

The Principle and Operation of the
Superior Whippet Finger Tip Control
Retail Sales Manager's Film Service

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One in a series of original filmstrips preserved for their historical
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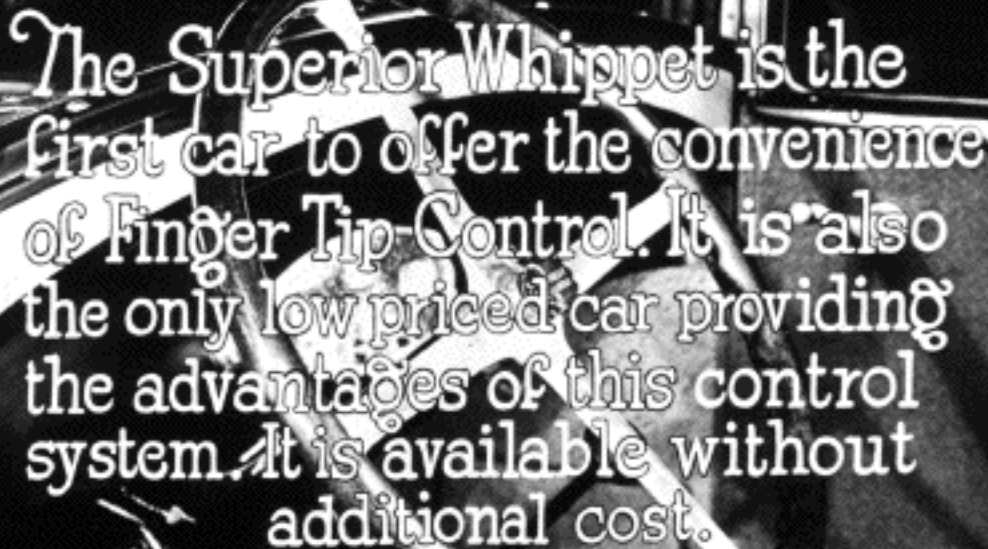
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The
PRINCIPLE and
OPERATION of the
SUPERIOR WHIPPET
FINGER TIP CONTROL.



Retail Sales Manager's Film Service.

This film is of utmost importance. It visualizes the principle, construction and operation of Finger Tip Control. It also pictures how this feature simplifies the mechanics of motoring, adding to the ease and safety of driving.



The Superior Whippet is the first car to offer the convenience of Finger Tip-Control. It is also the only low priced car providing the advantages of this control system. It is available without additional cost.

Many varied types of controls have been used by manufacturers. A wide variety is still employed. Until the introduction of the Superior Whippet no standard system was adopted.

Some manufacturers placed the horn button on the instrument panel - - obviously an out-of-the-way place. This proved dangerous because of its inaccessibility.



HORN BUTTON

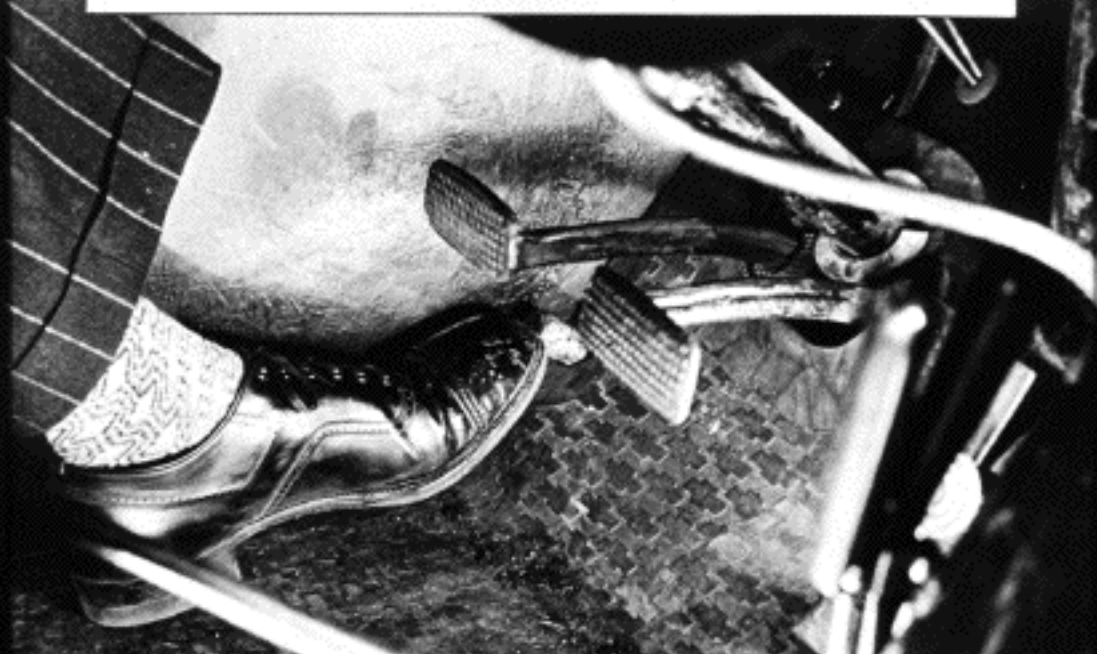
Even the starter button has been located in various places.






The light switch likewise has been placed here and there by many manufacturers. Some install it under the steering wheel on the instrument panel which obviates a change from a safe driving position.

Still other designing engineers have placed the light control on the toe board beside the clutch pedal making another foot operation necessary in addition to starting, brakes, accelerator and clutch.





All of these control positions reflect very slight forethought for the convenience and safety of the driver and passengers. It has been the ambition of Willys-Overland to combine, in one central position, all operations of light switch, light control, horn sounding and starting.



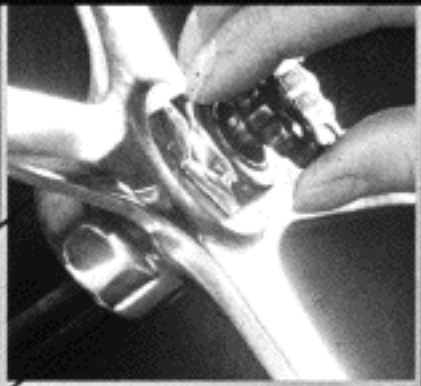
MOST LOGICAL
POSITION FOR
CENTRAL CONTROL

The most logical and reasonable position for combined routine driving operations is naturally right in front of the driver, centralized in the center of the steering wheel, within a slight gesture of his hands.



By the adoption of an advanced and surprisingly simple control arrangement Willys-Overland has centralized all of these operations at one point. It is fittingly termed, **FINGER TIP CONTROL.**

Desiring all the advanced features of modern motor car construction you will enthusiastically endorse FINGER TIP CONTROL, especially when you understand its principle and become familiar with its exclusive advantages of operation.

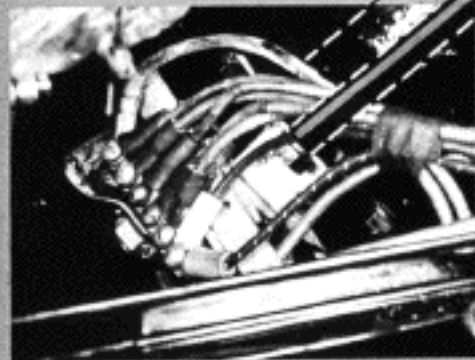


Finger Tip Control consists of a button ingeniously placed in the center of the steering wheel, within your instant reach.

A black and white technical diagram showing a steering shaft assembly. A central shaft is labeled "STEEL SHAFT" in a white box. The shaft is shown passing through a steering post. An inset photograph in the upper right corner shows a close-up of hands adjusting a component on the shaft. Dashed lines indicate the shaft's path through the steering post.

STEEL SHAFT

The button is connected to a steel rod or shaft which runs through the steering post.



STEEL SHAFT

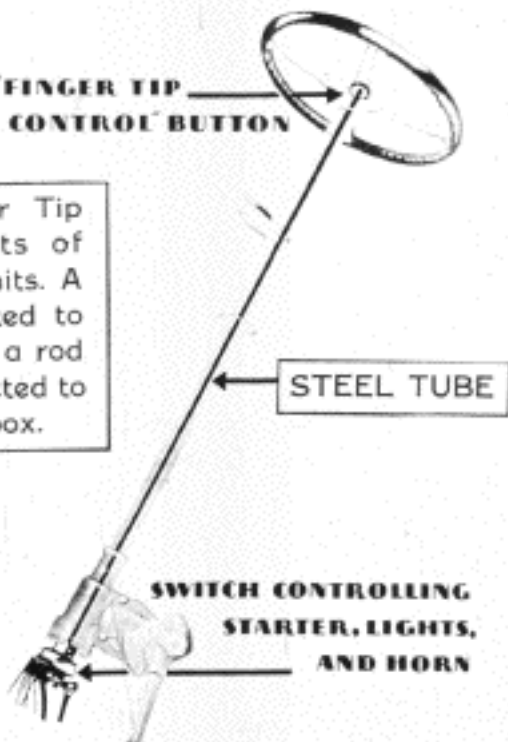
This rod is in turn connected to a switch control unit at the bottom of the steering column.

**FINGER TIP
CONTROL BUTTON**

In brief, Finger Tip Control consists of three simple units. A button connected to a steel rod and a rod which is connected to the switch box.

STEEL TUBE

**SWITCH CONTROLLING
STARTER, LIGHTS,
AND HORN**



A black and white photograph of an aircraft instrument panel. The panel is oval-shaped and contains several gauges. The central gauge has three labels: '10.5', '6247654', and '2476'. To the left of this gauge is a small, round switch that has been crossed out with a white 'X'. An arrow points from a text box to this switch. Other gauges are visible on the right side of the panel.

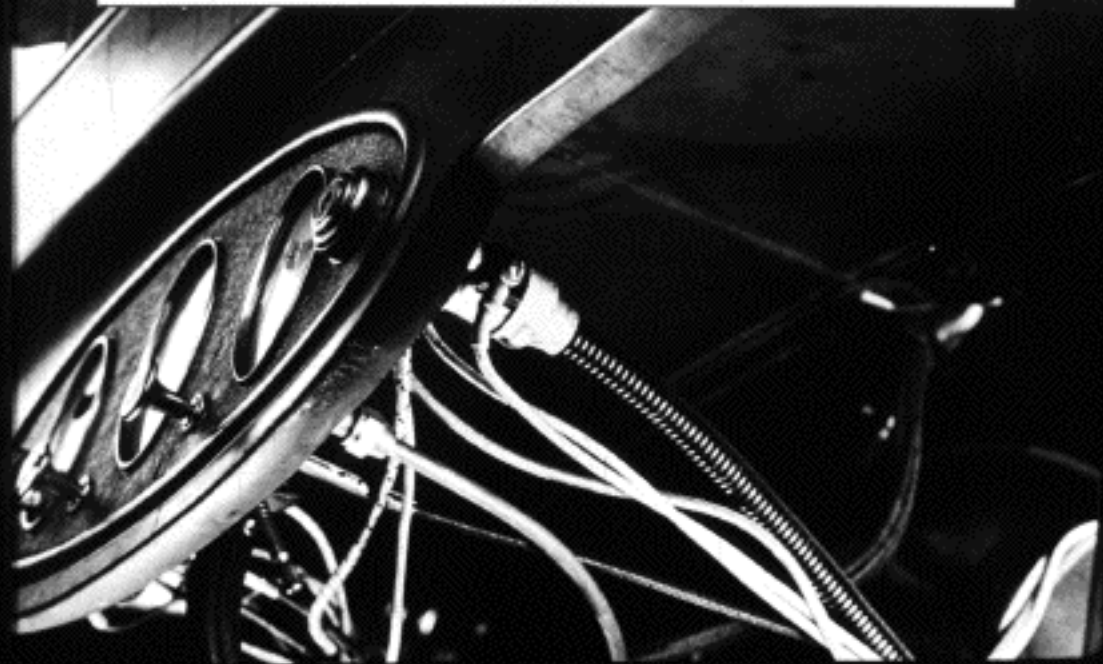
THIS INACCESSIBLE
SWITCH ELIMINATED

Finger Tip Control has removed the light control
switch from the instrument panel.

It has entirely eliminated the old style starter button and switch usually annoyingly out of reach, far on the toe board.



Finger Tip Control has made this tangled mass of wires obsolete. The switch assembly, ordinarily concealed in a most inaccessible place under the cowl and behind the instrument panel, has been removed.





The Superior Whippet's Finger Tip Control has likewise done away with horn or light wires in the steering post.

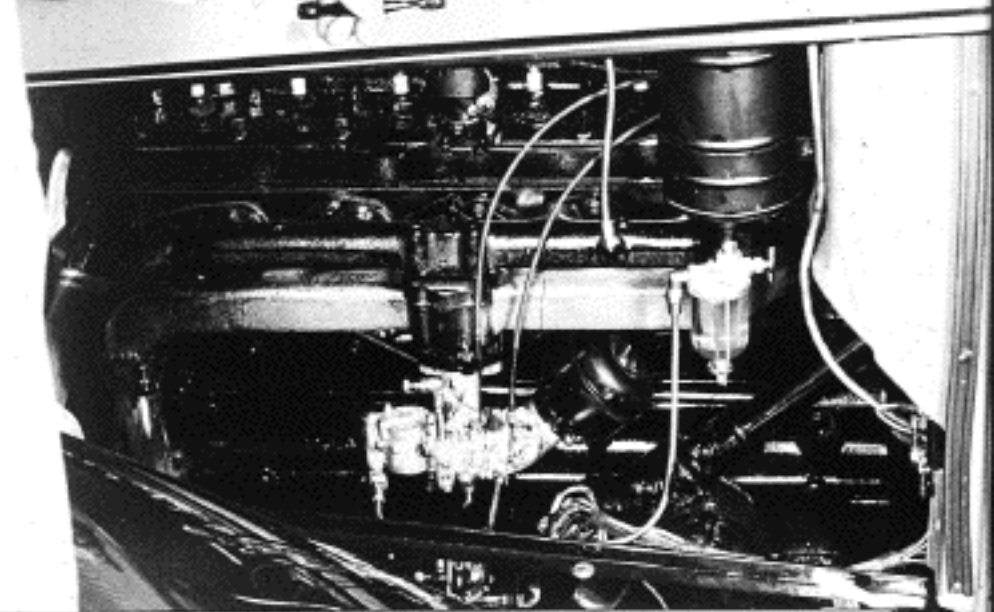


STARTING

LIGHT CONTROL

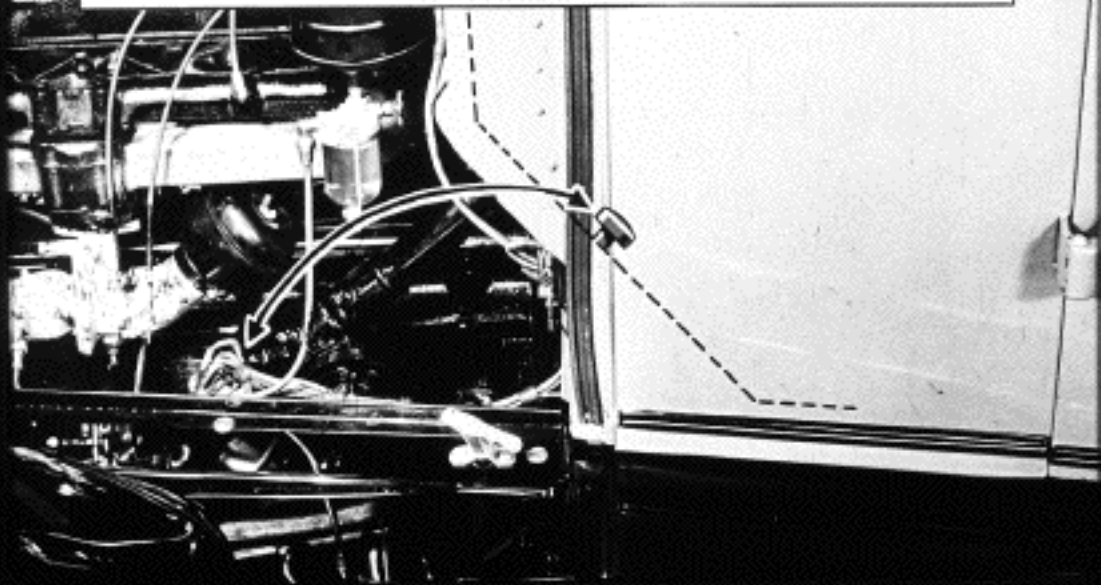
HORN

All the switches and contacts usually placed in inaccessible positions are centralized. They are combined in one simple unit, as shown here, at the bottom of the steering post.



This control box is instantly accessible. It is immediately under the left of the hood and can be reached much easier than the old type switches.

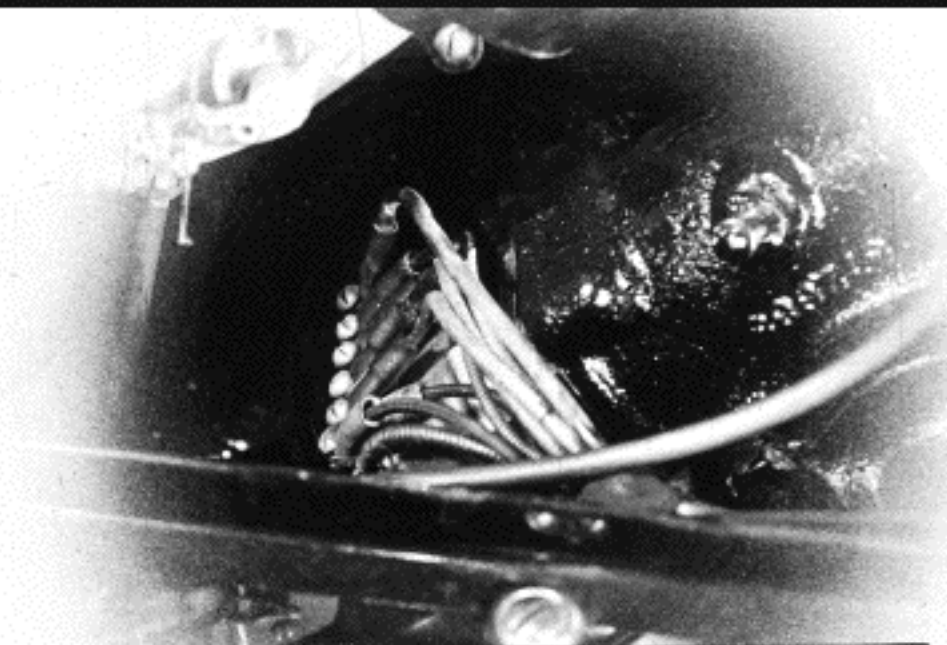
From a service standpoint the starter switch, usually placed on the toe board far out of reach, is inaccessible and inconvenient. Note that in the Superior Whippet it is exceptionally handy. This is a distinct advantage - - ask any service man!



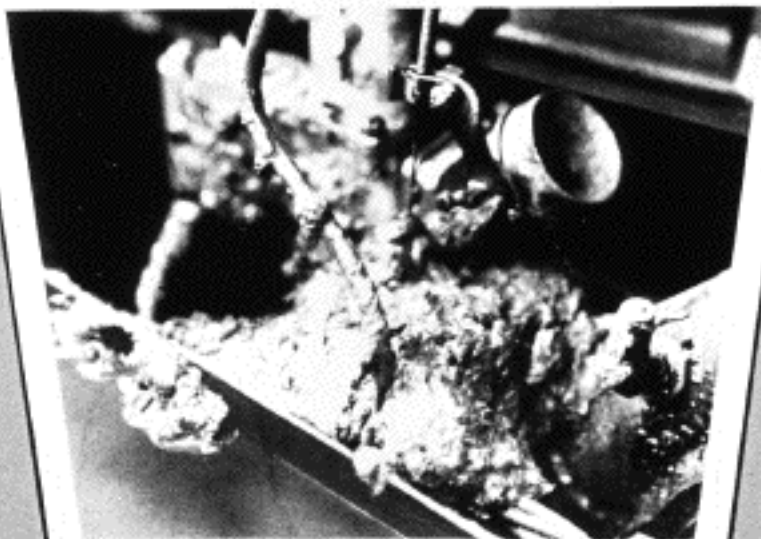
HORN



Likewise the horn contact often built into the steering column head has been embodied in this accessible control unit. This also simplifies servicing and eliminates electric wires in the steering post.



Finger Tip Control affords a great and exclusive advantage if an adjustment or servicing is necessary. All contacts, as you see, are accessible. They have been removed from the customary remote and out-of-reach places.



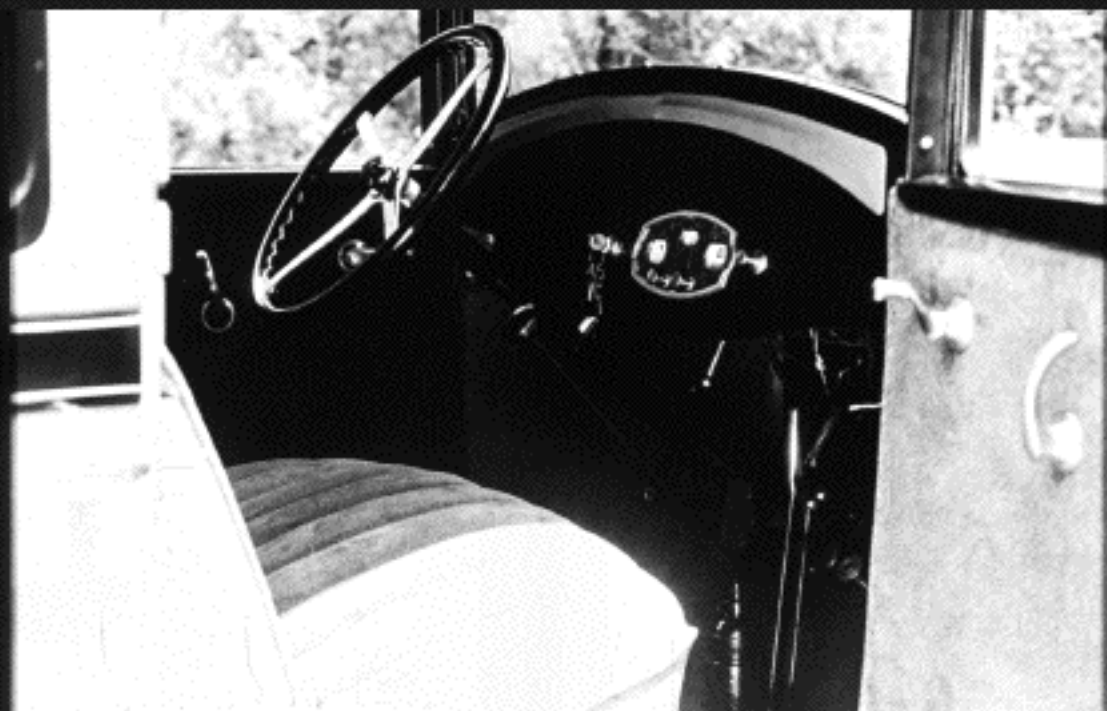
Not only is the Finger Tip Control switch and contact unit available for quick inspections but it is also fully protected. This view shows the exhaustive tests to which it has been subjected. No test of water, grease, oil, mud, etc., affected its efficiency.

You have seen the advantages of Finger Tip Control as applied to simplicity of design and construction, now view how this exclusive feature simplifies the mechanics of driving.

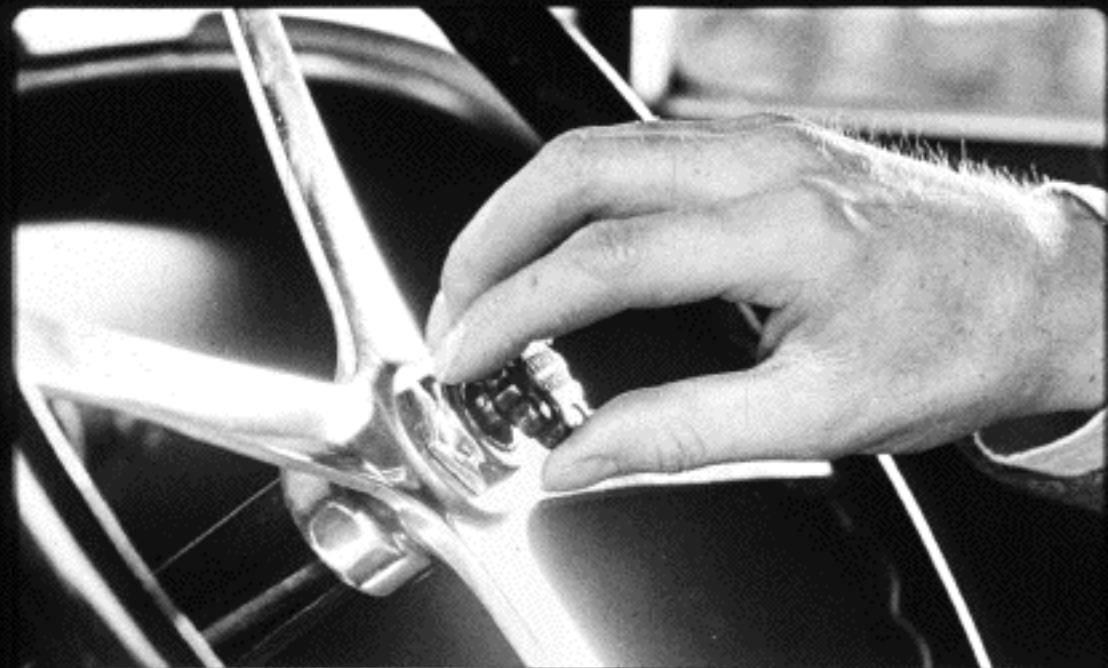


NOTE INACCESSIBLE
POSITION OF STARTER

The Superior Whippets are the only low priced cars affording you advantages of Finger Tip Control. In all comparable cars the old style starting button, in its inconvenient place, is used.



Removing the starter button from the floor and placing it immediately in front of the driver affords many distinct advantages. View what some of them are.



With Finger Tip Control starting is now a perfectly natural and easy function of driving. An effortless pull of this button engages the starting motor. You remain in a comfortable position.



In all other cars, comparable to the Superior Whippet, foot-fumbling for the starter button is still necessary. You must assume an unnatural and unsafe position while starting the engine.



In the Superior Whippet every factor of safety is yours when starting or restarting on a hill. Both feet are free to operate the foot pedals. There is no jerking of the emergency lever, no sliding backward into the car behind or the ditch, no disturbance from a natural driving position.



In all other low priced cars this happens. When starting on a grade you are required to use both your feet and hands. One hand to operate the emergency brake and the right foot to start the engine. You are also forced to assume an unsafe position.

The Superior Whippet's Finger Tip Control is likewise as safe and convenient for the operation of lights and horn sounding. Every function of the routine driving requirements may be accomplished by an effortless gesture of the hand.



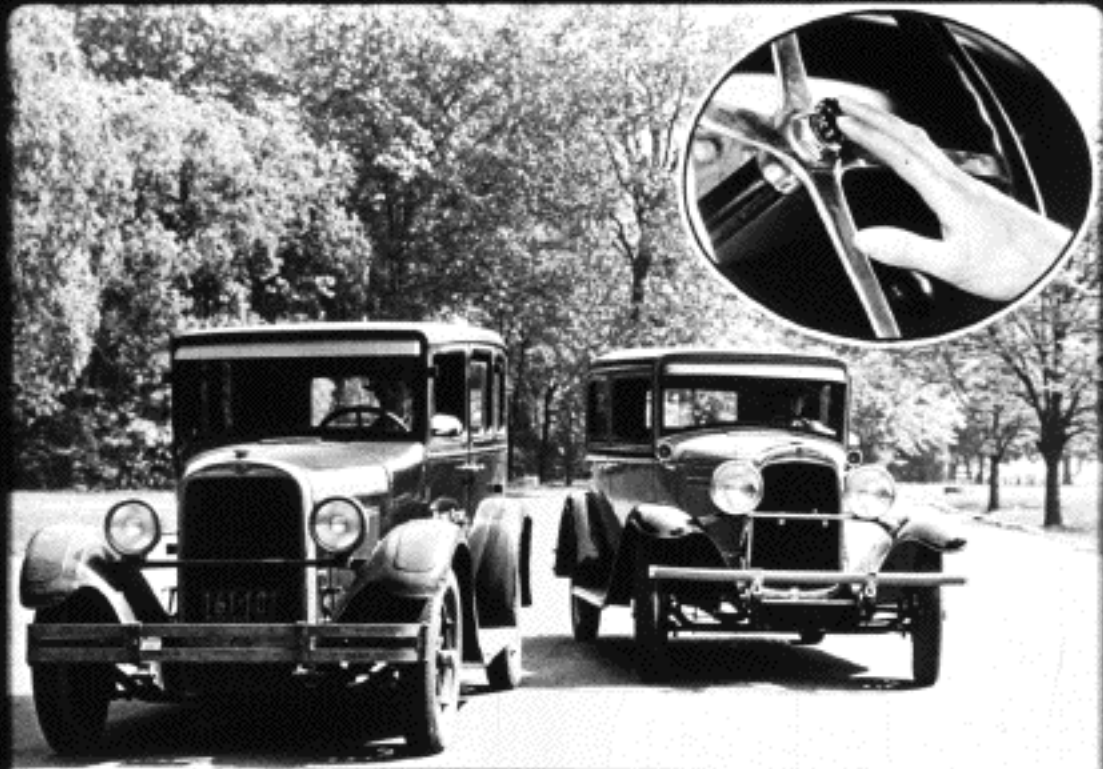
When driving on dark highways adequate light is essential to safety. A simple full right turn of this button gives ample illumination.



And when passing a car and you wish to be courteous
a left turn, one position right from "bright", lowers the
light beam.



And when parking a right turn from the "off" position gives adequate light.



The horn is sounded by pressing the control button.

Finger Tip Control is a fundamental improvement over all other methods of performing the routine requirements of motoring.

You can keep your foot always on the brake when starting or restarting on a hill. Finger Tip Control eliminates the danger of rolling backward when starting on a grade.

When you drive the Superior Whippet yourself and experience the convenience of Finger Tip Control you will realize why everyone welcomes its exclusive advantages.



The
End

For rewind, start at this end, dull side out, holding film by the edges. Be sure to keep fingers off dull side of film.

WILDING PICTURE PRODUCTIONS
INC.

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DETROIT ----- MICH.