motor! Think of it! As you probably know, the products of the Continental Motor Company are used in many of the finest cars built. The Continental motor in the Star Car is of exactly the same high standard of excellence in every way. It is the well known Red Seal, specially designed and carefully assembled to Durant specifications. It is extremely powerful, dependable and economical to operate. And, further, it is smooth and quiet running. Equipped with this motor the Star Car is daily proving its remark-



A view of the Star Five Passenger Touring Model.



Instead of the usual one-horse shay construction with the riders seated away up in the air like chickens on a perch, here was a low-built car with a rakish,

able hill climbing ability, speed and pulling power.

Having seen the splendid motor, I was prepared this time to find a superior method of transmitting its power to the rear wheels. And I was not disappointed. I found that Mr. Durant



had chosen the one method that is universally acknowledged to be the best—the sliding, selective type gear, the same that is used in the highest priced cars manufactured. And it has three speeds forward and one reverse. What a satisfaction this transmission will be to the Star driver! He won't be pushing constantly on pedals like an organ player in a movie theatre.

As I looked over the transmission, gradually working back to the rear wheels, I began to notice something familiar—the independent mounting of the mechanical units, the same construction that I had seen in Durant Fours and Sixes. And sure enough, when I looked to see, there was the Durant Tubular Backbone! And in the Star Car! This Tubular Backbone, besides permitting the independent mounting of the units and making them easily accessible, adds appreciably to the easy riding qualities of the car. By holding the frame rigid and forcing the springs to perform their full function of absorbing all the shocks of the road, it adds years of life to the car and enables it to hold the road tightly, even at highest speed.

My investigation had disclosed the fact that, in the major units at least, the Star Car was the superior of any small car on the market. But I had yet to look over the smaller, little considered details which, in the aggregate, make for efficiency in a car, or the lack of it. The first indication of what was to come appeared in the form of Timken Axles and Bearings which I found both front and rear. And here was the Stewart Vacuum Gasoline Feed with supply tank at the rear even in the open models. The Star Car driver will not experience the annoyance of lifting out the seat with the attendant muss when taking on gas. Think of a car of this price having such a refinement! Truly, such superior design is unheard of in small cars.

And as I went further into the distinctive little details I was forced to exclaim in astonishment. I found the Tillotson Carburetor, Spicer Universal Joints, Autolite Generator—all names that bear reputations for competent, enduring service. Safety is assured by large, ten-inch brake drums. The

clutch and service brake operate by conveniently placed pedals; the emergency brake by hand lever. Here again the Star Car conforms to standard practice of high class car design.

I found a force feed lubrication system, operated by pump, to assure a constant, even flow of oil to all working parts. And the water system is also operated by pump to make certain a cool engine at all times. In every detail I found the same unwavering consistency in holding to the accepted standards.

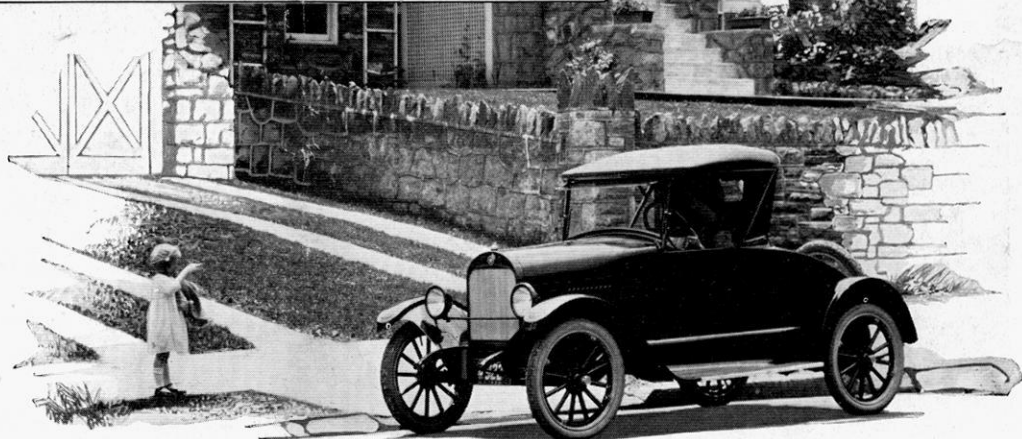
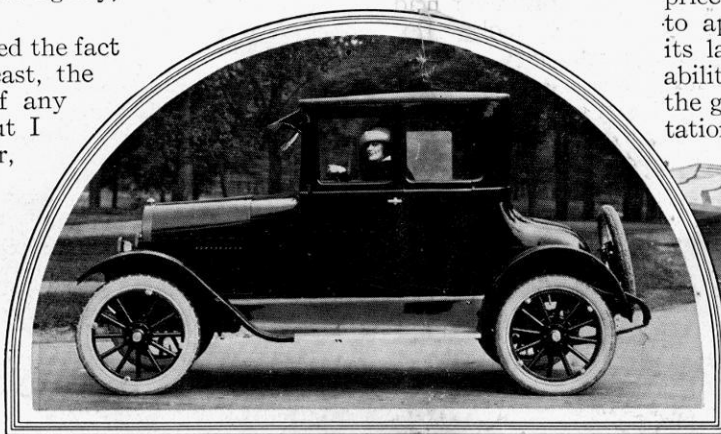
Of course, there are certain features of equipment found in the higher priced cars that are luxuries pure and simple. They don't contribute a single advantage in the way of convenience or utility. On the other hand, there are just as many essentials that every car owner needs for his convenience and comfort. He wants a car with a modernly designed one-man top, a tilted windshield that is adjustable

and water-tight and a good-sized steering wheel set at a comfortable angle.

The Star Car provides all these features. Furthermore, there is plenty of leg room in both the tonneau and driving compartment. The shift and emergency brake levers are located in the center close to the seat, affording utmost freedom and ease of control.

And then I stepped back and considered the aggregate result of this great assemblage of true motor car values. Here before me stood the greatest automotive accomplishment of the age—a supreme small car, embodying the best units available and selling at the remarkably low price of \$348. Having accepted a certain standard of small car construction as the only one possible, I found it rather hard at first to grasp the fact that a new and better era in small cars had arrived. But it has arrived! It is here now!

Because of its countless improvements in low priced design, the millions of future owners of Star Cars are going to enjoy this automobile to an extent which has never yet been possible in a car of its price class. They will never have occasion to apologize, either for its appearance, its lack of comfort or its performance ability. It is without a question of doubt the greatest and most amazing transportation value the world has ever seen!

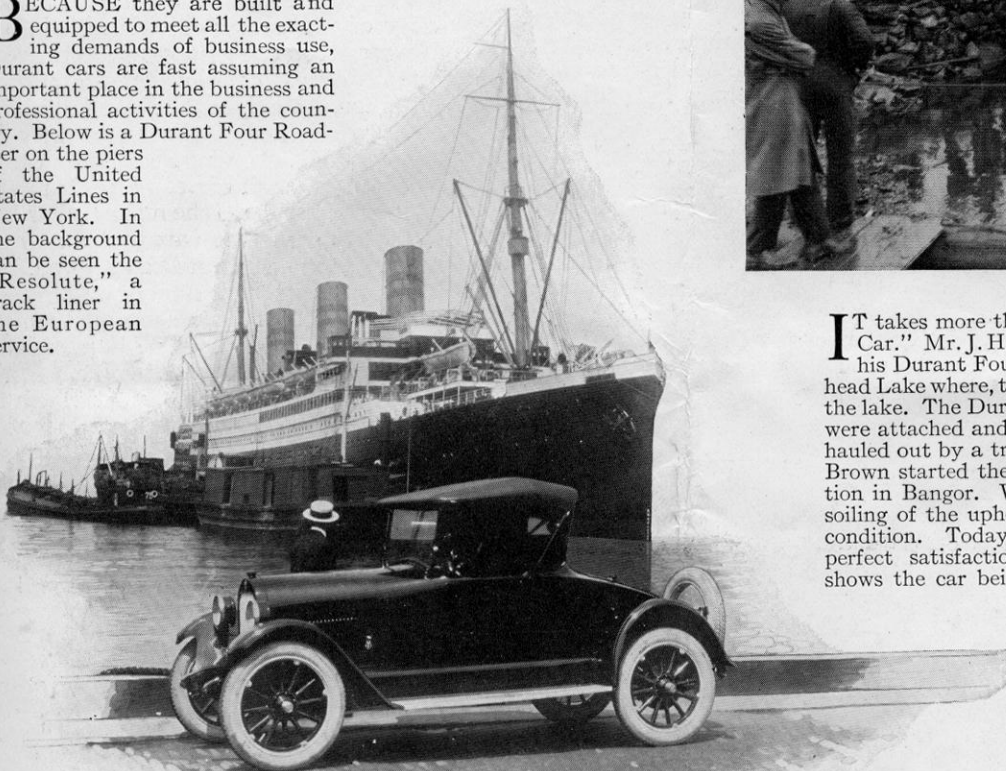


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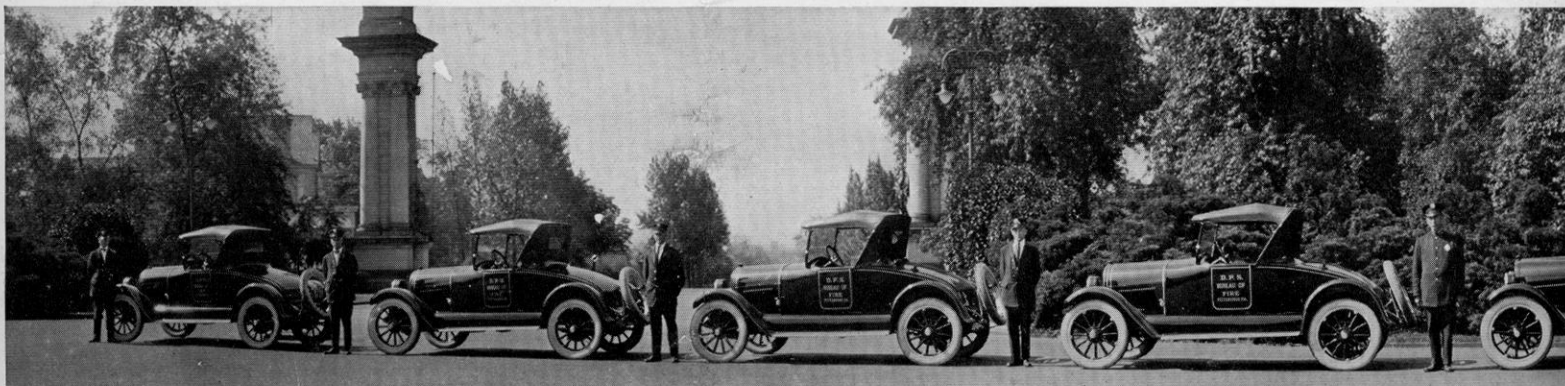


THE first tour of a Star Car is crowned with success! This Star Touring Car, pictured at the left, has demonstrated its superior performance, together with its stamina, dependability and economy, in no uncertain manner. Driven by Mr. L. H. Curtis, of Baltimore, Maryland, this car traveled 2,500 miles without one cent of expense except for gas and oil. Absolutely no trouble of any kind was encountered. The trip took Mr. Curtis over the Allegheny Mountains as well as through the larger cities and small towns of Maryland. Every imaginable road condition was encountered, yet the Star Car held to the road at all speeds and negotiated every place where unusual power and stamina was demanded, with ease. The car averaged 25 miles to the gallon of gasoline and over four hundred miles to the quart of oil.

BECAUSE they are built and equipped to meet all the exacting demands of business use, Durant cars are fast assuming an important place in the business and professional activities of the country. Below is a Durant Four Roadster on the piers of the United States Lines in New York. In the background can be seen the "Resolute," a crack liner in the European service.



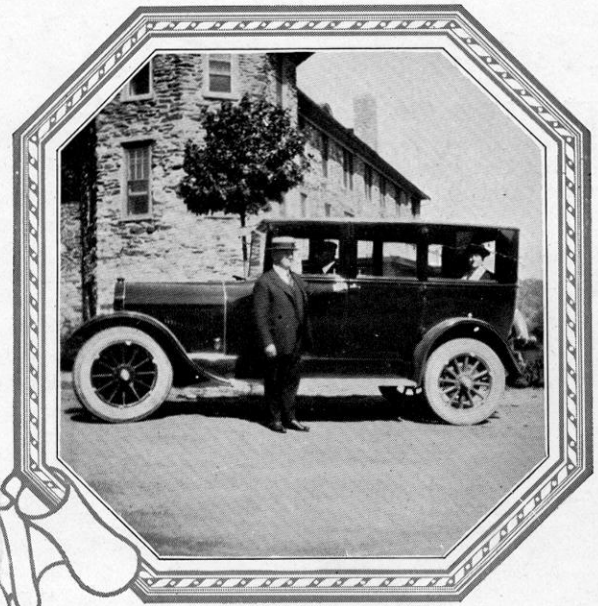
IT takes more than a wetting to injure "Just a Real Good Car." Mr. J. H. Brown, of Greenville, Maine, recently drove his Durant Four Sedan to a wharf on the shore of Moosehead Lake where, through an accident, it dropped five feet into the lake. The Durant Sedan was entirely under water. Ropes were attached and the car towed to a spot where it could be hauled out by a truck. One hour after being hauled out Mr. Brown started the car and drove to the Durant service station in Bangor. With the exception of a slight soiling of the upholstery the car was in perfect condition. Today this Durant Sedan is giving perfect satisfaction. The photograph above shows the car being hauled out from the lake.



The four Durant Roadsters shown above are now being used by District Fire Chiefs of the Pittsburgh Department. Their dependable performance, speed, unfailing power and economy have elicited enthusiastic praise from all their drivers.

Performance

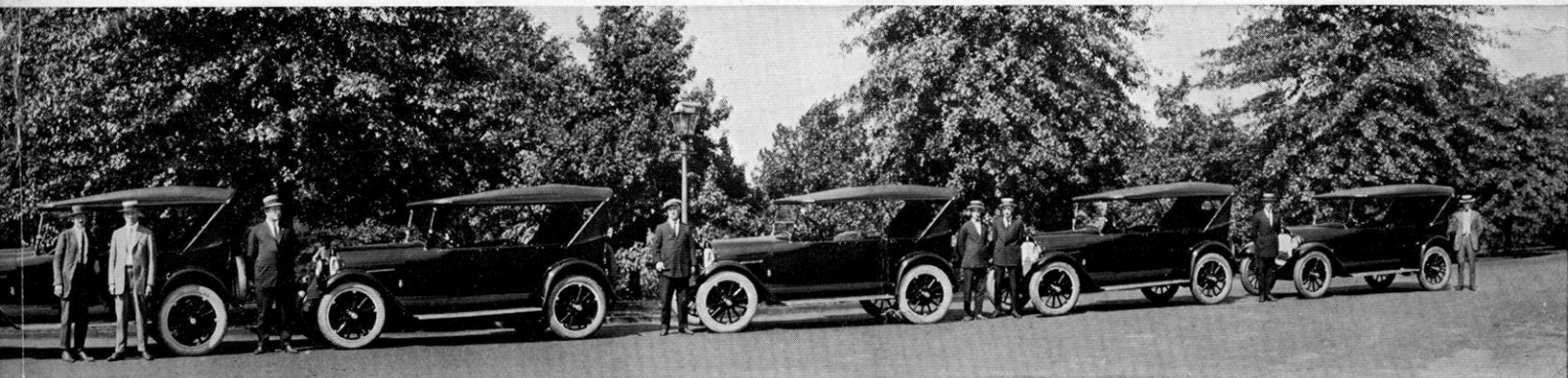
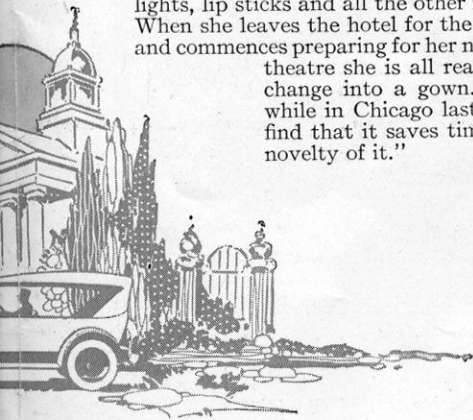
FOUR thousand miles without one bit of trouble! This is typical of the performance records which the thousands of Durant cars in service are hanging up every day. Hon. A. R. Brodbeck, of Hanover, Pennsylvania, is one of these enthusiastic Durant owners. He writes us as follows: "Believing you will be interested, I am enclosing several photographs of my Durant Six Sedan which I have driven across high hills and mountains, good and bad roads, for about four thousand miles without the slightest mishap or interruption in the performance of the car. It contributes entire satisfaction, exceptional ease and comfort. Please accept my best wishes for still greater achievements in your masterful undertaking." Mr. Brodbeck is shown, together with his wife and chauffeur, alongside his Durant Six Sedan, in the photograph at the right.



DURANT owner combines business with pleasure! Dr. Zwicker, of Halifax, N. S., not only derives great pleasure from driving his Durant Four Touring Car, but uses it to haul produce to market, hooking a trailer on behind, as shown in the photograph. Dr. Zwicker states that his Durant performs this work with economy and at a great saving in time.



A DURANT Sedan has entered the theatrical business! Little Mitzi, prima donna comedienne, has little use now for a regular theatre dressing room. Instead, she makes up in her Durant Sedan on the way to the theatre. She has equipped the car with a complete make-up table, plenty of lights, lip sticks and all the other mysterious toilet essentials. When she leaves the hotel for the theatre she steps in her car and commences preparing for her night's work. Arriving at the theatre she is all ready for the stage, except to change into a gown. "I thought of this plan while in Chicago last summer," Mitzi says. "I find that it saves time. And besides, I like the novelty of it."



The five Touring Cars in this same picture are used in various departments of the city government of Pittsburgh. Everyone having to do with these cars speaks highly of their performance.

The MOTOR CAR IN BUSINESS USE

THERE is little need to detail here the great advantages which have been experienced through the use of motor cars in business service. The



millions of automobiles which are being used in every line of commercial and professional endeavor testify to their far-reaching economic benefits.

Business organizations of every character are saving millions of dollars yearly through the simple expedient of equipping their salesmen with motor cars.

While it is, of course, more difficult to estimate the actual dollars and cents savings which the motor car has brought about in the various other lines of service, it is apparent to even the most casual observer that it has woven itself so closely into the fabric of business that its displacement at this time would paralyze the efforts of millions. The doctor hurrying to his patients could no more do without his car than with any of the other utilities of his profession. The lawyer, the executive, the architect and hundreds of other business and professional men have simplified and systematized their work to an amazing degree since their adoption of the motor car. In fact, it would be difficult to find a single line of endeavor to which the automobile is not contributing either directly or indirectly.

It was to meet this great transportation need that the Durant four-cylinder Roadster and Coupe were designed. Their great acceptability to the business man lies in the fact that they are built as he needs and wants a car that he uses continually in his work. Ample storage space has been provided—their lines are trim and businesslike—they possess more than sufficient power for all traveling needs—they are comfortable riding, economical to operate and inexpensive to keep in perfect mechanical condition.

You will find the Four Roadster equally satisfactory for business trips

both in and out of the city. It handles easily in close traffic or on rough country roads, and it travels the hills with power and speed to spare. The seat is built for comfort and the wheel is set at a convenient angle. The controls are so located that the car can be driven without assuming the cramped, unnatural position which causes such discomfort, especially on long trips. Every other detail of this car has been designed with the same intimate appreciation of business and professional requirements.

You will find that the same practical consideration of your comfort and convenience is in evidence throughout every detail of the body. The seat is upholstered in genuine leather over deep, heavy springs. The instrument board is finished in Circassian walnut. There is a one-man top with gypsy curtains and side curtains which open with the doors.

The same advantages for commercial and professional purposes embodied in the Roadster are found in the Durant

finish is lustrous and enduring. It has ample weight and perfect balance. Two optional seating arrangements are furnished you. If you need more than usual storage space you can obtain the Coupe with a single wide seat occupying the full width of the body, and which will carry three comfortably. A luggage compartment of unusual size is located right behind the seat. This will hold a big sample case, several bags or innumerable smaller articles. There is also another large compartment in the rear expertly concealed by the lines of the body.

On the other hand, if you desire additional passenger space in preference to the inside compartment, a four-passenger seating arrangement can be had. Under this arrangement the driver's seat is set slightly forward of the regular seat, with an auxiliary chair beside it which folds under the cowl when not in use.

You will find the interior finish of the Coupe just as pleasing and practical. It is upholstered in a neutral shade of



The Durant Four Cylinder Coupe is ideally suited for business and professional uses.

Four Coupe, together with the additional comfort and protection which only the enclosed type of body affords. It is an ideal all-season car.

The body lines of the Coupe are exceptionally well proportioned, while the

mohair plush which wears well and preserves a neat appearance. The hardware is finished in platinum. All windows are equipped with window regulators. The windows are unusually broad and furnish a good driving view in all directions.

There are many other features in Durant closed cars that will appeal to you just as strongly. For this reason we suggest that you plan an early visit to the showroom of the local Durant dealer and see these cars for yourself.



A TRIP TO THE TOP OF THE WORLD

PICTURE to yourself the exhilaration of motoring to the top of the world! Think of the thrill in gazing off into immeasurable space from towering peaks!

Think of the pounding strain of driving, and the exertion. And yet with all, consider the glowing pride which follows the successful scaling of the heights—pride in yourself and in the staunch machine that has made the accomplishment possible. Truly, this is the supreme experience of the motor enthusiast!

It was such enthusiasm, engendered by the remarkable performance of their Durant Four, which led Willard S. Wood and Frank Podas, both of Los Angeles, to try an assault on the California motoring altitude record. And by dint of almost superhuman effort and masterful driving they smashed the old record and hung up one that will stand for years. They attained an altitude of over 12,000 feet on Sheep Mountain, one of the highest peaks of the White Mountains in California.

For a long time previous to their attempt they had discussed making a try for the California altitude record. They believed that the Durant Four possessed greater climbing ability than any other car and that it had the necessary stamina. The old stock altitude climbs had

they hit the upward trail. They climbed the 7,200-foot summit of the rocky Westgard and dropped again to the 5,000-foot level of Deep Springs Valley. Superintendent Woodhouse at Deep Springs told them that a car had been up Wyman Canyon as far as Robert's Ranch two years before, but that it could not get any farther. This did not discourage the party for a moment. They knew their Durant Four had the power to accomplish what the other car had failed in.

Climbing into Wyman Canyon was just like entering another world. Willows and wild roses made almost impenetrable thickets above the stream. In places the canyon walls were just wide enough to permit the passage of the car. Many times it became necessary to halt and build up with pick and shovel to get over the high centers. The road climbed steadily and quite steeply. When the party reached Robert's Ranch their contour maps and altimeter told them that in the twelve miles traversed they had climbed 3,300 feet and had reached an elevation of 8,300 feet. Here they spent the night.

For the first three or four miles above Robert's Ranch the following morning they found surprisingly good going. The canyon bed was dry and the remains of the road left by the power line builders was in very

for over a hundred yards at a time, the only way to make progress was to speed up the motor, drop in the clutch and "buck it" for a few feet. Progress was counted in tenths of miles.

And finally the Durant scampered over the rim into the welcome level of Sagehen Flat, a wide, sloping meadow, two miles and more in the air. They passed a miserable night. The thin air of 10,500 feet gave them severe headaches and caused their hearts to pound as though with fever.

Next morning they picked their way across Sagehen Flat and over a rocky ridge to Campito Meadow, an altitude of 11,300 feet. From Campito Meadow on

it was a battle, the ridges leading up from the meadow to the heights of Sheep Mountain being very steep. They first tried a slope of earth and rock. The Durant climbed a little way and then spun its rear wheels and



always been made up the Tioga and Sonora passes. But a mountain had to be found where a higher point could be reached. They were referred to the White Mountain Range. "If you can reach the summit of that range," they were told, "you will be 14,242 feet in the air, 95 feet higher than Pike's Peak."

Here, then, was the ideal mountain for the attempt. Arrangements were made at once. On Thursday, August 24th, these two intrepid motorists, accompanied by Albert Hromatka, a well-known camera man of Los Angeles, started out in their attempt to gain that altitude record.

Late driving brought them to Independence where, the following morning,

fine shape. But they were climbing a ten percent grade. Coming to the junction of the Silver Canyon road, they continued on up a dry branch of Wyman Creek. The road was hardly to be called a road at all. It was just a dim track through the bushes. In places the winter rains had washed it out and they had to pick their way through the rocks as best they could.

Then began a mile of the toughest climbing a car was ever called upon to do. The grades up the mountain side approximated twenty percent, with earth and loose rock for footing. In many places,

dug itself in. Chains were then put on, only to accelerate the digging. Next they tried a rocky slope where the granite was exposed. Here the car found traction and climbed.

The altimeter wavered past the 12,000 mark as they negotiated this last stretch. The pines gradually dwindled out and stopped. They came out on a shelf of naked rock. They were above the timber line! Here, at last, they were forced to stop. Ahead of them was a ridge of sliding rock, impossible for even a Durant car to climb. So they reluctantly stopped, and built a monument to mark this spot—the highest ever reached—and probably ever will be—by a motor car in California!

tickled the cynics. Many snowballs were thrown at us."

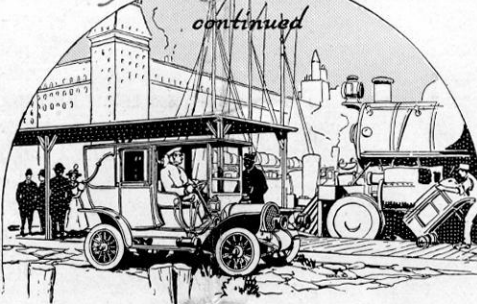
In these days, when a motor run from Cleveland to New York is looked upon as a matter of a few hours, it is interesting to note that years ago it was not considered a lark, but a journey of days. An early automotive journal gives the information that it took a motor car from July 28th to August 7th to negotiate the distance. This was a matter of ten days. Today we know that a motor car bent on making good time can make a better record between New York and San Francisco. In this connection we are told in an early journal that a trans-continental run in the pioneering days took a matter of months—to be exact, two months and three days—which you will admit was some journey overland and not so much different from the old stage coach days.

Brilliant newspaper writers in the beginning of the motor car looked upon the early endeavors of the manufacturers with more or less amusement. One of them describes his first ride in an automobile down Fifth Avenue, New York, in this fashion: "I sat there and felt myself pushed forward into the very face of grinning, staring, and sometimes jeering New York. It is evident that onlookers thought the whole matter some sort of a joke—more of a fad than anything else." Very few, indeed, in those days, had the vision to foresee the place the motor car would eventually have in our lives.

In those early days one and two-cylinder motors were common; four were the height of fashion, while six were looked upon as wild extravagance.

In the Early Days of Motor Cars

continued



And so in looking over some old magazine files we come across an article fathered by a man whose name is familiar to every reader of DURANT'S STANDARD and who once upon a time delivered himself as follows: "The point with which we concern ourselves here deals with the question whether the six-cylinder automobile is not a fad, reserved for the use of the faddists whose train of reasoning in favor of six cylinders includes arguments similar to those advanced by the courtiers of the old world who reserve the exclusive use of six horses to royalty while lesser nobles have to content themselves with four animals and the mob with one or two. The dignity of riding behind six prancing animals may be like the elation enjoyed by the six-cylinder motorist and it consists in the display of useless horsepower, real, live horsepower in one case and its mechanical equivalent in the other.

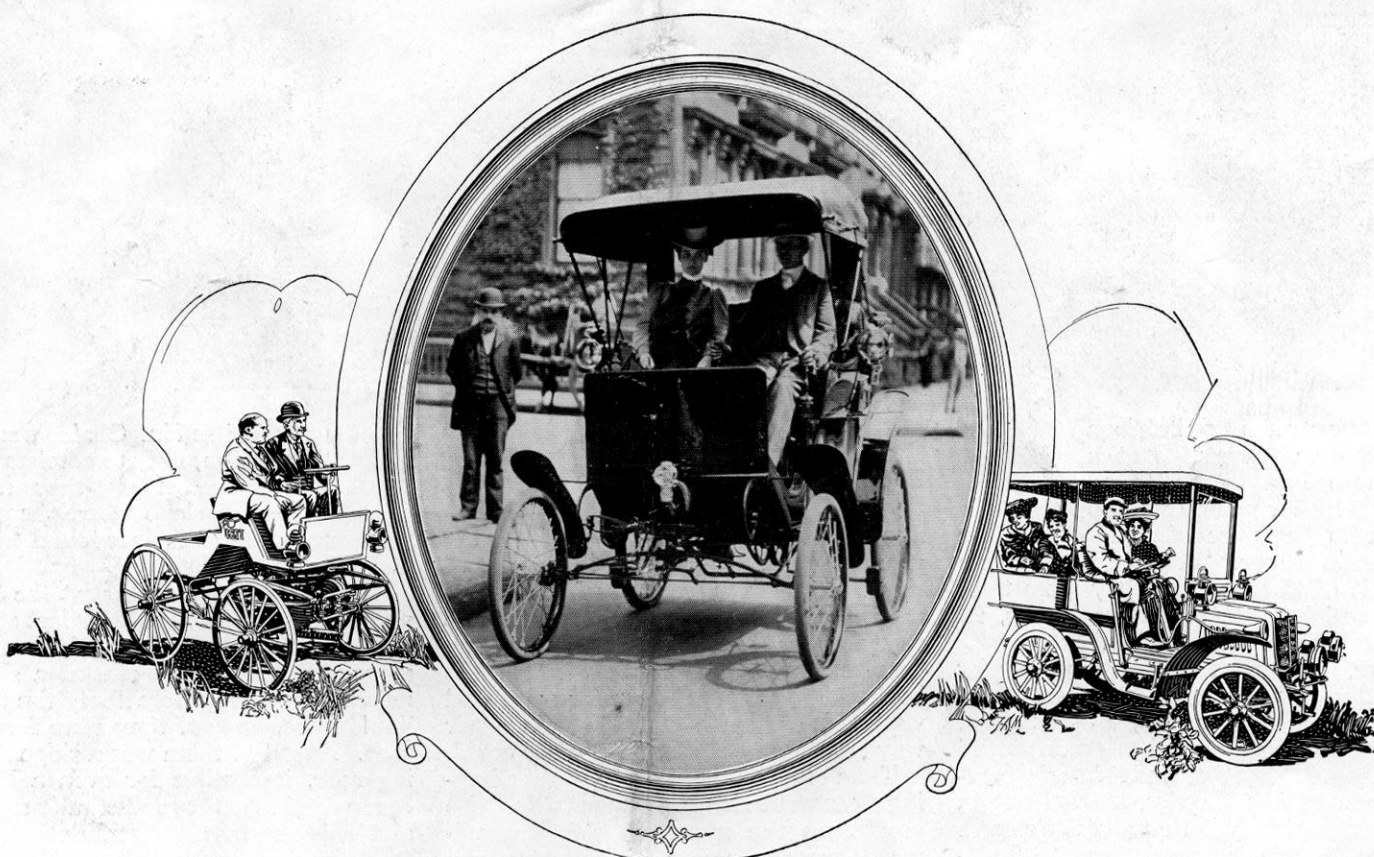
"We are perfectly willing to admit that a six-cylinder engine has its uses; nor is there any good reason why the man desiring a twenty-four cylinder car, in which for lack of space the cylinders are arranged in three stories, one above the other, should not have it, as long as he foots the bill and does no harm to anyone but himself—not to speak of the occasional necessity of getting out of his car to count the cylinders, to make certain that all are still there."

These reminders of early motoring days are interesting when compared with the present-day efficiency of the automobile, with its freedom from troubles and annoyances, with its many comforts and conveniences. We sometimes feel that the world does not, as yet, have a proper appreciation of this wonderful piece of machinery, which, smoothly and silently, under the guidance of the driver, carries its passengers to their destination, performing, as it does, the function of a personal transportation system.

We are living in an age when we accept each new marvel or invention as something which belongs to us just because we happen to be living at a time when great progress is being made in every direction.

But the automobile has every right to be looked upon as one of the greatest instruments of progress ever given to the world and due appreciation should be given to the pioneers who laid the often somewhat shaky foundation upon which the automobile industry later reared a secure and dominating structure.

This article has been reprinted through the courtesy of "Motor Life."



When Milady Motors

A colorful three-piece motoring set of brush wool.

A camel's hair felt sport hat in tan, comfortable and modish.

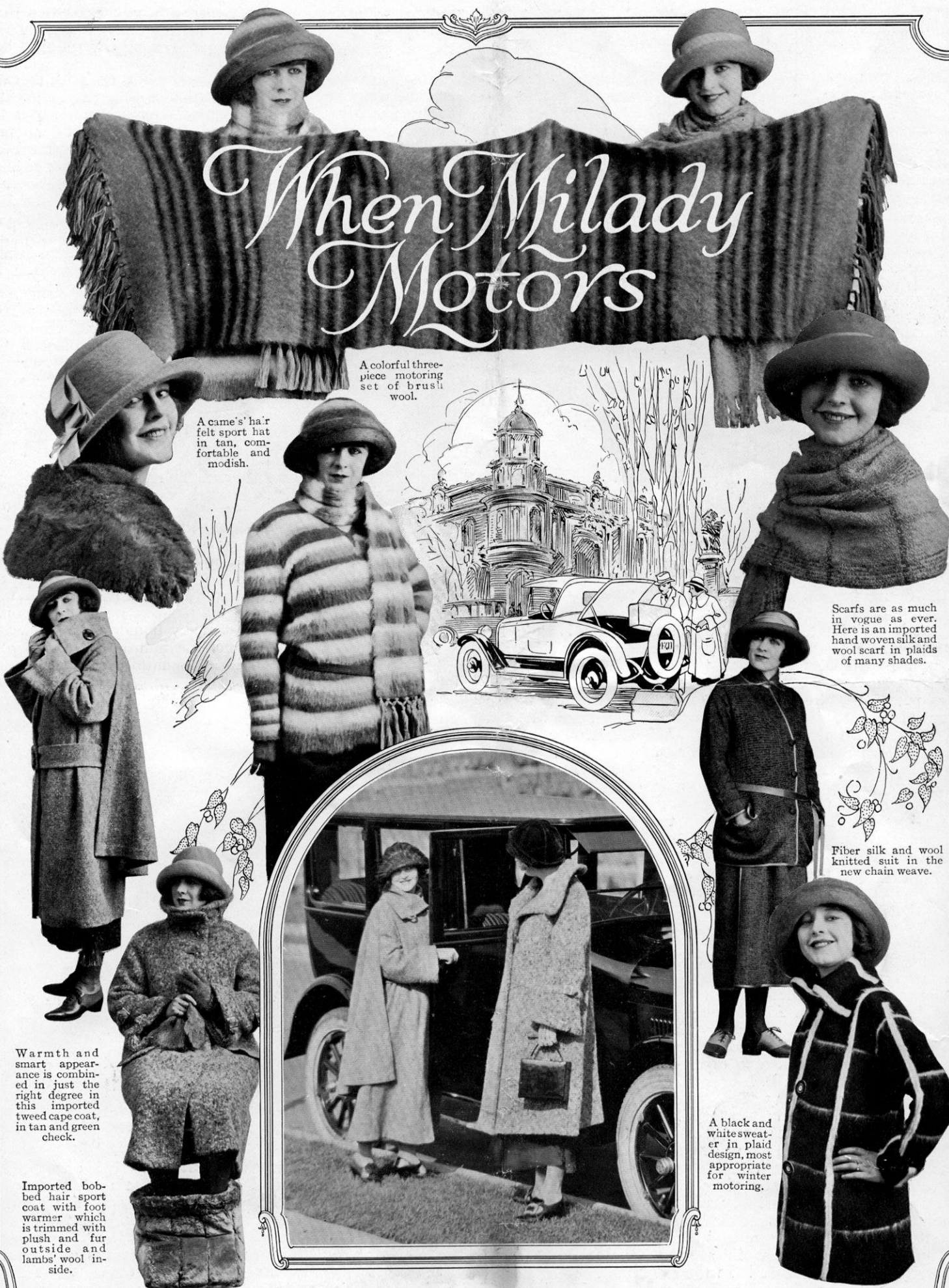
Scarves are as much in vogue as ever. Here is an imported hand woven silk and wool scarf in plaids of many shades.

Fiber silk and wool knitted suit in the new chain weave.

Warmth and smart appearance is combined in just the right degree in this imported tweed cape coat, in tan and green check.

Imported bobbed hair sport coat with foot warmer which is trimmed with plush and fur outside and lambs' wool inside.

A black and whitesweater in plaid design, most appropriate for winter motoring.



The "COP" ON THE CORNER

FOR twenty-five years Traffic Officer John Walsh has directed the never-ending stream of traffic which daily flows past the corner where Forty-second Street crosses Fifth Avenue, New York City's busiest and most fashionable thoroughfare. Walsh has become a familiar landmark—indeed, he has outlived many of the old buildings which have long ago disappeared from the corner.

Millions of vehicles have passed him, thousands of the great international figures of the age. Kings, emperors and presidents have gone by, riding in state. Millionaires have awaited his beckoning hand to continue on their way up and down the avenue. Victorious generals, wizards of the scientific world, great inventors, stars of the opera, famous actors and all the others who are listed in the world's "Who's Who?" have halted while he let the plebian dray and lowly family carry-all, now replaced by the small touring car, cross the Avenue. In one single day more people pass this officer than the average human sees in his entire lifetime!

"Changed since the old days?" he asked, as he pulled a lagging pedestrian out from in front of a big limousine, "I should say it has! Sure and I don't know how we'd handle the traffic if it hadn't. There goes the red light! Wait till we get 'em started. . . . There—isn't that a wonderful system? That cop up in the tower runs the whole avenue from Fifty-seventh to Thirty-fourth Street. It all flows as smooth as molasses now.

"Good evenin', Mr. Harkrider, how's things?"

"Sure, I know 'em all. I knew that chap who just went by when he used to roll down the Avenue alongside his ma in the old family Victoria. And the old faces I used to see go past—Mark Hanna, Tom Platt, Dick Croker. Yes, and I've signaled McKinley's carriage to drive on, many's the time. Old J. P. Morgan used to wave in answer to my salute on his way down the Avenue in the mornin'. I knew 'em all and they all knew me.

"And Fifth Avenue wasn't what you'd call a country road in them days, either. There was a steady parade of vehicles. Many an argument I've had with the cabbies. Those old-timers are disappearing fast. It's a sight for sore eyes to see one occasionally roll past in a four-wheeler or maybe a hansom. In the old days it was just one jam after another. This was some corner then. Hundreds of

Micks drivin' trucks and drays were hollerin' to get across the Avenue while the swells were all wantin' to go up and down. And the first thing we knew the whole bunch would be tangled up and a dozen fights would be on. Then we'd have to straighten 'em out by main force, takin' an hour and sometimes more to do it.

"Things were a little better when automobiles came in. That is, we didn't have the slow four- and six-horse teams to untangle. But they piled up on us just the same. It's grateful we are to Dr. John Harriss, the Special Deputy Police Commissioner in charge of traffic. He's the man who invented the tower system we're using now.

Dr. Harriss showed them all where their different schemes wouldn't work because the whole principle was wrong. He has changed it so that now the traffic from Thirty-fourth to Fifty-seventh Street all moves in one direction at once. That's turned the trick. Sure, Dr. Harriss is one grand man!"

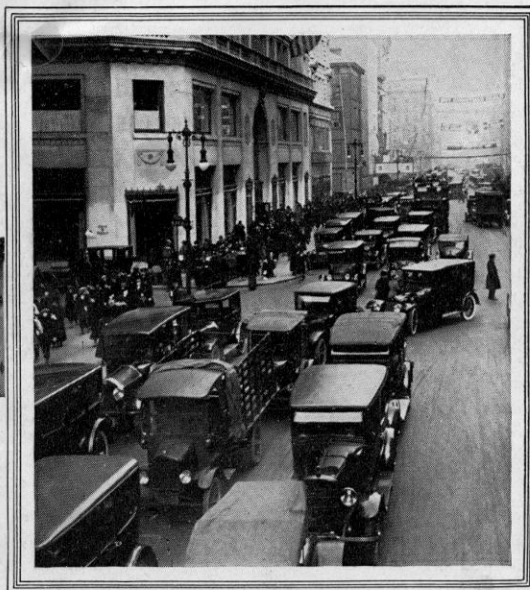
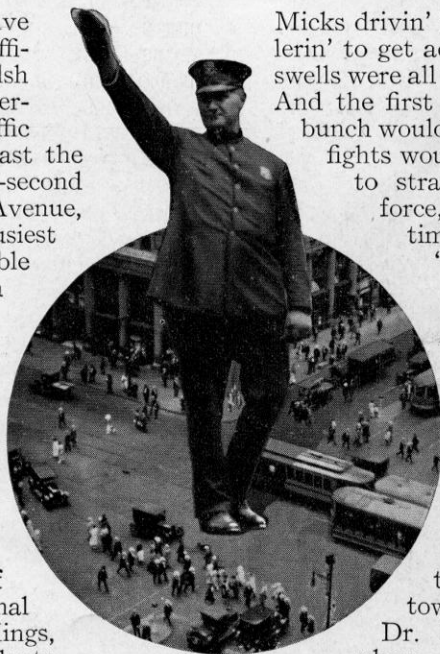
The admiration Walsh holds for Dr. Harriss is to be found wherever you encounter a New York traffic policeman. To them he is the wizard who has lightened their work and made it easier to control the ever-increasing traffic which flows endlessly up and down the canyon-like thoroughfare of this great city.

Dr. Harriss, a wealthy retired citizen of New York City, has for years ridden a hobby. The traffic problems of his native city have been of great interest to him and he has spent a great amount of time working out cures for the existing traffic evils. Having studied the Fifth Avenue problem in particular, he finally worked out a method of overcoming these conditions that were rapidly mounting to serious proportions. When the system he had devised had been brought to the attention of the Police Commissioner he was so impressed with its merits that he immediately created Dr. Harriss a Special Deputy, in charge of traffic. He was also given full power over the entire traffic situation of New York City.

Dr. Harriss put his idea into operation at once. His observation and close study

of the traffic situation on Fifth Avenue had convinced him that the underlying principle of traffic regulation was at fault. He reasoned that all previous schemes had failed due to these faulty principles. Observation at the busiest corner of all—Forty-second Street and the Avenue—disclosed the fact that in a ten-hour day, approximately 45,000 vehicles and 130,000 pedestrians passed up and down and across that corner. Every minute during the extreme rush hours between four-thirty and six-thirty in the afternoon, two hundred and ninety-three pedestrians, four Fifth Avenue busses, thirty-five motor cars and two trolleys passed, making a total of 35,149 pedestrians, 4,157 vehicles exclusive of busses, 461 busses and 304 surface cars. That the existing method of traffic control was inadequate was plainly apparent.

Dr. Harriss then worked out the running time of a vehicle between Fifty-seventh and Thirty-fourth Streets, the distance which marks the congested area. He found that it took on the average forty minutes to traverse this distance, only a little more than a mile in length—a speed of but two miles an hour! Unquestionably there was a great crying need for his system. Under the conditions then existing each corner handled its own traffic as best it could. It was the old story of lack of centered effort. At Forty-second Street the traffic would be going north and south while at Forty-first and Forty-third Streets it would likely be going east and west. And so on



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throughout the congested area. This caused jam after jam until the traffic squad would become well-nigh frantic.

Dr. Harriss saw that coordination of the whole system was the one way out. So he installed five towers at strategic points along the Avenue, at Thirty-fourth, Thirty-Eighth, Forty-second, Fiftieth and Fifty-seventh Streets, all con-

trolled by the towerman at Forty-second Street. Each tower is equipped with three lights, amber, red and green. When the towerman at Forty-second Street wants the traffic to flow north and south he flashes the amber light. The men in the other four towers immediately follow suit and traffic moves as directed. At stated periods the green light is flashed, during which intervals the east and west traffic crosses the Avenue. The red light acts as a warning signal that a change is about to take place. This flashes for five seconds.

This simple system has reduced the running time between Fifty-seventh and Thirty-Fourth Streets from forty minutes to ten minutes and permitted from twenty-five to fifty percent more vehicles to use the Avenue with less congestion than ever before! The continuity of travel has made Fifth Avenue the fastest congested street to travel in the world.

In other words, traffic on Fifth Avenue is now practically continuous in movement, except during stated intervals, when it is interrupted to permit cross traffic on the intermediate streets. No longer is traffic moving north and south on Fifth Avenue at Forty-second Street and east and west at Forty-first street. It is moving north and south across all the twenty-three side streets at once, and across Fifth Avenue at all side streets at other intervals.

Each tower consists of a boxlike house mounted on steel stilts, with the floor of the box twelve feet above the street so as to give the towerman a clear view of the roadway. Each tower has two sets of lights, one facing north and the other south. There are policemen below on the street and at each street intersection to see that the light signals are obeyed and that the whole procession moves smoothly. The system is an adaptation of the railroad block system. Vehicles move between one tower and the next in much the same manner except that when north and south travel is halted, the vehicle must stop at the nearest street intersection, whether it is at the tower or not.

In money saved through the speeding up of traffic the system has amply justified itself. As each of the 45,000 vehicles that use Fifth Avenue each day save thirty minutes, this makes 22,500 hours saved each day. Basing this time saved as worth one dollar an hour, a most conservative estimate, \$22,500 dollars are saved each day, or \$6,750,000 in a three-hundred-day year! This is a tremendous conception of the work Dr. Harriss has performed for the city of New York. And he receives exactly nothing for this work! Indeed, he even maintains a large office at his own expense. The knowledge that he is contributing something worth while to the safety and welfare of his fellow citizens is all the recompense he desires.

New York is far from being alone in its splendid modern methods of traffic control. All other cities in the United States

have efficiently functioning systems also. Detroit has a system in operation which is taking care of its peculiar traffic problems in splendid fashion. Detroit's traffic task is magnified by the many circles formed by three and more streets converging at one point. This condition has made it most dangerous for pedestrians



Dr. John A. Harriss

to cross the streets. Detroit has overcome this condition by installing what is known as the Eno system of rotary movement at these crossings. A vehicle coming out of one of these converging streets enters the constantly rotating circle of traffic and rotates with the traffic until reaching the street it wishes to enter. Mr. S. W. Taylor, of New York City, directed the installation of this system in 1915, at the intersection of Farmer Street, East Grand Boulevard and Library Avenue. This location was one of the most dangerous and difficult in Detroit, six policemen being required at the six intersections which form the circle. After the installation of the rotary system only one policeman was required, and he is free to move from one place to another as occasion requires.

Los Angeles has adopted Dr. Harriss's system, modified to a certain degree. A device is used which automatically operates a set of signals from a central station. These signals allow the north and south traffic to proceed for a certain period, and then the east and west for a succeeding interval. San Francisco has a system consisting of red and green lights, controlled by an officer by pressing his foot on a pedal. As

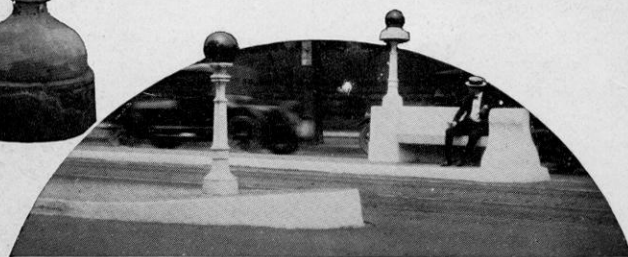
the lights change a whistle blows, giving the vehicles a strong and readily understandable direction as to movement.

The modern motor car has undoubtedly increased and complicated the traffic problems of our cities. But long before the motor car was even thought of our cities had these problems to contend with. So far as can be ascertained, the first record of an attempt being made to regulate traffic occurred in New York in 1789. It provided that: "The Kingsbridge Road shall not be made narrower than it is, nor any part less than four rods wide, and that in all cases of persons meeting on the highway, those going out of the city northbound are to make room for those coming in southbound, under a penalty of forty shillings for each failure to do so."

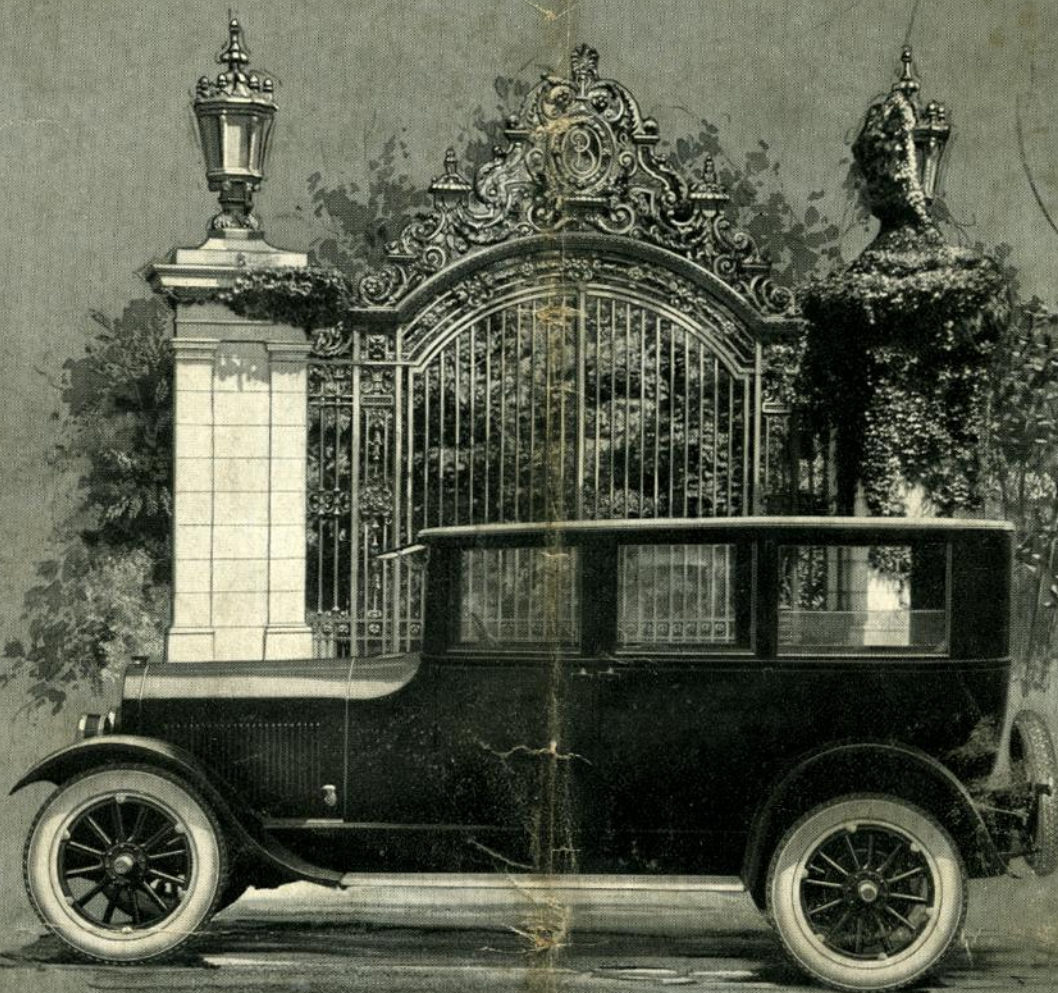
Another regulation of that period in regard to "one-way traffic" stated that in respect to performances at the John Street Theatre (the only one in New York at that time): "To avoid confusion, ladies and gentlemen are requested to order their servants to take up and set down (passengers?) with their horses' heads to the East River."

Incidentally, it is interesting to know that, while our forefathers adopted most of their English customs in settling on these shores, they changed the rule, "drive to the left," the English system, to "drive to the right." This was made necessary by the lack of good roads. In order to keep an eye on the ditch at his right the driver felt it more important to watch the pitfalls than the vehicle coming in the opposite direction. "Drive to the left," which obtains in England, was based on the postilion's position on the left side of his horses, as well as the necessity for a military horseman's keeping his foe on the sword-arm side.

Dr. Harriss agrees that the millennium of traffic control will not be reached until a definite system has been developed and universally adopted by all the cities of this country. And this man, together with many others, is constantly studying, experimenting and working out many ideas in an effort to attain the ideal traffic system. That they will reach their goal goes without question. Great credit is due them for their devotion to these vexing problems and the improvements in traffic control they have instituted. Yet we should not lose sight of the man who, in fair weather or foul, day in and day out, makes possible the efficient working of these traffic regulations that speed us on our way—the cop on the corner!



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