

Safety Features of the New Superior Whippet

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

[Willys Overland Knight Registry](#)

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June, 2000

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Safety Factors
of the
NEW
SUPERIOR WHIPPET



Retail Sales Manager's Film Service

In these days of rapid transportation and congested traffic, SAFETY becomes an increasingly important factor. We know that you, a competent judge of motor cars, fully appreciate the necessity of SAFETY as it pertains to your driving security. And you should be denied no feature which will facilitate a greater measure of protection.

Not many years ago little serious thought was given to SAFETY features of an automobile. Engineers and purchasers alike considered SAFETY rather an after-thought.

In those days the popularity of motor cars as a utility or universal mode of transportation was insufficient to warrant a pressing demand for SAFETY. Times, however have changed.

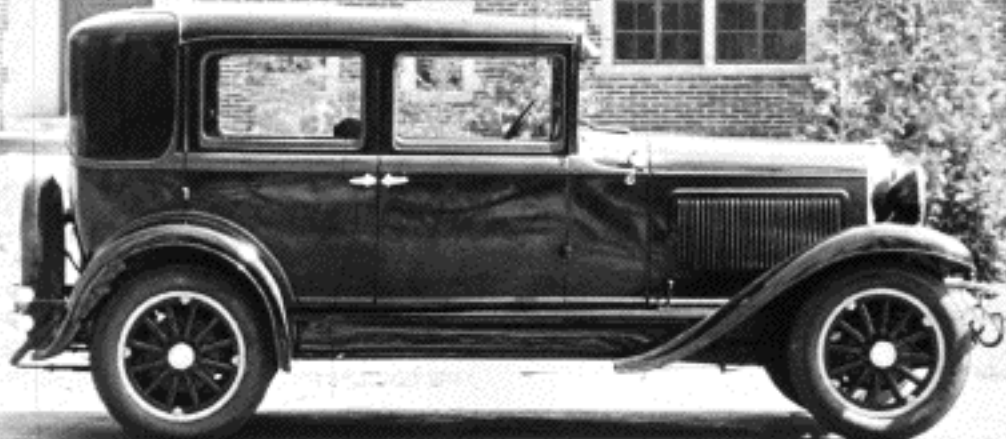


Today approximately TWENTY-FIVE MILLIONS of motor cars are in operation. Certainly with this astounding increase SAFETY becomes an essential.



The purpose of this film is to show you that no other car, comparable to the SUPERIOR WHIPPET, offers such safety, protection, driving security and ease of operation.

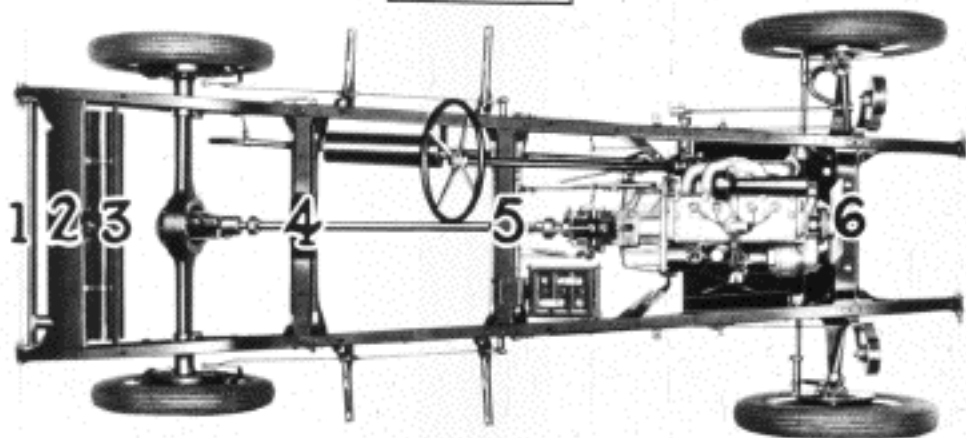
SAFETY as well as design, style, beauty, comfort, speed, economy, power, dependability and low cost has been given major consideration by Willys-Overland engineers.



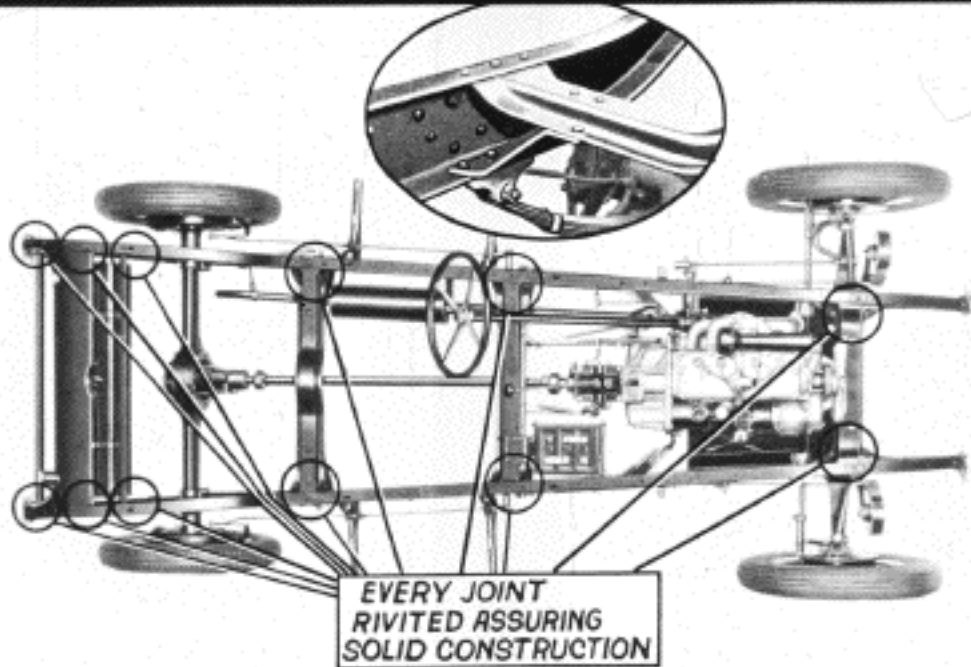
Let us first scrutinize an element of SAFETY which is not visible from outward observations - - the strong and rugged foundation or frame upon which the Whippet is built.

When considering SAFETY factors many people restrict them to brakes only. This is an erroneous practice. Driving security embraces an array of other features, which combined, add materially to your driving protection.

SIDE RAILS
4 1/4" DEEP

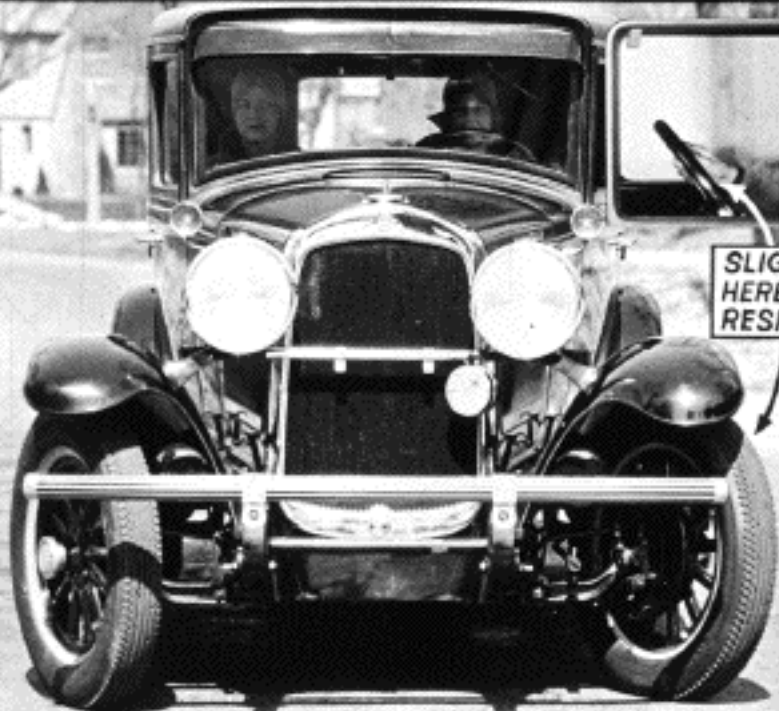


The design of the chassis embodies SAFETY factors found in no other car in the Whippet price class. The "four" frame, shown here, is stronger, more rugged and heavier. Six cross beams securely bind the side rails. Other manufacturers of four cylinder cars rely on only three or four cross members to withstand chassis strains.



The SUPERIOR WHIPPET'S sturdy frame contributes to safety because every joint, as shown here, is scientifically rivited and will successfully resist racking, strains, shocks, buckling and misalignment.

Another feature of major importance, because it relates to SAFETY and ease of operation, is the SUPERIOR WHIPPET'S advanced and improved steering gear.



SLIGHT PRESSURE
HERE, GIVES INSTANT
RESPONSE HERE

The gear ratio of the steering assembly is 11 to 1. This makes for effortless control and renders the car instantly responsive to the slightest pressure applied to the steering wheel.

The Whippet employs the semi-irreversible worm gear steering principle which is universally accepted because of its easy action and SAFETY virtues.

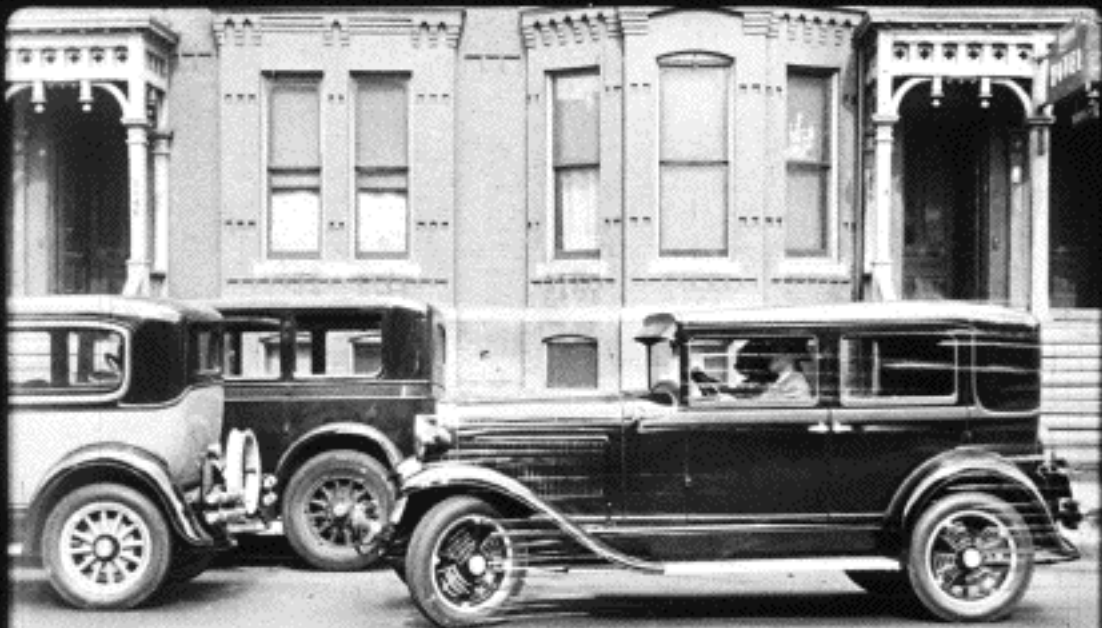


SHIMMY, PARTICULARLY
AT HIGH SPEEDS IS
HAZARDOUS.

WHIPPET STEERING PRINCIPLE
PREVENTS SHIMMY AT ANY
SPEED.



The entire steering assembly is designed so as to completely insulate the steering wheel from road shocks. Front wheel shimmy, a frequent and hazardous annoyance in cars of less modern design, has been eliminated. You are assured positive control under all conditions.



The remarkably short turning radius enables you to turn the Whippet quickly and sharply which is often a necessity in modern traffic congestion. Too, you can turn a complete circle in a limited space.

The whole tendency in design and construction of the NEW SUPERIOR WHIPPET has been to afford you a substantial margin of SAFETY, comfort, reliability and driving security.

SAFETY of the Whippet comes not only from its rugged foundation and efficient brakes, but from many other factors. Among these *low center of gravity* - - one of the most important contributions to your protection.

Notice the low and sweeping tendencies of the Whippet.
By virtue of its low, hovering design, it fairly hugs
the road.

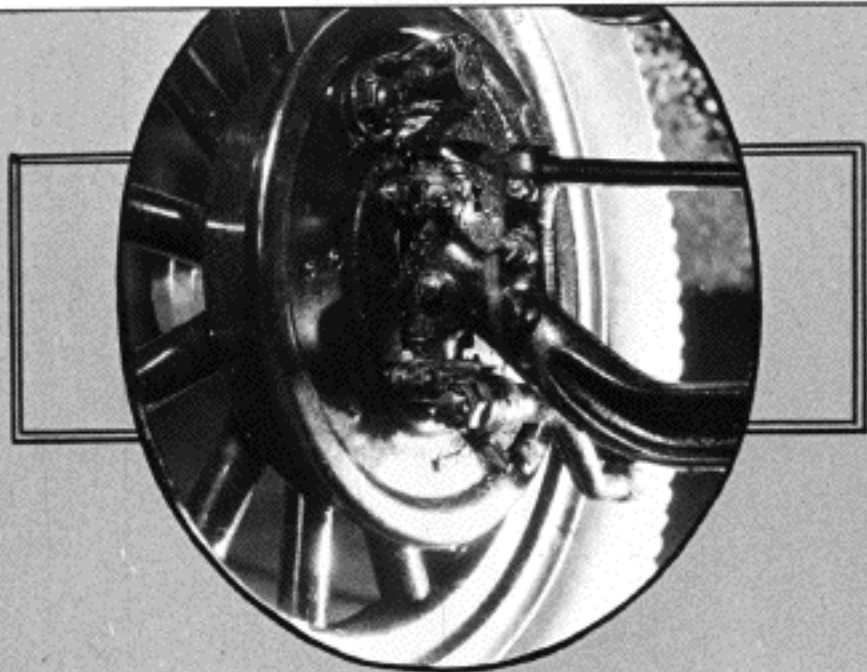


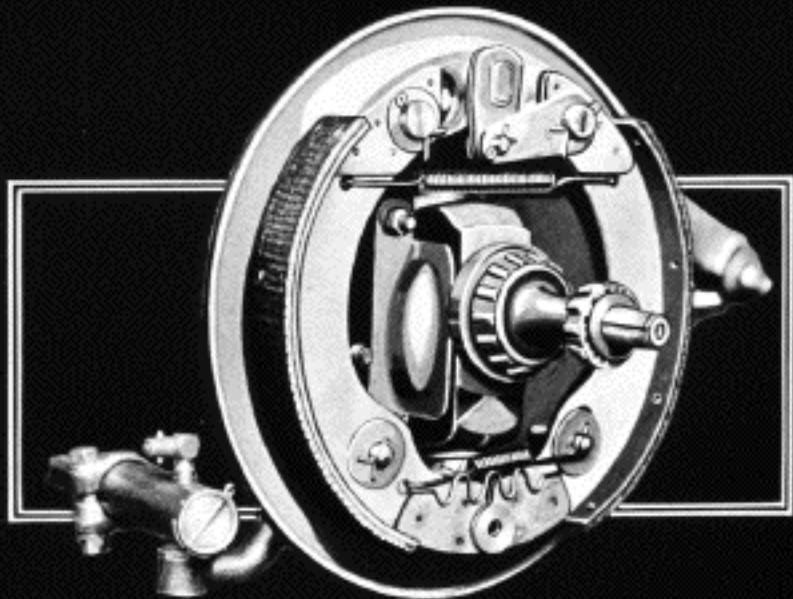


By lowering the center of gravity (distributing the greatest car-weight closer to the road) the Whippet has reduced, to a minimum, the possibility of skidding, overturning and side swaying. You can drive at high speeds with greatest SAFETY.

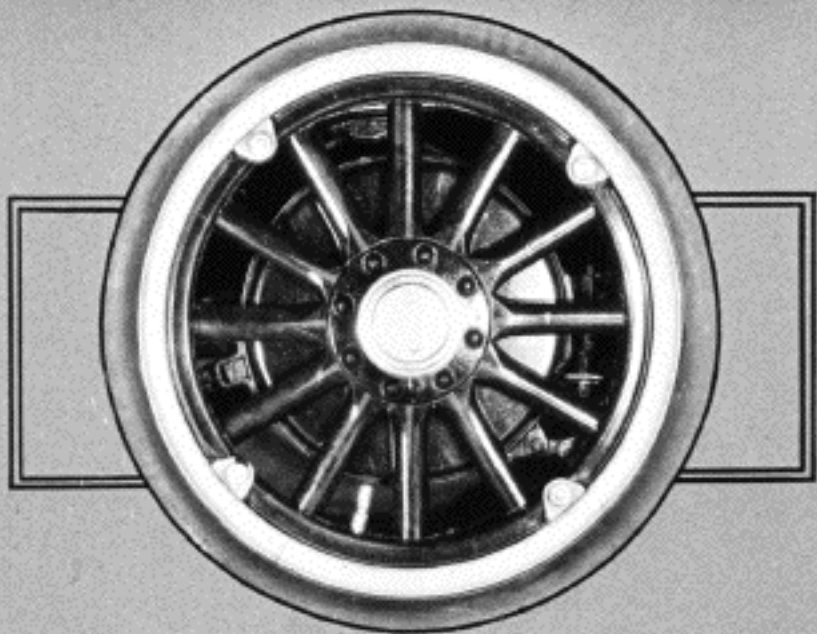
One of the outstanding features of the NEW SUPERIOR WHIPPET, of course, is its mechanical four wheel brakes. They are unusually reliable and efficient. The total braking area of either the Whippet Four or Six compared with other cars in their class is sufficient proof of the extra measure of SAFETY you will enjoy.

The front wheel brakes are the Bendix internal expanding, two-shoe type. Their enclosed design prevents any possibility of water, dirt, grit or oil interfering with their action.





The two-shoe principle provides uniform pressure on the entire surface of the drum. The construction is simple, positive and efficient.



The rear brakes are the external contracting type. The large band grips the brake drum with firm and positive action. Both front and rear brakes are self-energizing.

You will agree that the fairest method of determining the WHIPPET'S SAFETY is by an actual comparison with other cars in its price range. Permit us to show you what is revealed by a comparison of brakes alone.

WIDE, THICK
BANDS



UNUSUALLY LARGE
BRAKE DRUM

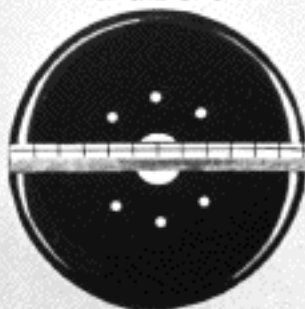


WHIPPET SIX, TOTAL
BRAKING AREA - $200\frac{1}{4}$
SQ. INCHES. NEAREST
COMPARABLE CAR HAS
ONLY 189.8 SQ. INCHES.

WIDE THICK
BANDS



UNUSUALLY LARGE
BRAKE DRUM



WHIPPET FOUR, TOTAL
BRAKING AREA - $190\frac{1}{4}$
SQ. INCHES - NEAREST
COMPARABLE CAR HAS
ONLY 177.7 SQ. INCHES.

The WHIPPET SIX and FOUR have a total braking area of $200\frac{1}{4}$ and $190\frac{1}{4}$ square inches of braking surface respectively. Comparable cars have only 177.7 and 138.1 square inches of braking surface respectively.

Another SAFETY factor well worth serious consideration is the “built-in” strength of the body. The frame is of seasoned hard wood. Great care has been given to mortising and support of every joint. The wooden skeleton itself is a product of the most skilled coach workers.

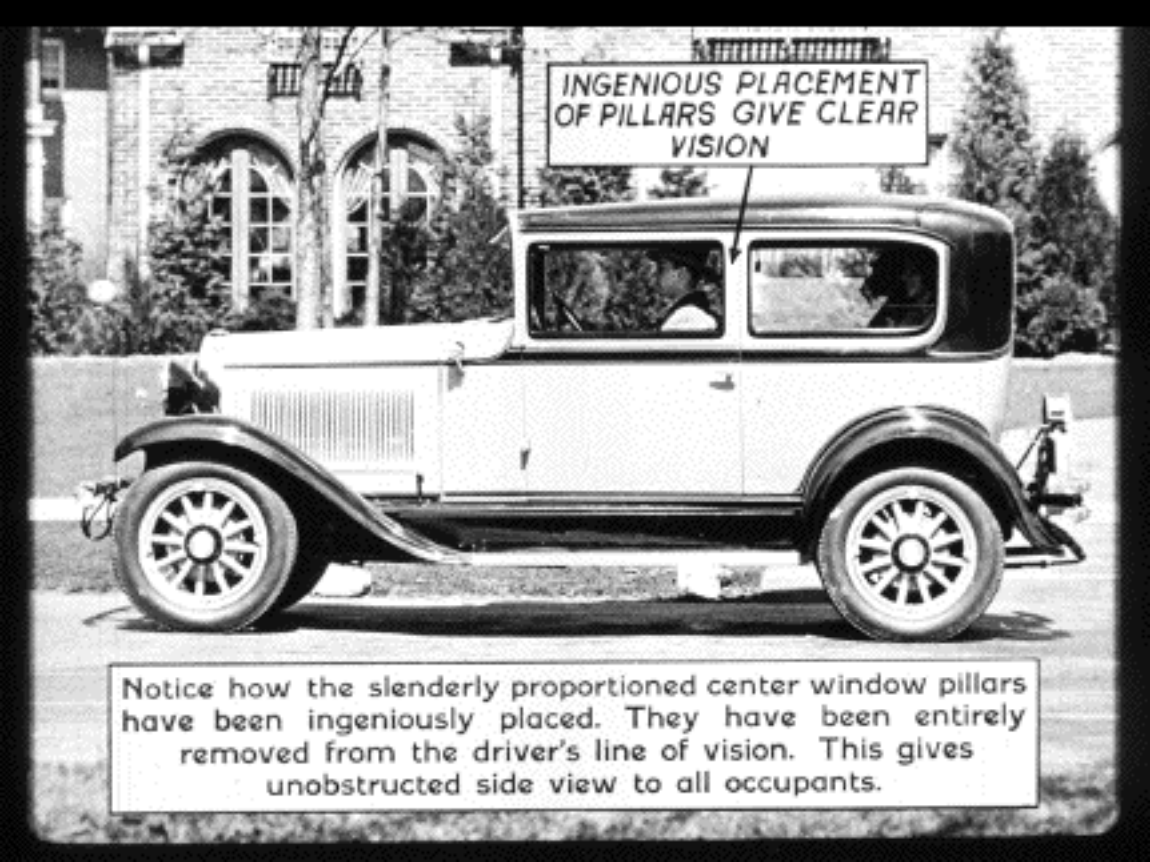
The special treated body-steel is of unusually heavy guage. Each section is welded into a one-unit armor giving vault-like security.



UNUSUALLY HEAVY GUAGE
BODY STEEL WELDED INTO
ONE PIECE

Aside from the SAFETY provided by the WHIPPET body design, great structural strength is achieved. This prevents body distortion, ill-fitting doors, racking of the joints and other annoyances.

A particularly interesting factor
of SAFETY of the NEW
SUPERIOR WHIPPET is the full
vision front, side and back, ac-
complished by the new and
advanced style of the bodies.



INGENIOUS PLACEMENT
OF PILLARS GIVE CLEAR
VISION

Notice how the slenderly proportioned center window pillars have been ingeniously placed. They have been entirely removed from the driver's line of vision. This gives unobstructed side view to all occupants.



In many cars of fewer SAFETY factors the center window pillars result in poor visibility in that they provide a "blind-spot" particularly for the driver.



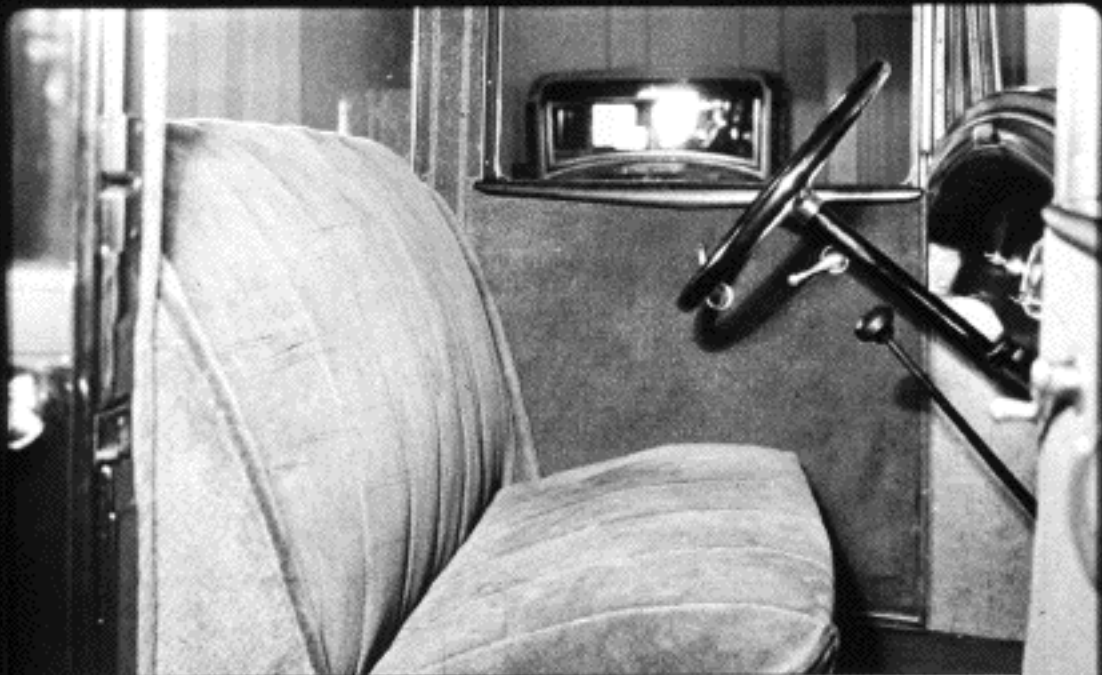
Observe the unusually slender front supports. This advantage is of utmost importance because it provides clear vision at intersecting highways and permits the driver to see approaching side-traffic.

The SUPERIOR WHIPPET affords more generous interior dimensions. It has roominess heretofore restricted exclusively to higher priced motor cars. This is a result of wider body design and more liberal proportions throughout.



The rear compartment comfortably accommodates three adults. It provides ample head, leg and elbow room. The wider doors permit free access to and from the car.



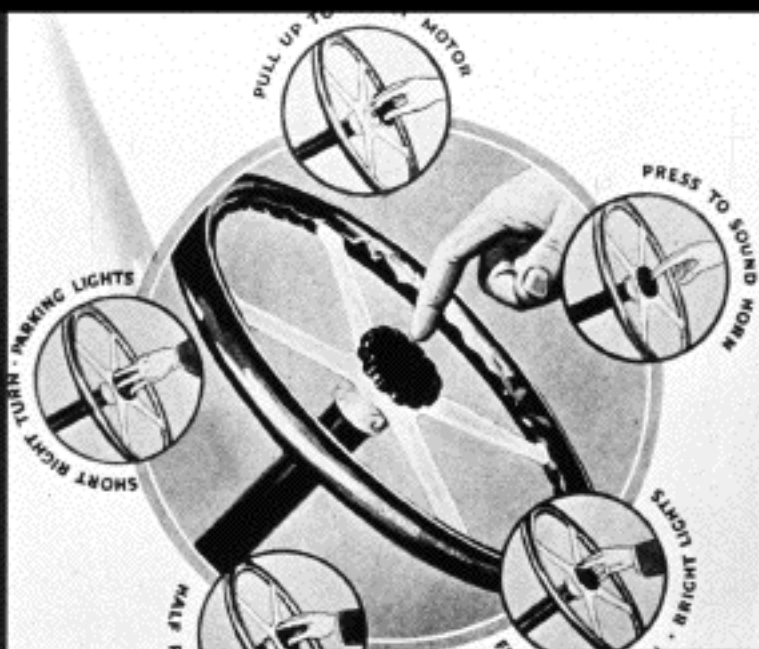


By reason of its new design the front or driving compartment facilitates unusual freedom. There is no suggestion of cramped or limited space. This eliminates any possible interference with the driver.

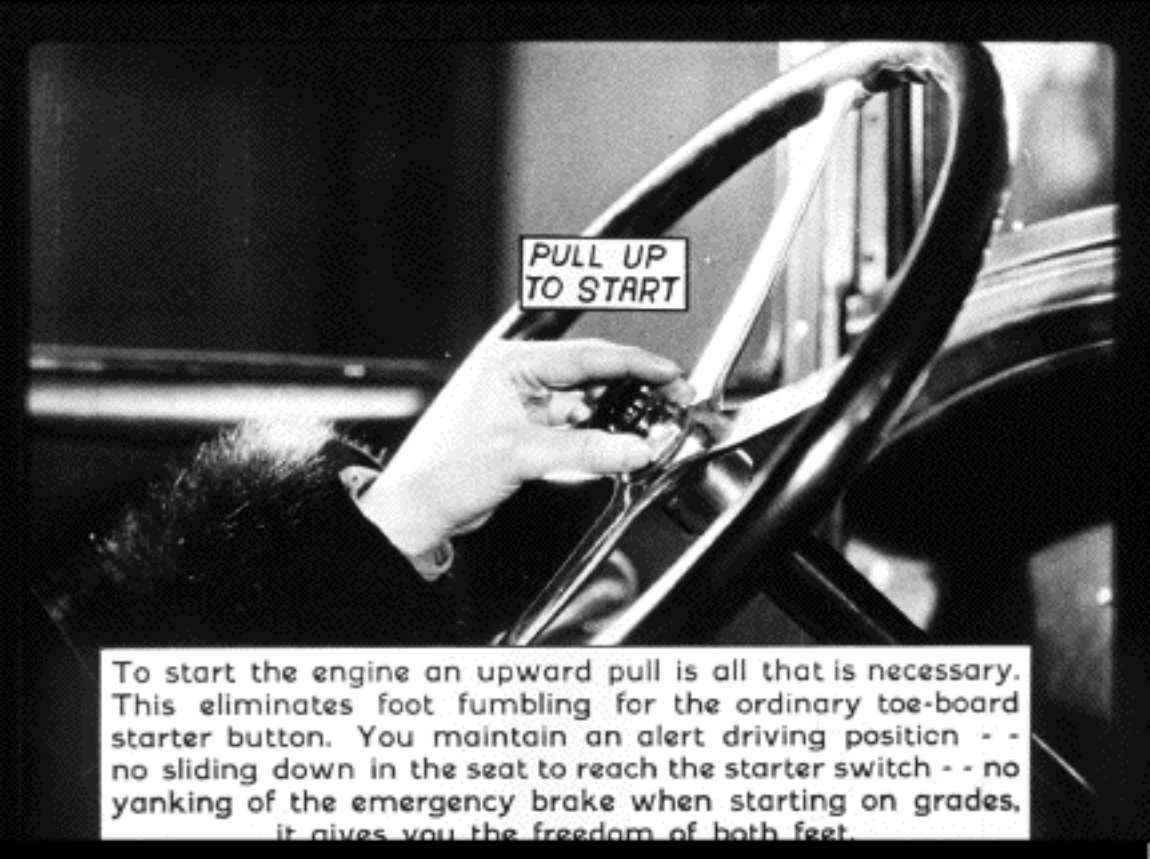


Contributing to greater SAFETY and ease of operation are the adjustable steering post (to fit your individual requirements) and the restful supporting contour and pitch of the front seat. Note the relaxed yet alert posture of the driver made possible by these features.

You have a feeling of mental comfort as well as physical security and protection when you drive the NEW SUPERIOR WHIPPET. In addition to all the SAFETY factors we have shown you, is the most notable advance in driving convenience since the self-starter - - FINGER-TIP CONTROL.



This single button, centered in the steering wheel right before you, starts the engine, operates the lights and sounds the horn - - the most practical combination of routine requirements of driving. Permit us to visualize the principle and design of this feature.



PULL UP
TO START

To start the engine an upward pull is all that is necessary. This eliminates foot fumbling for the ordinary toe-board starter button. You maintain an alert driving position - - no sliding down in the seat to reach the starter switch - - no yanking of the emergency brake when starting on grades, it gives you the freedom of both feet.

A black and white photograph showing a close-up of a hand pressing a small, round button located on the center of a steering wheel. The steering wheel has a multi-spoke design. The background is dark and out of focus, suggesting an interior car setting. A text box is overlaid on the upper part of the image, and another text box is at the bottom.

PRESS DOWN
TO SOUND HORN

When sounding a warning signal merely press the button.
Every operation is just a natural, effortless finger movement.

**RIGHT - FULL TURN
FOR BRIGHT LIGHTS**



When driving on dark highways at night you naturally desire ample light for maximum safety. To effect this a full right turn of the button instantly sweeps a white beam ahead of you.

ONE POSITION LEFT - FOR DIMMING

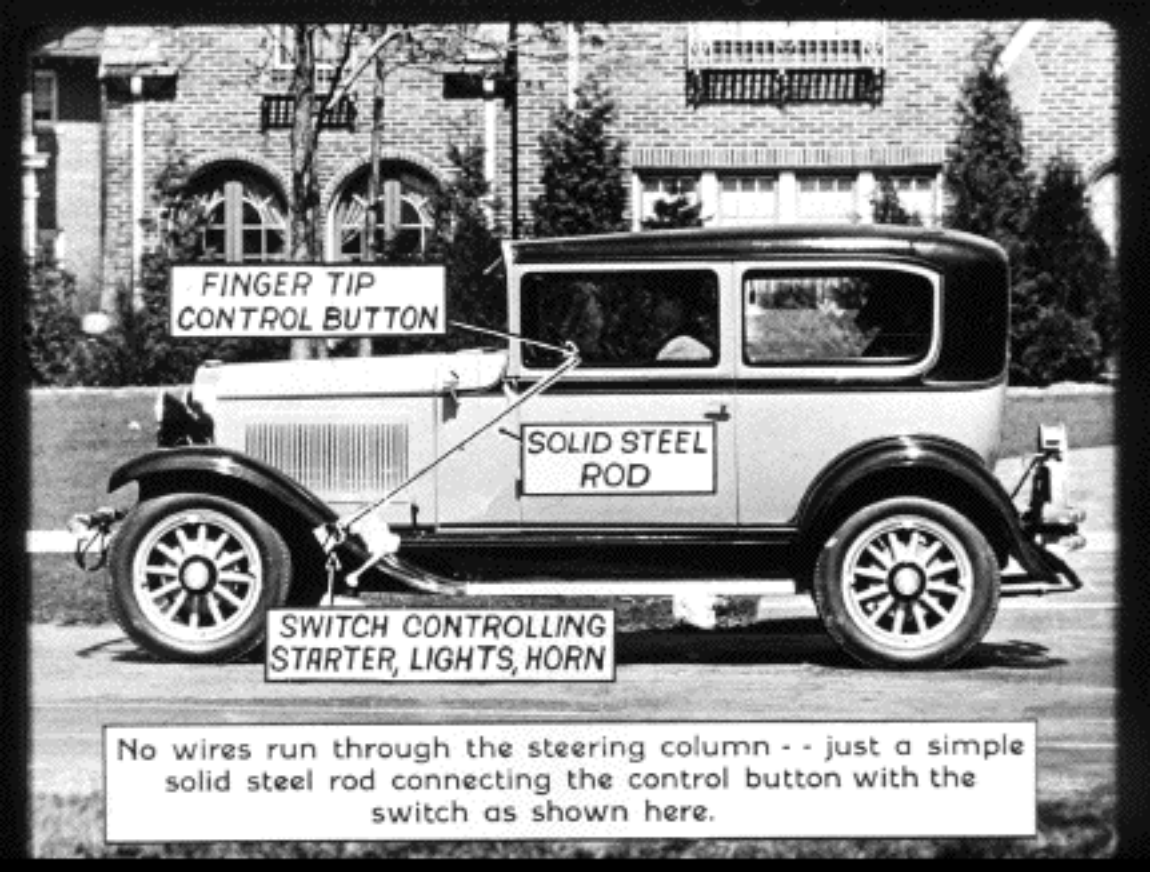


When passing a car and you wish to be courteous - - or when driving in semi-dark areas - - a left turn from "bright" gives you adequate driving light.



When parking merely turn the button to the first notch from the "off" position.

Aside from its great convenience, FINGER-TIP CONTROL is also a major SAFETY factor. You can keep your foot always on the brake when starting or restarting on a hill. You can keep your eyes on the road while your operating hand travels only from steering wheel rim to bottom and back.

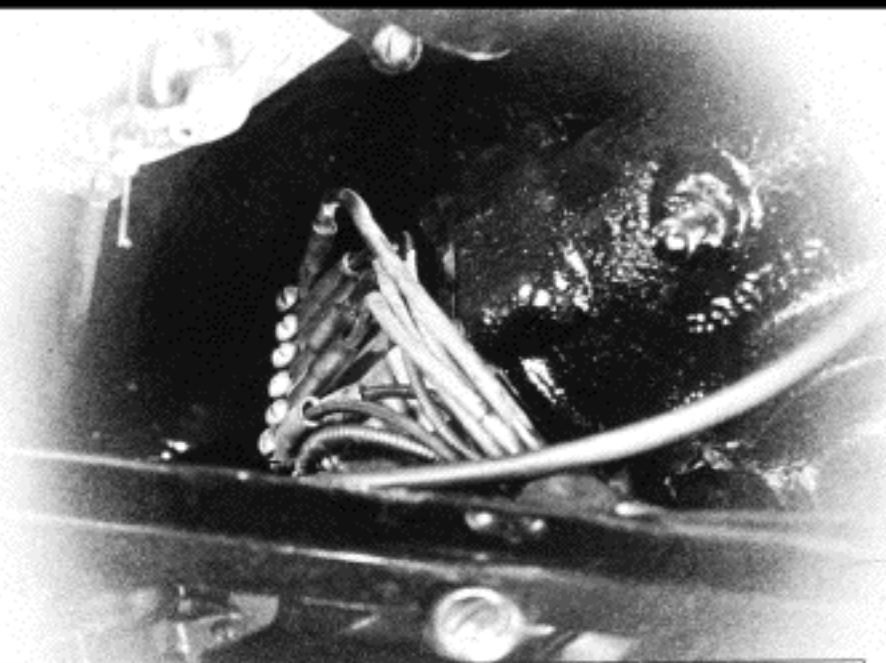
A black and white photograph of a vintage car, possibly a 1920s model, parked in front of a brick building with arched windows. A control rod is shown extending from the front of the car, through the steering column, and connecting to a switch on the side of the car. Labels with leader lines point to the control button, the rod, and the switch.

FINGER TIP
CONTROL BUTTON

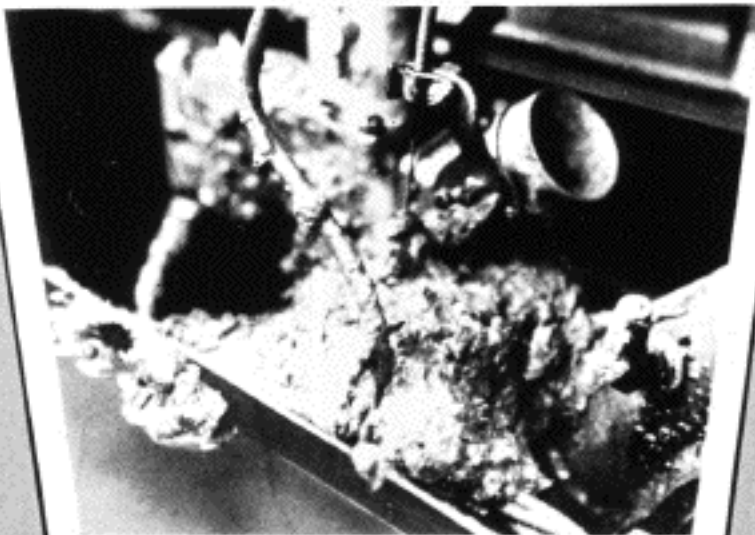
SOLID STEEL
ROD

SWITCH CONTROLLING
STARTER, LIGHTS, HORN

No wires run through the steering column - - just a simple solid steel rod connecting the control button with the switch as shown here.



The switch, controlling starter, lights and horn is accessibly placed at the bottom of the steering column. It is even more accessible than the ordinary starter or lighting switch.



The control switch is entirely protected against foreign elements. Such tests as shown here have failed to affect the efficiency of FINGER-TIP CONTROL.

All the SAFETY FACTORS we have shown you herein and many others, simplify the mechanics of motoring and add a great deal to the joy, comfort and security of driving. Most of these features are exclusive, available to purchasers of inexpensive cars only in the NEW SUPERIOR WHIPPET.



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.

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