

Know the  
SUPERIOR WHIPPET FOUR,  
MECHANICALLY

Retail Sales Manager's Film Service

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One in a series of original filmstrips preserved for their historical value and presented to the members of the

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A dark silhouette of a vintage automobile, likely a touring car, is centered in the background. The car's roof is open, and its mechanical details like the front grille and wheels are visible. The text is overlaid on this silhouette.

*Know the*  
**SUPERIOR WHIPPET FOUR,  
MECHANICALLY**

*Retail Sales Manager's Film Service*

Motor car beauty of a new and unusual kind is revealed in the SUPERIOR WHIPPET FOUR. Yet beauty, striking though it is, is but *one* of the many features of this new car.

The outstanding performance of  
the New SUPERIOR WHIPPET  
is the direct result of the quality  
that has been built into it - -  
THE DOLLAR FOR DOLLAR  
VALUE IT OFFERS.

The SUPERIOR WHIPPET'S  
improvements and refinements  
are not confined to externals  
only - - but go deep into every  
part of the car - - parts you  
never see.

For this reason we have pictur-  
ized the internal units so you, a  
discriminating buyer, may know  
the SUPERIOR WHIPPET  
MECHANICALLY.

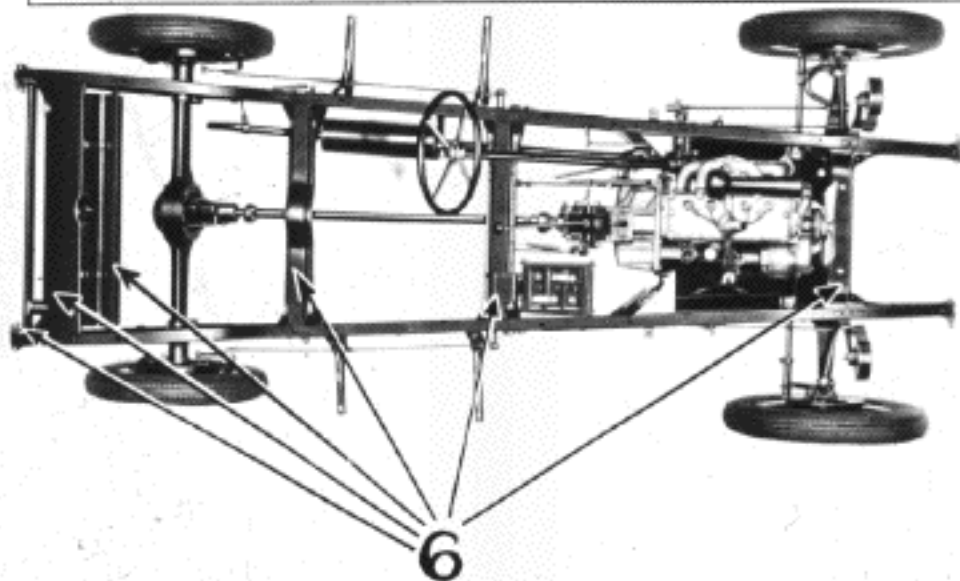
The New SUPERIOR WHIPPET FOUR is a considerably larger car and employs a longer wheelbase which enhances its remarkable riding qualities.



Not only has the longer wheel-base improved the riding qualities of the SUPERIOR WHIPPET but it has increased its road-stability and handling ease at high speeds. You can drive the Superior Whippet with utmost comfort at sustained high speeds.



The foundation on which a car is built is responsible, to a great degree, for the long life of the car. The SUPERIOR WHIPPET frame is stronger, more rugged and heavier. Two additional cross members have been added, making six in all. Other four cylinder cars, comparable to the Whippet in price, have but three cross members.



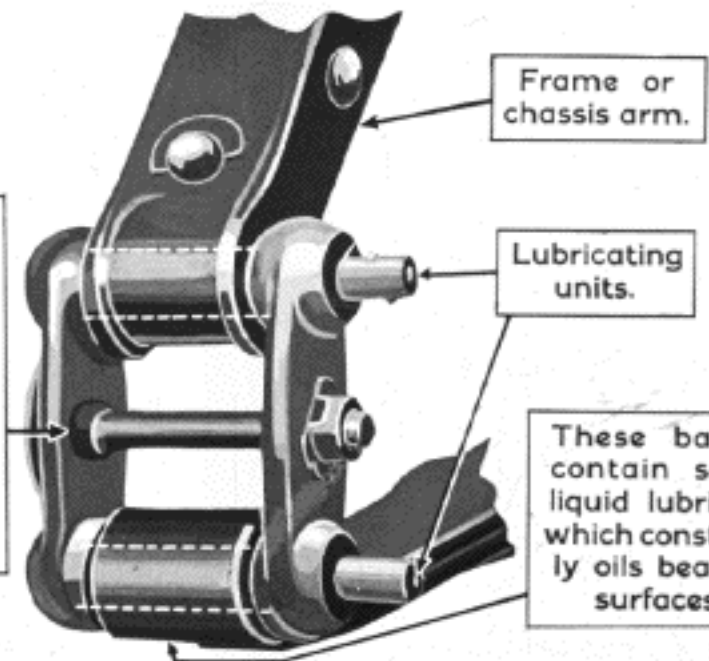
*RUGGED CROSS MEMBERS*

The SUPERIOR WHIPPET'S sturdy frame assures longer life. It eliminates racking and body distortion, common annoyances when lighter frames are used. It is an added measure of safety. It reduces vibration.

Another improvement in the SUPERIOR WHIPPET which you will heartily indorse is the longer and more flexible springs. You can better appreciate the relation these springs have to added riding comfort when you consider that  $84\frac{3}{4}$  inches of the total wheelbase are comprised of spring suspension.



This tensional spring automatically keeps adjusting bolt tight and brings the shackle sides constantly together taking up any wear which might result.



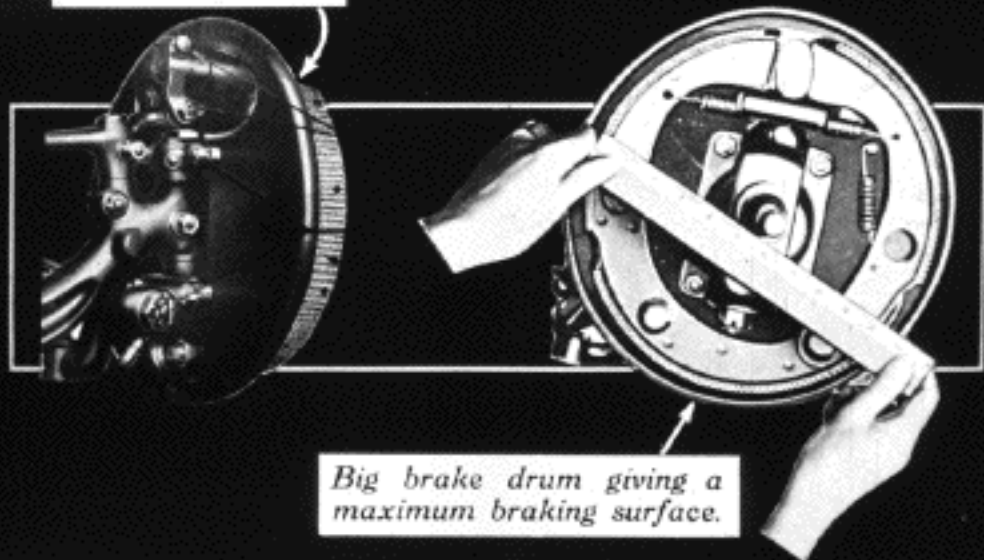
Frame or chassis arm.

Lubricating units.

These barrels contain semi-liquid lubricant which constantly oils bearing surfaces.

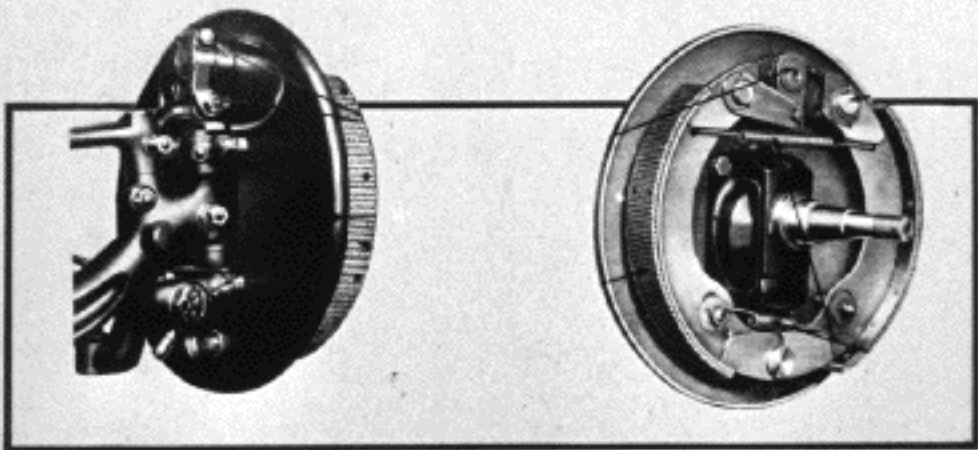
Tryon spring shackles employed by the SUPERIOR WHIPPET afford greater riding comfort, easier spring action and eliminate the annoyances of ordinary shackles. They are self lubricating, self adjusting and silent.

*Wide brake bands.*



*Big brake drum giving a maximum braking surface.*

The SUPERIOR WHIPPET'S large mechanical four wheel brakes render the car comfortably within your positive control at all times. The front brakes are internal expanding and in the rear they are external contracting.



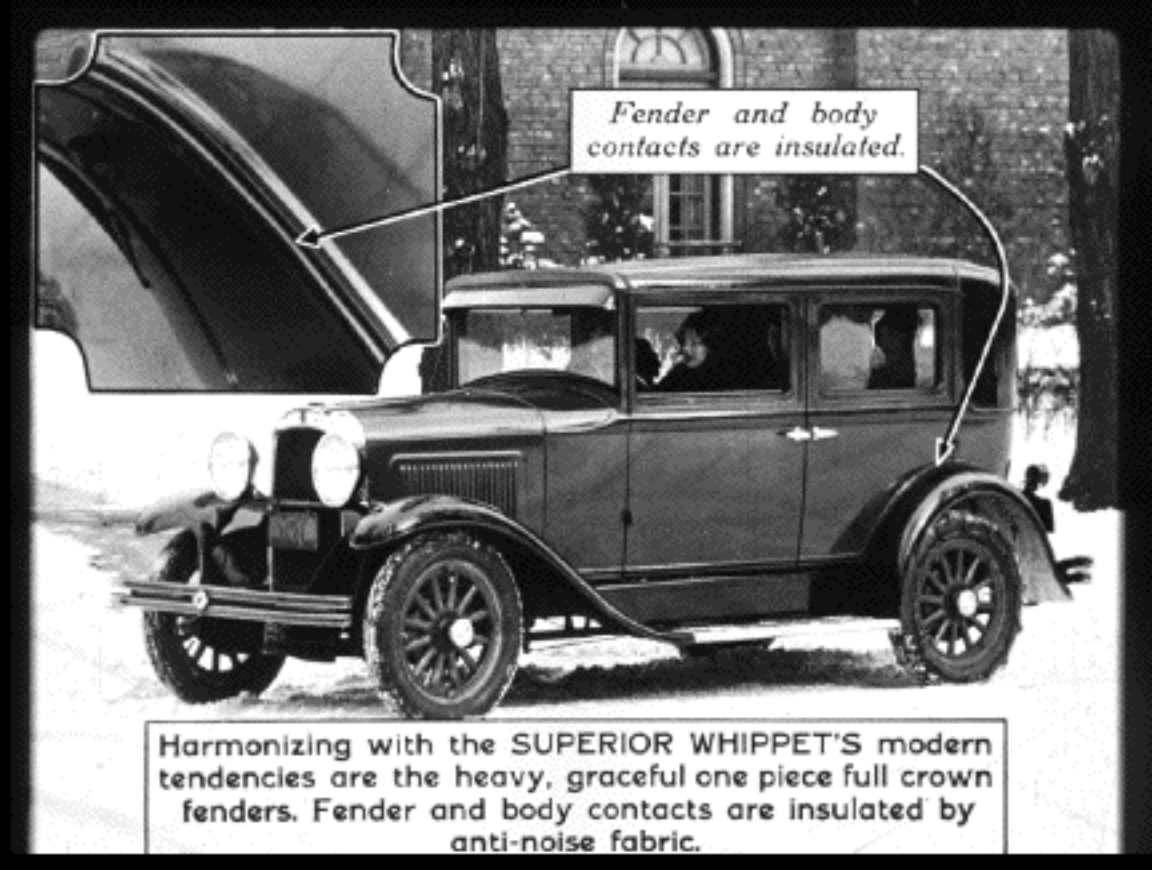
The SUPERIOR WHIPPET'S brakes afford you  $190\frac{1}{4}$  square inches of braking surface which is  $22\frac{1}{4}$  square inches greater than the nearest comparable car and substantially greater than any other four cylinder car.

The SUPERIOR WHIPPET comes to you equipped with shock absorbers and full balloon tires. These features, combined with the added wheelbase and longer springs, provide cushion-like riding comfort.

Even the smallest detail has been designed for your utmost convenience. The battery is now placed at the right of the frame providing easy access when inspections or care is necessary.





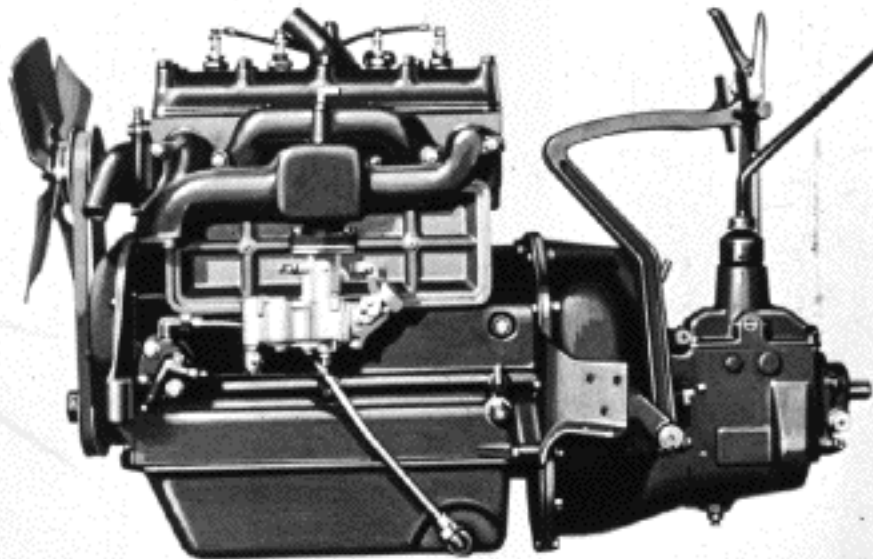
A black and white photograph of a vintage Superior Whippet car, a four-door sedan, parked on a snowy street. The car has a prominent front grille, round headlights, and spoked wheels. A callout box in the upper left corner shows a close-up of the car's fender and body contact area, which is insulated with a dark material. A line connects this callout to the corresponding part of the car. Another line points from the main text box to the rear fender area.

*Fender and body  
contacts are insulated.*

Harmonizing with the SUPERIOR WHIPPET'S modern tendencies are the heavy, graceful one piece full crown fenders. Fender and body contacts are insulated by anti-noise fabric.

We know that you will agree with us in that the fairest and most satisfactory method of buying the greatest motor car value per dollar is by an actual comparison of specifications. Permit us to show you what is under the hood of the New  
**SUPERIOR WHIPPET.**

The whole tendency in the design and construction of this remarkable power plant is to give you the fullest measure of brilliant performance, employing the most scientific and advanced principles.



Take the lubrication system, employed by the New SUPERIOR WHIPPET. No other car, comparable in price, has a Full Pressure Force-Feed lubrication system. No vital moving part is dependent alone on pump, splash, spray or gravity lubrication.



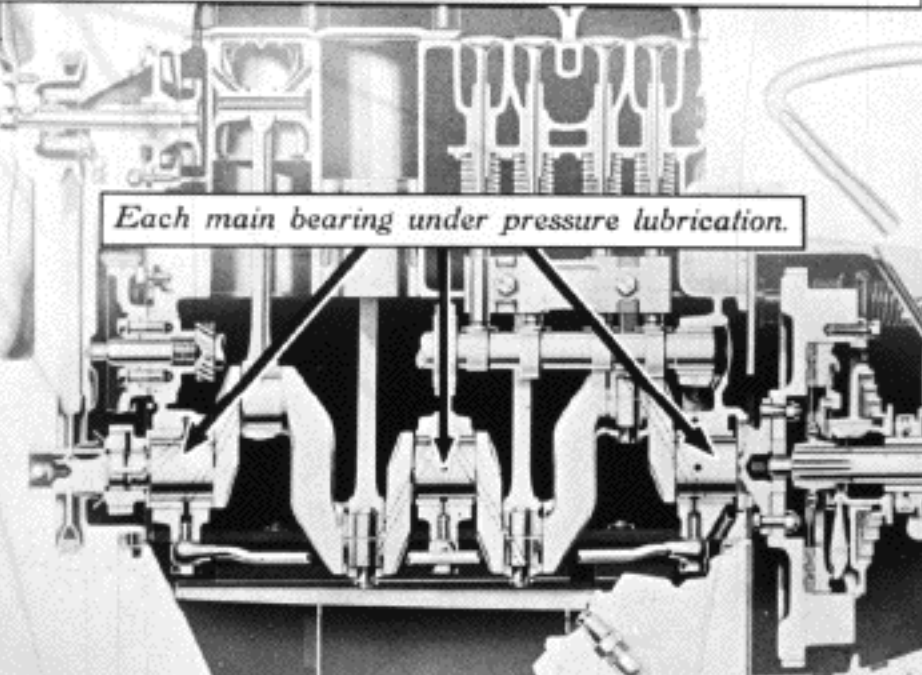
*Full Force-Feed Lubrication.*

You want an engine capable of giving sustained high speed. You want a power plant which will give countless miles of economical, trouble-free service. Such service can only be attained when an adequate supply of oil is *forced* to *every* frictional surface.

Do not confuse ordinary pump, spray, splash, dip or even pressure lubrication systems with **FULL PRESSURE** systems. There is an important difference between them - - a difference which spells economy to the owner. Permit us to confirm this statement.

Full Force-Feed lubrication means that each main bearing is constantly bathed in a protective film of oil.

*Each main bearing under pressure lubrication.*





*Each connecting rod bearing is under positive pressure lubrication.*

Full Force-Feed lubrication means also that each connecting rod bearing is adequately supplied with oil.





*Camshaft bearings under Full Pressure lubrication.*

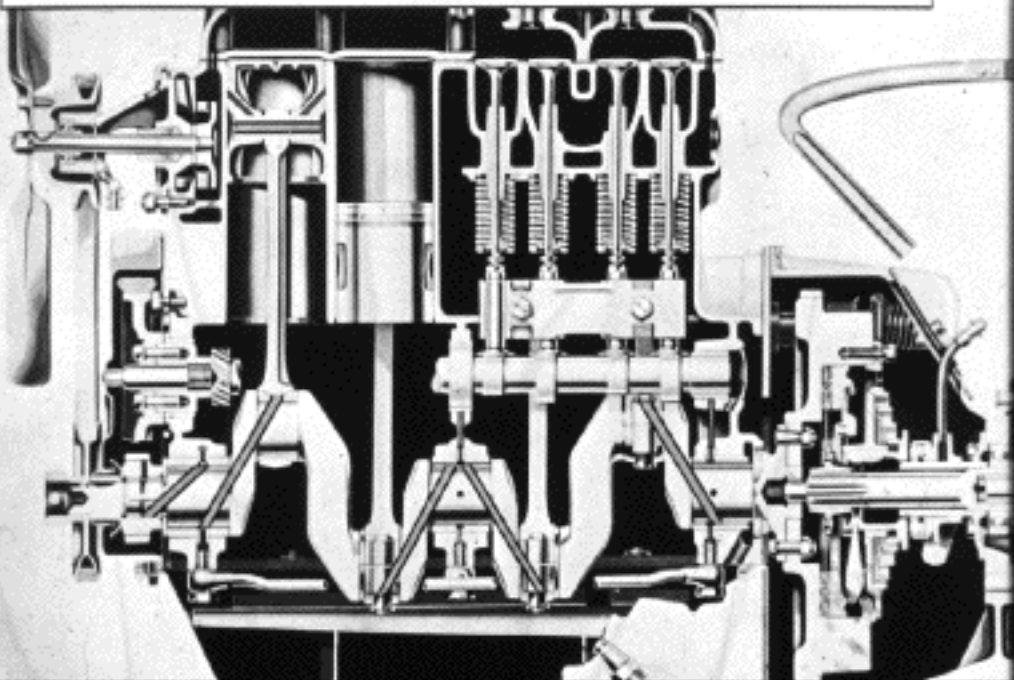
Full Force-Feed lubrication means that each camshaft bearing is protected against undue wear by a positive flow of oil. In the SUPERIOR WHIPPET oil is forced to all frictional surfaces under an approximate pressure of 35 pounds.



*Oil is pumped to each bearing surface.*

In the SUPERIOR WHIPPET, as in the highest priced cars, special oil passages carry oil, under pressure, to each bearing.

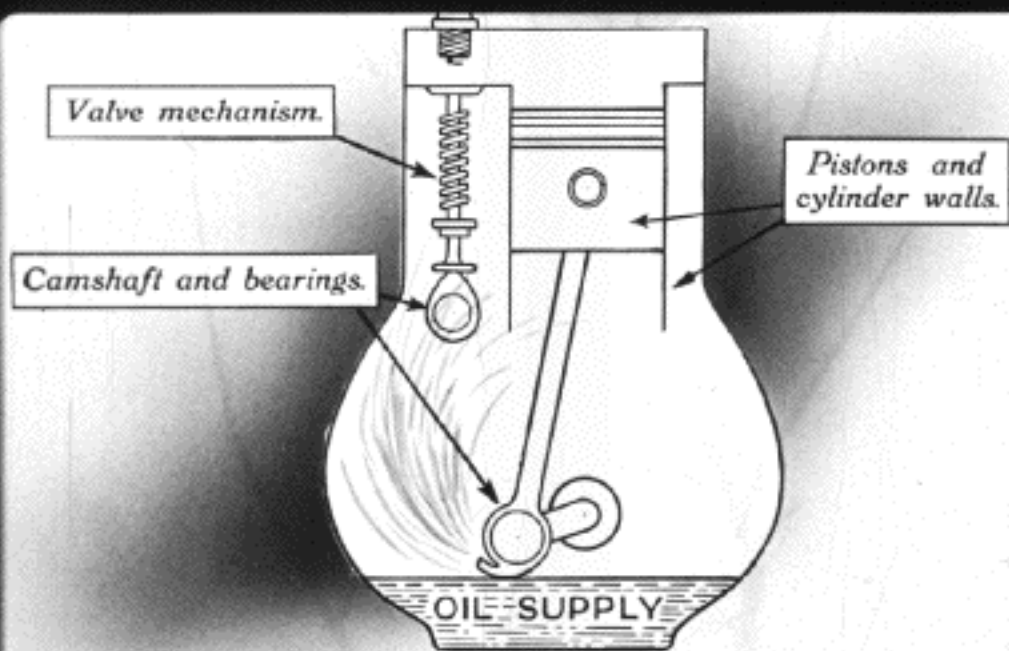
Oil passages drilled in the crankshaft serve as high pressure lines through which lubricant is forced to each connecting rod bearing.



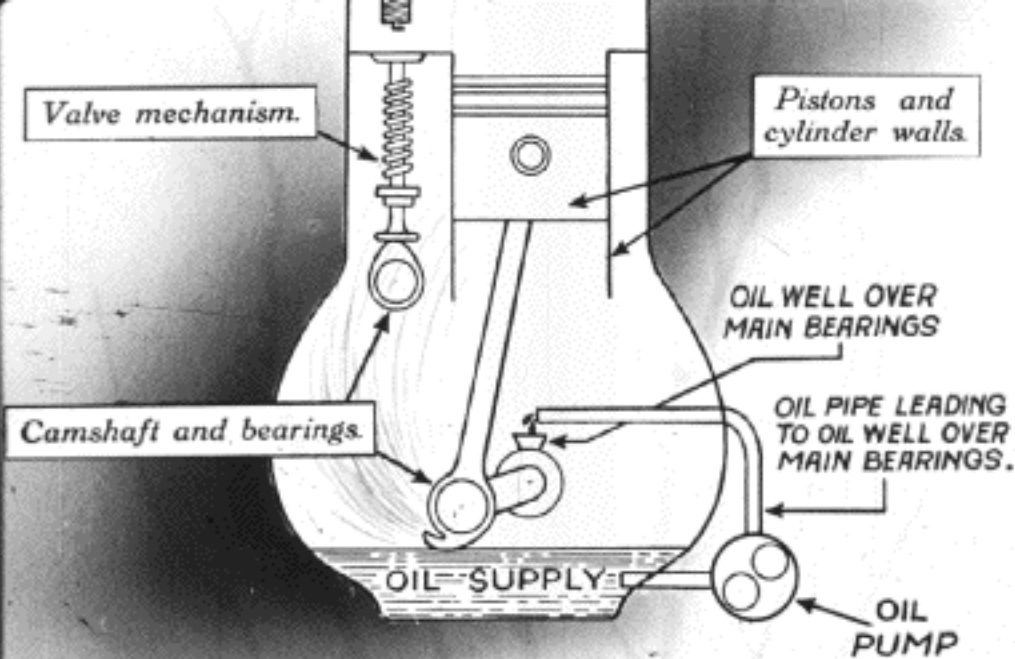
Oil passages drilled in the cylinder block carry oil to the camshaft bearings. The spray from the bearings forces oil to the cylinder walls, pistons and valve mechanism.

Through this highly improved and satisfactory lubricating system employed in the SUPERIOR WHIPPET every moving part is protected by a positive film of oil. This means long life and economy.

Ordinary pump, spray, splash, dip or gravity lubrication systems do NOT give the fullest protection against undue wear because oil is not carried, under pressure, to all vital points.



This lubrication system, commonly employed, only *dips* oil from troughs by means of scoops on the connecting rods which in turn splash the lubricant AT the camshaft bearings, valve and timing mechanism, cylinder walls and pistons. No pressure is applied.



In some low priced cars the main bearings, important as they are, get their supply of oil from a pump which merely syphons oil from the crankcase and deposits it on the bearings.



You must agree that such a lubricating system, depending on a splash or spray of oil, is inadequate to overcome undue wear. Certainly, it is not as efficient or as positive as the Whippet's full pressure system which we have shown you.



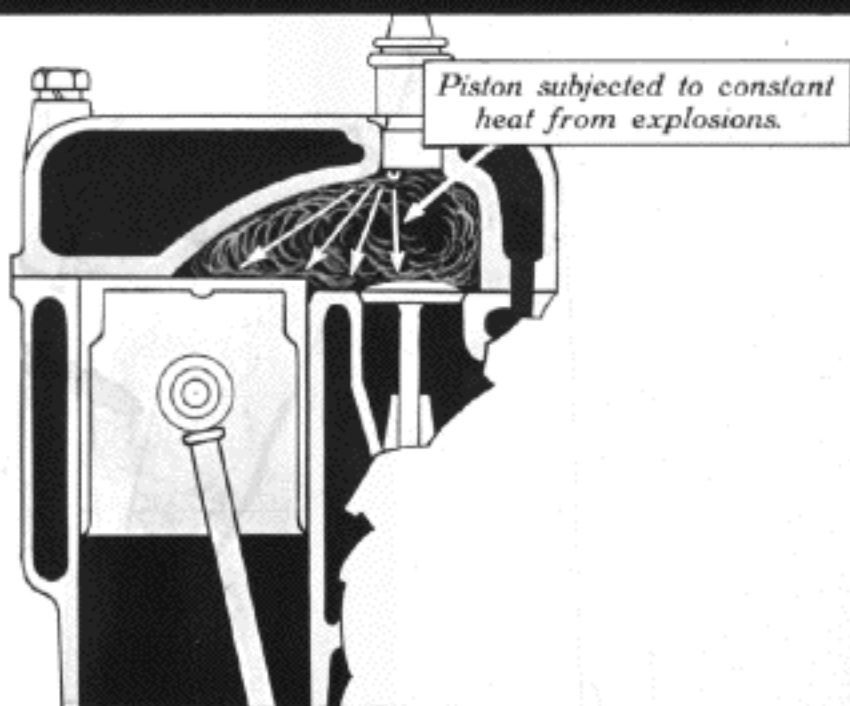
WHIPPET  
CRANKSHAFT



Further, you will agree that a crankshaft is the "backbone" of any engine. It is subjected to the tremendous driving pulsations. It must be strong and rugged. The Whippet's crankshaft weighs  $34\frac{1}{2}$  pounds which is considerably heavier than other four cylinder crankshafts.

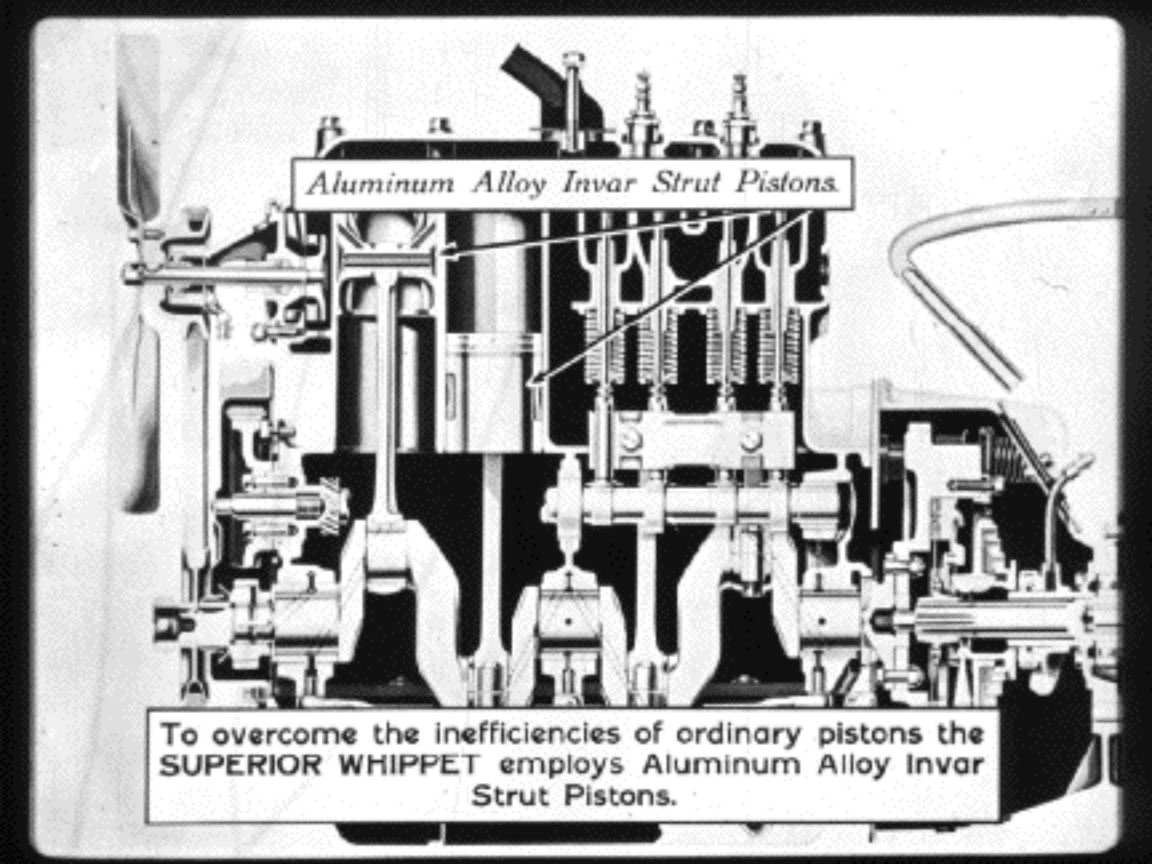
The SUPERIOR WHIPPET'S crankshaft is drilled, providing oil passages to the bearings. It is supported by unusually large bearings which mean longer life and smoother operation.

With speed, quick acceleration,  
power, economy and high com-  
pression universally in demand,  
the pistons play an important  
part. They can provide you with  
or deprive you of brilliant  
performance.



Pistons are subjected to intense heat. When constructed of ordinary metal they expand when heated, so a tight initial fit is sacrificed to allow for expansion.

Because of the loose initial fit, ordinary pistons have a tendency to leak compression, accumulate carbon and develop what is termed a “sloppy” action.



*Aluminum Alloy Invar Strut Pistons.*

To overcome the inefficiencies of ordinary pistons the SUPERIOR WHIPPET employs Aluminum Alloy Invar Strut Pistons.

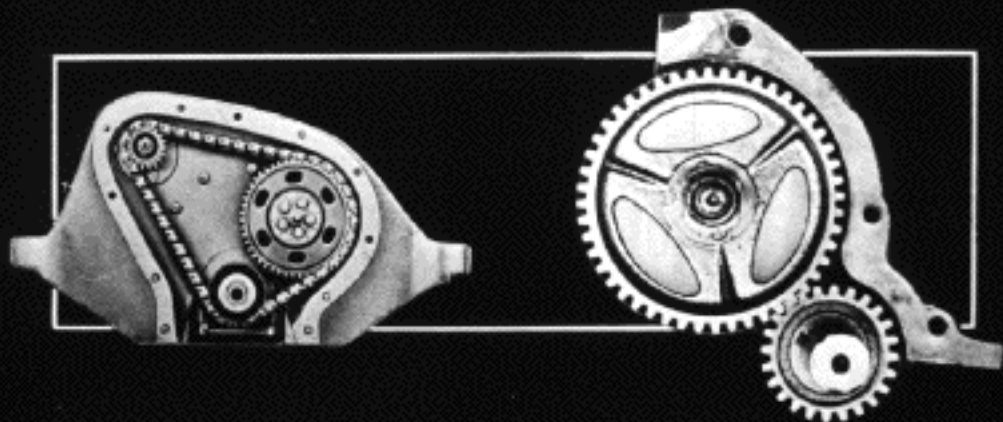


The SUPERIOR WHIPPET pistons are "braced" with metal invariable to heat, thus a tight fit is effected at all times which means more power, greater activity, increased speed and economy.



*Chain Type  
Timing System.*

*Gear Type  
Timing System.*



Greater engine silence is achieved in the Whippet by the use of a SILENT TIMING CHAIN. Other cars, comparable to the Whippet in price, use timing gears which encourage wear and develop noises.

We could dwell at length on the mechanical virtues of the SUPERIOR WHIPPET but your greatest thrill will come when you sit behind the wheel and drive it. Then, and then only, will you appreciate what this car can do. Arrange now for a demonstration.



The  
End

To 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.

1358 ~ Mullett St.  
DETROIT ----- MICH.