Opera Star Formally Opens Chrysler Motors Fair Exhibit

Leola Turner, recent star of the Chicago Civic Opera Company and previously a featured artist with the La Scala Opera Company of Milan, formally opened the striking Chrysler Motors exhibit at the World's Fair Saturday morning, when she clipped the ribbon that barred the entrance.

Left to right, are: J. B. Wagstaff, Director of Advertising, Plymouth Motor Corporation; Harry Mahaffey, Chicago District Manager for the De Soto Motor Corporation; Miss Turner; David S. French, Chrysler Motors exhibit manager; Harry Moock, General Sales Manager, Plymouth Motor Corporation and Birch Greene, Director of Advertising, Chrysler Sales Corporation.

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From: Chrysler Motors Exhibit
At A Century Of Progress.
Roy C. Hayes, Publicity Director
WITHIN A FEW HOURS AFTER THE OPENING OF A CENTURY OF PROGRESS IN CHICAGO, MRS. MARTENSEN STRUYF BOUGHT A DODGE DE LUXE SEDAN AT THE CHRYSLER MOTORS EXHIBIT AND BECAME THE FIRST PURCHASER OF A DODGE CAR AT THE FAIR. MRS. STRUYF LIVES AT 4916 BROAD AVENUE, CHICAGO AND CAME TO THIS COUNTRY FROM BELGIUM TWO MONTHS AGO. LEFT TO RIGHT ARE: MRS. STRUYF; MYRON CASTEEL, DODGE SALES SUPERVISOR AT THE FAIR; DAVID S. FRENCH, MANAGER OF THE CHRYSLER MOTORS FAIR EXHIBIT AND PAUL EGRI, SALESMAN WHO DELIVERED THE CAR.
CHICAGO, May 00 — With work on its startling new exhibit at A Century of Progress fast nearing completion, Chrysler Motors today announced the appointment of David S. French, widely known automobile executive as general manager of its World's Fair display.

Serving under Mr. French's direction will be a staff of 175 people, one of the largest individual groups at the Fair. Closely associated with Mr. French will be Russell Dragsdorf as Maintenance Superintendent and Roy C. Hayes as Publicity Director.

Mr. French has been with the automobile industry in this country and abroad for thirty years and has been with Chrysler Motors since 1929. He has had extensive experience as a representative of the industry in far distant places, having held executive posts in India, Philippine Islands, Japan, China, Java, Persia and Afghanistan. While in the latter country, he was a confidant of Nadar Shah, King of Afghanistan, who was assassinated a year ago.

During the war he served as a Major, commanding the 334th battalion of tanks.

Among the 175 people who will be on the Chrysler Motors staff at the Fair will be 25 automobile drivers; 50 painters and cleaners; two divisional superintendents from each of the five divisions of Chrysler Motors; 15 exhibit men; 4 press operators; 16 girls dispensing souvenirs; six stunt drivers; three men; 4 press operators; 16 girls dispensing souvenirs; six stunt drivers; three secretaries; four accountants; three carpenters; four mechanics; theater ushers; policemen, night fireman and public address announcer.

- #1 -

From: Chrysler Motors Exhibit, A Century of Progress.
From: Roy C. Hayes, Publicity Director.
From: Roy C. Hayes, Publicity Director.
CHICAGO, May 00—Replendent in new colors and set off by acres of shrubbery, lawn and reflecting pools, the new and striking Chrysler Motors exhibit at A Century of Progress exposition was in readiness today to recapture its 1933 distinction of "the show place of the World's Fair."

Again the largest private unit exhibit at the Fair, the Chrysler Motors exhibit this year will be entirely new—not a single exhibit that was a part of last year's popular presentation will be repeated.

More than a quarter million dollars has been spent in the last few months to decorate and equip the exhibit for the 1934 exposition. For months, famed engineering stylists, nationally known landscape artists and experts in a wide range of pursuits have been working with Chrysler officials to design and produce the show which millions will see this summer.

The entire Chrysler Motors exhibit covers seven acres of ground. It is located at the intersection of Thirty-First Street and Lief Ericsson Drive, just inside the Thirty-First Street entrance and is easily accessible from the three main arteries of the Fair.

Three major units of the exhibit promise to vie for attention. They are first, the exhibit building proper, which last year came to be known as "the world's largest showcase" and which this year will house scores of attractions from the scientific to the spectacular.

Rivalling this main exhibit will be the quarter-mile oval race track and torture" sand pits, where Barney Oldfield, world famed speedway star, and his staff of expert drivers will thrill spectators with feats of driving skill and daring. More than $20,000 has been spent on the track this year. A grand stand to seat 1,200 people has been erected, enabling 3,500 people in all to see the track events from various points of vantage. A lighting system has been installed to permit night shows.

Another major unit attraction will be a giant 4,000 pound forging hammer making spindles for Plymouth cars. One spindle will be turned out every two minutes. This is one of the most intricate of forging operations and at the same time will be the only forging operation on the Fair grounds.
The entrance to the exhibit plot has been made inviting this year through the placing of colored umbrellas, tables and comfortable chairs on the entrance platform. From this point the visitor looks down on the striking forecourt leading to the building. Before the eye is a 325 foot-long reflecting pool bordered with hedges and decorative metal trees. The theme of the landscaping design is that of straight lines to flow into the architecture of the building. Also in line are shrubs and varied floral decorations, the color of which harmonizes with the lavender used on the interior of the pylons of the building.

At the right above is a 360 foot long promenade leading to the second floor of the main building and on the lower promenade a complete exhibit of Dodge Brothers trucks and commercial cars.

The Chrysler exhibit building belongs to the modern idyllistic school of architecture. The body color is white with a suggestion of yellow and black in the trimming, while the interior of the pylons is done in lavender.

Constructed on piling—184 feet in number—sunk more than forty feet into the earth, the motif of the building is that of progress and motion, in keeping with the spirit of the entire Century of Progress exposition.

The building is unique in that although the entire exhibit spaces inside are fully housed, the entire building is open to receive refreshing breezes from nearby Lake Michigan.

The four 125-foot pylons form a Greek cross. The east and west pylons have diagonal continuous flutes the entire width of the pylon and at night are illuminated by more than 1,000,000 candle-power of high intensity lights. The white circular portion of the pylons have built-up flutes with similar illumination at night. The flutes add to the already impressive height and magnitude of the building.

Exhibits in the building will be housed in eight spacious niches, four on each of the two floors and occupying 68,000 square feet of floor space.

A striking color scheme of yellow, white and black has been adopted for the niches, which with the wide use of aluminum and chrome suggests mechanical beauty by their sharp lines.
Count Alexis Sakhnoffsky, famed engineering stylist, directed the styling of the building interior and niches.

Each niche is brim full of action which seizes upon the salient features of Chrysler Motors engineering and design and by means of intriguing demonstrations shows the visitor the reasons for the methods used in the engineering of Chrysler-built cars.

In the majority of these tests, the spectator will be enabled to participate in the demonstration and thereby experience for himself the worth of the engineering reasoning back of the method and at the same time get some fun in doing it.

The four niches on the first floor--Airflow, Hydraulic brakes, Floating Power and Safety Steel Body graphically present the features of Chrysler Motors cars.

In the Airflow quadrant air Airflow lines and decorations by Count Alexis de Sakhnoffsky. The exhibit embraces demonstrations of the theory of Airflow principles, including a miniature wind tunnel, aero-dynamic exhibit designs showing how the redistribution of weight made possible through the Airflow design gives the car occupants a more comfortable ride; and a special exhibit loaned by the Franklin Institute of Philadelphia showing the lessened wind resistance with which the Airflow vehicle must contend.

In the Safety Steel body niche is a flash welding operation in which two pieces of body steel are flash welded together, graphically demonstrating the process used in the construction of Chrysler Motors car bodies.

To demonstrate the strength of the Safety Steel body used on Chrysler cars, a completely equipped Plymouth car is supported by a Plymouth body. Another exhibit shows a Safety Steel body turning inside out, showing the interior construction and the steel reinforcements. Next is the Belgian roll, a laboratory machine used to test the ability of a car to withstand rough roads and rough usage. An automatic loom manufactures broadcloth upholstering materials and an automatic cushion spring coiling machine is in operation.

The Floating Power niche presents several demonstrations of Floating Power motor mountings. One display shows the strength of Floating Power mountings by pulling them from opposite ends until they are finally destroyed. Another "in action" presents a phantom view of the motor with the Floating Power axis in relief.
How the Floating Power ride differs from the ride obtained in a car with the motor mounted conventionally is shown.

On a large platform are mounted two motors, one with the conventional rubber motor mountings and the other with Floating Power motor mountings. Ten persons may stand on the platform and operate first one motor and then the other, noting the comparative ride.

The hydraulic brake niche features a twelve foot diameter tire with the brake drum and shoe mechanism enlarged in proportion. Seven comprehensive displays illustrate the action and effectiveness of hydraulic brakes used on all Chrysler-built cars.

One of the most interesting of the scores of exhibits is a miniature steel plant actually producing alloy steel. Another demonstration shows the application of roller bearings in Chrysler Motors products; another the manufacture of Duplate safety glass.

Motorists who have had trouble starting their cars on cold mornings will be interested in a daring battery demonstration showing the efficiency of Chrysler Motors' car batteries in sub zero temperatures. A battery frozen in a cake of ice is connected with a starting motor which drives a reduction gear, hoisting a Plymouth sedan four feet in three minutes.

Another feature of the Chrysler Motors building exhibit will be a continuous free motion picture show, seating 280 people. All visitors to the Chrysler Motors exhibit are invited to attend. "World's Fair", "Fashion by Function" and a number of other special pictures will be shown.

From Chrysler Motors at
A Century of Progress,
Roy C. Hayes, Publicity Director.
the oval with Barney Oldfield's drivers in Chrysler Motors' care of
their selection. These shows are to be repeated daily at hourly in
something for everyone, was the aim of the Chrysler Motors' exhibit
for the duration of the Fair it was prepared.

CHICAGO, May 00—Forty six thousand people, more than double last
year's crowd, viewed the new Chrysler Motors exhibit on the opening
day of the World's Fair. One first day visitor in every three at
the big exhibition inspected the Chrysler presentation, according
to David S. French, exhibit manager.

Miss Leola Turner, formerly a star of the Chicago
Civic Opera Company, formally opened the striking, modernistic
exhibit building in a brief ribbon cutting ceremony attended by
a group of Chrysler Motors executives.

A few moments later, Major Lenox R. Lohr, general
manager of the World's Fair, presided at the opening of the quarter-
mile demonstration track and extended a good-luck greeting to Barney
Oldfield, world famed driver, who is here as track manager.

Immediately following, the veteran racing star
and his "Hell Drivers" thrilled the crowd with feats of driving
skill and daring on the track and in the "torture" sand pits. Using
Plymouth, Dodge, De Soto and Chrysler cars, Barney and his drivers
put on second gear speed runs, sensational braking demonstrations,
spring starts and grade climbing exhibitions on a specially con-
structed ramp.

But the big thrill for the opening day crowds came
when the "Hell Drivers" took to the sand pits and whipped the cars
through 18 inches of sand in spectacular tests calculated to try
the stamina of the stoutest automobile. A grand stand seating
1,200 accommodated part of the crowd.

After the track show the public was invited around
the oval with Barney Oldfield's drivers in Chrysler Motors' cars of their selection. These shows are to be repeated daily at hourly in-
"Something for everyone," was the aim of the Chrysler Motors Fair
intervals for the duration of the Fair, it was announced.

While thousands were held in the grip of the track shows, other thousands milled through the exhibit building with its
show this year is all new—not a single attraction having been held
scores of individual attractions; others strolled on the 200 foot
promenade or rested in comfortable chairs under jaunty beach umbrellas;

others relaxed in the beautiful formal garden leading to the main
building and 300 at a time were enjoying a talking picture show
From: Chrysler Motors at
in the Chrysler motion picture theatre.

Displays and demonstrations ranging from the scien-
tific to the spectacular competed for attention in the striking ex-
hibit building. There was the miniature steel mill actually pro-
ducing steel tubing; a daring battery test in which a battery frozen
in a cake of ice actually lifts a Plymouth car right up to the ceil-
ing; an automatic loom weaving broadcloth upholstery and the Belgian
roll, a racking torture machine in operation. All were heavily pat-
ronized.

In other exhibits steel was being welded, safety
glass made, springs being made, bearings being assembled; there was
an aero dynamic exhibit designed by Count Alexis de Sakhnowsky and
the world's largest tire rotating. There were scores of other ex-
hibits.

In the majority of cases the exhibits have been
arranged so that the visitor may participate in the test and in so
doing get some fun out of it as well as information.
"Something for everyone," was the aim of the Chrysler Motors Fair committee and the diversity of interest displayed by the record opening day crowd indicated that they had succeeded. The Chrysler Motors show this year is all new—not a single attraction having been held over from last year.

From: Chrysler Motors at A Century of Progress

Roy C. Hayes, Publicity Director.

Having travelled more than 11,000 miles to visit the Fair, Mr. Sevadjian enjoys the distinction of having come a greater distance than any other Fair visitor. However, long distance travel is no novelty to him. Mr. Sevadjian divides his time between Calcutta and Paris, France, where he exercises his hobby of breeding race horses on his farm just outside of Paris. Incidentally, one of his two year olds is named "Floating Power" and a colt born this year has been christened "Airflow", so enthusiastic is Mr. Sevadjian over this new type automobile.

Mr. Sevadjian is the largest automobile dealer in India and represents Plymouth, Dodge, De Soto and Chrysler. He serves a territory with a population of 85,000,000 people and with an area equal to one quarter of India.

His visit to the Fair gave him an opportunity to renew his
friendship with David S. French, exhibit manager for Chrysler Motors, with whom he was associated in India, when Mr. French was stationed there as the export representative of Chrysler Motors.

Mr. Sevadjian is enthusiastic over the outlook in India. "Naturally, we have been affected by the depression," he said, "but things are improving rapidly and within a few years I expect we will beat our sales record of 1929.

The giant automobile exhibits at the World's Fair proved an inspiration today to Michel Sevadjian, managing director of the French Motor Car Company, Ltd., of Calcutta, India. Accompanying Mr. Sevadjian is Mr. G. Tohiradjian, sales manager of the company.

"If we could have but a few units of these marvelous exhibits to display in India, we could double our automobile sales back home," said Mr. Sevadjian, pointing out that automobile shows or special automobile exhibits of this nature are unknown in his country.

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"The extensive road building program, now underway in India, should give a great impetus to automobile sales. For the last three years we have had a gasoline tax, the entire revenue from which is being used for road building. Cement roads, once a novelty to us in India, are now being laid in many sections of the country."

Mr. Sevadjian said that the new Airflow cars are going to be very popular in India. Although the first shipments are due in Calcutta this month, many have been sold from the photographs and it is expected that the arrival of the cars will create a mild sensation in that far distant land.

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From: Chrysler Motors at A Century of Progress

Roy C. Hayes, Publicity Director

A demonstration track has been thoroughly reconditioned and resurfaced for this year's program. The track is 18 feet wide at its narrowest point and the turns are banked for fast driving.

On the west straightaway is a 100 feet long ramp with a grade of 25 per cent. and an incline of 45 degrees.

The track represents but a portion of the Chrysler Motors exhibit at A Century of Progress. The exhibit is one of the largest
at the Fair, covering seven acres of ground.

The main building has more than 60,000 square feet of

CHICAGO, June 00—Barney Oldfield, dean of automobile race drivers—and most colorful figure ever to streak across the country's speedways, is track manager and chief pilot at the Chrysler Motors' track at

A Century of Progress.

To the millions who saw him flash around the quarter-mile Chrysler motorodrome here last year and perform sensational driving feats in the sand pits, this is an assurance of thrills galore at the 1934 Fair.

Ray C. Hayes, Publicity Director

For the past two years, the veteran speed king has been serving as Highway Safety Director for the Plymouth Motor Corporation.

On Oldfield's staff are more than twenty expert drivers, including speedway stars, stunt drivers and experts from the Chrysler engineering laboratories.

Various models of Plymouth, Dodge, De Soto and Chrysler cars are found on the track at the Chrysler Motors exhibit and visitors are invited to select their favorite car and ride with Barney and his staff drivers.

The Chrysler Motors' demonstration track has been thoroughly reconditioned and resurfaced for this year's program. The track is 16 feet wide at its narrowest point and the turns are banked for fast driving.

On the west straightaway is a 100 foot long ramp with a grade of 25 per cent. and an incline of 45 degrees.

The track represents but a portion of the Chrysler Motors exhibit at A Century of Progress. The exhibit is one of the largest
at the Fair, covering seven acres of ground.

The main building has more than 68,000 square feet of floor space on which are placed some of the most interesting automotive exhibits ever assembled.

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From: Chrysler Motors at
A Century of Progress.
Roy C. Hayes, Publicity Director
CHICAGO, June 00--Marking the 100th anniversary of the invention of the steam hammer—without which the automobile industry could never have developed to its present proportions—Chrysler Motors today put into operation at the World's Fair, a 4,000 pound steam drop forge hammer.

This massive piece of mechanism, weighing more than 60 tons, is the only forging operation on the Fair grounds and at the same time presents one of the most intricate of all forging operations—making steering knuckles for Plymouth cars. These are forged from red hot billets of steel at the rate of one a minute. The finished product is then shipped to Detroit for assembly into the automobile.

No other device known to man delivers a blow of such terrific force as the steam hammer and it is this phase of the operation that is of greatest interest to the thousands who view it at the Fair.

An appreciation of the terrific force with which the hammer ram strikes the bottom die may be gained from the fact that it is equal to that of a 2,000 pound automobile, traveling at 40 miles per hour, striking an object. Another way of saying it is that the average force of the blow which is struck against the steel is 15,000 tons.

Despite the great force of the impact, Chrysler steam hammer operators have finely-tuned command of these tremendous blows. For instance, it is possible to place an open face watch on the die and strike a blow which is so accurately gauged that the crystal of the watch is cracked without damaging the watch itself. It is quite possible to crack a walnut with this giant blow and at the same time not crush the meat.

Three units comprise the Chrysler hammer assembly at the Fair—

the furnace, the hammer itself and the trimmer.

In the furnace, which is heated by gas and governed by an
automatic heat control mechanism, special alloy steel billets are heated
to a temperature of 2210 degrees Fahrenheit. The size of the billet is
3 x 6 x 1\(\frac{1}{2}\) inches.

After the billet is heated to almost a molten mass it is placed
on the bottom die of the hammer proper, where four operations take place--
drawing out, upsetting, shaping and finishing. Having cooled somewhat in
the process, the forging is then passed on to the trimming press, which
scales the flash off the steering knuckle, while it is still hot.

In the manufacture of the hammer base or anvil block, great care
must be taken in the cooling process so that the metal will not crack.
The castings from which the anvil block is made are so large and the cross
section is so great that no steel foundry has facilities for annealing
them in a furnace as is ordinarily done with cast steel. It is therefore
necessary to sand-anneal them, which means that after the molten metal is
poured into the mold it is left to cool down slowly. The Chrysler hammer
remained in the sand mold four weeks.

Due to the tremendous weight of the hammer base, it had to be
"house-moved" into the Chrysler Motors plot and it required two days to
move it less than a quarter mile.

The hammer will be in operation daily for the duration of the
Fair.

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From:  Chrysler Motors at
A Century of Progress.
Roy C. Hayes, Publicity Director.
DODGE EXECUTIVES VISIT WORLD'S FAIR

Marking the 100th anniversary of the invention of the track and sand pit tests at the Chrysler Motors' tracktest steam hammer—without which the automobile industry could never have developed to its present proportions—Chrysler Motors today spring suspension, according to Barney Oldfield, track manager. Barney is making his report to a group of Dodge Brothers executives who visited the Fair a few days ago. Left to right: D. S. French, Chrysler Motors exhibit manager; A vanDerZee, Dodge General Sales Manager; E. J. Poag, Director of Dodge Advertising; Barney Oldfield and K. T. Keller, President of Dodge Brothers.

From: Chrysler Motors at A Century of Progress,
Roy C. Hayes, Publicity Director
THE BIG NOISE AT THE FAIR

FRENCH FLYING THRILL AT CHRYSLER "HELL DRIVERS"

The World's Fair is the hodgepodge display in the Chrysler Motors exhibit. Televised trucks, representing 194 different models and covering the pavement, represent the 194 that Chrysler Motors has in its line. The two most recent conquerors of the Atlantic by air, Captain Maurice Rousset and Lieutenant Emile Godes, were visitors at the "Hell Drivers" exhibit. The 4,000 pound steam drop hammer of the exhibit, put into operation at the World's Fair, is a 4,000 pound steam drop hammer. An idea of the terrific force with which the hammer strikes the bottom die may be had from the fact that it is equal to that of a 2,000 pound automobile traveling at 40 miles per hour, striking an object. The average force of the blow which is struck against the steel is 15,000 tons. No other device known to man drives such a terrific punch.

From: Chrysler Motors at
A Century of Progress.
Roy C. Hayes, Publicity Director
FRENCH FLIERS THRILL AT CHRYSLER "HELL DRIVERS"

One of the most complete and interesting truck exhibits at the World's Fair is the Dodge truck display in the Chrysler Motors exhibit. Thirteen trucks, representing 154 different models and covering 90 per cent. of every make, are shown.

The two most recent conquerors of the Atlantic by air, Captain Maurice Rossi and Lieutenant Paul Codos, were visitors at the Chrysler Motors' exhibit at A Century of Progress while in Chicago. Barney Oldfield, the Old Master of the Speedways and his "Hell Drivers" thrilled the fliers with special feats of daring at the Chrysler quarter-mile track and sand pits. So greatly impressed were the airmen that Captain Rossi remarked, "I'll fly the Atlantic any time, but turning over in an automobile like that is dangerous." Left to right:

Dr. Regis Chevalier, Minister of Forests, Paris France; M. Rene Grimm Provence, French Trade Commissioner and Madame Provence; Charlie Miller, one of Barney's "Hell Drivers"; Captain Rossi; Barney Oldfield; Neill Oldfield, another "Hell Driver"; Lieutenant Codos and the Hon. Rene Weiller, Consul of France at Chicago.

One of the most popular exhibits in the exhibit is a lavendar one-half ton commercial car for the use of exclusive shops, department stores and grocery stores. The passenger suburban station wagon in natural wood finish, seating eight persons.
One of the most complete and interesting truck exhibits at the World's Fair is the Dodge truck display in the Chrysler Motors exhibit. Thirteen trucks, representing 154 different models and covering 90 per cent. of every haulage problem, are shown.

T. W. Edward and P. L. Garver, truck sales engineers from Detroit are in charge of the display, which is in the open on the lower promenade and occupies a space of 225 x 30 ft.

Among the models shown are an oil-tank truck of the tractor-trailer type with a capacity of 1500 gallons of oil; a two-ton refrigerator job designed for the use of large meat packers; a one-half ton beer truck with a panel delivery body, a vehicle expressly designed for use in the apartment and exclusive sections.

Another interesting half-ton job is the pick-up wagon for transporting tools, etc., on rush jobs; there is a two-ton, six wheel unit of the Hi-Lo type with a gross capacity of 20,000 pounds; another model shown is a 1½ ton stake job designed for the packing industry; and a one-half ton panel for coffee delivery.

One of the most popular vehicles in the exhibit is a lavender one-half ton commercial car for the use of exclusive shops, department stores, florists, etc., and a suburban station wagon in natural wood finish, seating eight persons.

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From: Chrysler Motors at
A Century of Progress.
Roy C. Hayes, Publicity Director
CHICAGO, July 00—The Jinx-Day Automobile Derby, a flashback to the old cars and drivers of the linen duster days of 35 years ago, will be held Friday, July 13th, at the Chrysler Motors track at A Century of Progress.

Thirteen ancient, brass-bound automobiles of vintages ranging from 1896 to 1907 and piloted by 13 famous old-time drivers will run 13 laps on the quarter-mile track which is 1300 feet long.

General Charles G. Dawes, former vice-president of the United States, will act as referee for the event. The race will be sanctioned and supervised by the American Automobile Association which has issued sanction number "0015" for the contest.

Best known of the contestants is Barney Oldfield, who will pilot car number "13" a snappy Maxwell two-cylinder roadster which first saw the light in 1904. There are 13 letters in Barney's correct name, "Berna Oldfield" and the old master of the roaring road is confident that the Jinx Day number will bring him luck as it has often done before.

Other contestants are W. B. Chenoweth, who designed a six-cylinder motor in 1898; operated the first bus line in the country in Big Springs, Texas in 1905 and who set a record for a mile at Ormond Beach track in 1907. Chenoweth will pilot a rope-drive Holsman, duplicate of a car he owned and operated in 1907.

Cliff Woodbury, former dirt track champion of Chicago and a notable performer on the speedways of the country is an entry as are Charles A. Coey, E. H. Snazenberg, Adolph M. Monsen, Harry W. Cooper, Arthur Gardner, Andy Burt, Harry Hunt, Curtis M. Betts, James Levy and C. A. Engelback. All of these men were speed-merchants of note during the period from 1900 to 1910.

The cars themselves begin with a "Tally-ho" made by the Chicago Vehicle
Company in 1896 and run through a decade to a Maxwell of 1906. They are used in "Wings of a Century" and in the lineup are: roadsters, touring cars, semitrucks, gigs, rockaways and just plain "jalopies". All are sprinkled with brass lamps, carbide generators, rubber-bulb horns and hard and soft tires. Power plants range from one cylinder to four.

The race will start promptly at 2:15 on the 13th and will be broadcast over both the NBC and the Columbia Broadcasting System on a nation-wide hook-up.

Barney Oldfield's mount, Number "13", is a Maxwell with planetary transmission and a two-cylinder opposed motor. It was built in 1904 and has perhaps a 12 h.p. With a toot-toot on the rubber bulb of the brass horn and a grinding of gears as she goes into action, Barney hopes to lead the field.

From: Chrysler Motors at A Century of Progress Roy C. Hayes, Publicity Director
CHICAGO, July 00—The battle of the brass-bound bustle buggies is on here today. Promptly at 2:15 p.m. thirteen antiquated motor cars will line up on the Chrysler Motors track at the World’s Fair to wage a struggle to the death for supremacy in the Jinx-Day Automobile Derby.

Thirteen famous old-time race drivers headed by Barney Oldfield, will pilot the jangling cavalcade of jalopies through 13 laps on the 1300 foot track. These former czars and kings of speed, with their picturesque mounts, will recreate for an hour the linen-duster days of 35 years ago.

The event will be sanctioned and supervised by the American Automobile Association which has issued stock car sanction number 0015 especially for the contest.

Heading a distinguished list of officials is General Charles G. Dawes, former vice-president of the United States, who will officiate as referee.

This is the first time that an old car race has been staged on such a large scale with drivers who were the speed kings of their day and judging from the interest already manifested it promises to be a long remembered spectacle.

So great is the interest, that both the National Broadcasting Company and the Columbia Broadcasting System have arranged to report the Jinx-Day Derby over their nation-wide hookups.

Revival of the days of 1900 will not be limited to the cars and drivers. Scores of spectators, the women garbed in the puff sleeves and dragging skirts of the early 20th century and the men in beaver hats, will form a background both scenic and historically correct.

Dozens of horse-drawn carriages, phaetons and tally-hos will convey these elegantly attired ladies and gentlemen around the track while the band plays "In the Shade of the Old Apple Tree", "Waltz me Around Again, Willie" and other popular tunes of three decades ago.

As these reminders of a vanished era take their places in the stands, mechanics
and drivers will be busy at 13 pits, putting the final touches to the speed buggies. Tire pumps, cold chisels and blacksmith's tools will figure prominently in the pit fittings.

Promptly at 2:00 o'clock the old battle-wagons among which are numbered a Stanley Steamer, a rope-drive Holsman, a one-cylinder Cadillac with all of eight horsepower, a Tally-ho of the year 1896, which until this week, had not turned a wheel in 32 years, will sally forth on the Chrysler track.

As the second bomb explodes at 2:15, Tom Hay, who started three 500-mile races at Indianapolis, will drop the flag and the race will be on.

Among the former racing stars who will vie with Barney Oldfield for the Jinx-Day Derby prize are Cliff Woodbury, former dirt track champion of Chicago and a notable figure in speedway events all over the country; Charles A. Coey, 24-hour victor in Detroit and Chicago; E. R. Snoezenberg and Adolph M. Monsen, both Indianapolis entrants in the early days; Harry W. Cooper and Arthur Gardner, once bicycle champion of the world.

C. M. Hayes, president of the Chicago Motor Club, will act as chief judge and A. C. Fash, of the A.A.A. will be steward of the event. Ben Ikert, noted racing figure, is chairman of the technical committee and D. S. French is another judge.

Barney Oldfield's mount, number 13, is a 1904 Maxwell with planetary transmission and a two-cylinder opposed motor. The old master of the roaring road is confident that the Jinx day number will bring him luck as it has often done in the past. With a toot-toot-toot on the rubber bulb of the big brass horn and a screeching of gears as she leaps into action, Barney hopes to lead the field.

Starting positions had not been announced late Thursday night and will probably be drawn from a hat just before the race. The following cars and drivers were announced.

<table>
<thead>
<tr>
<th>CAR NO.</th>
<th>CAR</th>
<th>DRIVER</th>
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<tr>
<td>1</td>
<td>1906 Model &quot;H&quot; Ford</td>
<td>Arthur Gardner</td>
</tr>
<tr>
<td>2</td>
<td>1904 Cadillac</td>
<td>James Levy</td>
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<tr>
<td>CAR NO.</td>
<td>CAR</td>
<td>DRIVER</td>
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<tr>
<td>3</td>
<td>1904 Buick</td>
<td>C. A. Engelback</td>
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<tr>
<td>4</td>
<td>1908 Maxwell</td>
<td>Charles A. Coey</td>
</tr>
<tr>
<td>5</td>
<td>1902 Lincoln Horseless Carriage</td>
<td>Curtis M. Betts</td>
</tr>
<tr>
<td>6</td>
<td>1907 International Farm Wagon</td>
<td>E. H. Snazenberg</td>
</tr>
<tr>
<td>7</td>
<td>International Phaeton</td>
<td>Adolph M. Monsen</td>
</tr>
<tr>
<td>8</td>
<td>1896 Tallywho</td>
<td>Harry Hunt</td>
</tr>
<tr>
<td>9</td>
<td>1900 Lincoln Horseless Carriage</td>
<td>Harry W. Cooper</td>
</tr>
<tr>
<td>10</td>
<td>1907 Stanley Steamer</td>
<td>Andy Burt</td>
</tr>
<tr>
<td>11</td>
<td>1907 Staver</td>
<td>Cliff Woodbury</td>
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<tr>
<td>12</td>
<td>1902 Hops-Dive Holman</td>
<td>W. B. Ephenoweth</td>
</tr>
<tr>
<td>13</td>
<td>1904 Maxwell</td>
<td>Barney Oldfield</td>
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BARNEY WILL ENTER JINX DERBY

Thirteen ancient, brass-bound cars piloted by 13 famous old time drivers will enter the Jinx Automobile Derby Friday, July 13th, on the Chrysler Motors' track at the World's Fair. The cars range from 1896 models to those of 1907. Barney Oldfield is shown describing his 1904 Maxwell, number "13" to May Buckley, former leading lady for Otis Skinner.

From: Chrysler Motors at A Century of Progress.
Roy C. Hayes, Publicity Director
DAVID, GOLIATH AND DODGE

How the new Dodge cars accommodate all sizes and shapes of passengers is graphically shown here. The little fellow is Vance Swift, America's smallest young man. Vance is 18, weighs 33 pounds, and stands a little over 34 inches barefooted. The giant is Gilbert Richter, tallest boy in the world. When Gilbert straightens up, he rises eight feet and one-quarter inch from the ground. While visiting the Chrysler Motors' exhibit at A Century of Progress, Vance and Gilbert discovered for themselves the roominess of the new Dodge. Inset shows Gilbert, despite his extreme height, comfortably seated at the wheel ready to go places.

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From: Chrysler Motors at
A Century of Progress.
Roy C. Hayes, Publicity Director
CHICAGO, June 00—Four out of five prefer Airflow cars!

This overwhelming public preference for aero-dynamic design is revealed at the Chrysler Motors' track at A Century of Progress, where thousands ride daily with Barney Oldfield's drivers in various Chrysler Motors' cars of their choice.

To date this year, more than 62,000 persons have been given complimentary rides. This represents a tremendous gain over last year when approximately 8,000 persons took rides during the first month of the Fair.

Of these 62,000 people, some 49,600 have asked to be driven in Airflow Chrysler or De Soto models. That is to say, four out of five visitors specify definitely their wish to be taken around the track in Airflow cars.

The quarter-mile track affords an opportunity to show the superior riding qualities made available through the redistribution of weight and the aerodynamic design of the new Chryslers and De Sotos. Turns are banked rather sharply, although the track duplicates ordinary road conditions rather than those of a race track.

Invariably, according to Barney, visitors express amazement at the smoothness and flexibility of the Airflow models as they speed around the track on these special demonstrations.

From: Chrysler Motors at
A Century of Progress,
Roy C. Hayes, Publicity Director
Some 400 Chicago school children enrolled in the Alice in Wonderland Tours of A Century of Progress will be guests of Chrysler Motors Tuesday at 10 A.M. Special guides will be provided to take the youngsters through the Chrysler Exhibit and they will see Barney Oldfield and his "Hell Drivers" perform on the quarter mile track and in the sandpits. The tour is directed by Miss Rose Reddick and each group of 20 children is chaperoned by a Chicago school teacher.

From: Chrysler Motors at A Century of Progress.
Roy C. Hayes, Publicity Director
Public Gets First Glimpse of "Belgian Roll" at Fair

For the first time in the history of the automobile industry, the general public is being given the opportunity at the World's Fair in Chicago to see the famous "Belgian Roll" in operation. This torture machine, one of the features of the Chrysler Motors exhibit, reproduces the terrific jounces and wracking of a ride over medieval roads. Through the use of this machine, which puts every part of the car to the severest test, the manufacturer learns which part of the car is first to weaken. Then he works to strengthen that part. It is said that 54 hours on this machine will shake the average automobile to pieces. Harry Hartz (left) and Billy Arnold, famed speedway stars, who have put many cars through gruelling tests on the speedways are seen discussing their mechanical rival.

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From: Chrysler Motors at
A Century of Progress.
Roy C. Hayes, Publicity Director