

*General Motors*

Dear Editors -

I am enclosing a series of stories relating to the General Motors Exhibit at the Texas Centennial Exposition in Dallas.

I will appreciate your use of these stories when - and if - you can find space for them in your paper from time to time.

When you visit the Centennial, please drop by and make yourself known to us. Our Press Club is at the disposal of you and members of your staff.

Cordially,

Frank Harting,  
Publicity.

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AUG 27 1936

Dallas, Texas - Aug. - A staunch defender of women drivers of automobiles comes to the fore in Gardner M. Cobb, managing director of the General Motors exhibit at the Texas Centennial Exposition in Dallas.

" I have heard men drivers say, 'When you see a woman at the wheel of a car, climb a tree,' " Mr. Cobb said in paving his way for his points favoring women drivers.

" Some of them still say that, but I think they are wrong. They have accepted an idea - a saying - from the past that is being disproved by statistics. Figures indicate that about twenty-five per cent of the drivers in the United States are women drivers. Further, the figures show that women drivers are involved in only six per cent of the fatal motor accidents and only in eight per cent of the non-fatal accidents. There is a conclusive picture of the old controversy of men vs women drivers," Mr. Cobb said. " I fully believe that as the more scientific breakdown of gathered data becomes available in the motoring family, that the story of the woman driver will become even more startling. "

Mr. Cobb chalked up as an asset the title women have acquired as " back seat drivers." The title has developed because, through their inherent caution women have taken a verbal stand against excessive speed and chance-taking in driving, he said. These are the very things that traffic experts all over the country are pointing a finger to as the basic causes for accidents in motor cars.

" Women drivers are generally more considerate in their every day lives about the infirm and helpless, the aged and the children, than men," continued Mr. Cobb. " As drivers they are rarely in accidents with these classes of pedestrians. Figures show that these classifications make a considerable percentage in the accident totals between cars and pedestrians. "

Women's knowledge of the mechanical whys and wherefores of cars naturally is not as thorough as that of men, Mr. Cobb admitted. He explained that in the beginning of their driving women are a little amazed that such pushing of levers and pedals cause such and such a result. Once convinced, however, that such and such will happen they depend on it absolutely.

" I have been associated with General Motors automobile shows for many years," Mr. Cobb said, " and I notice a great increase in the number of women who watch and examine the mechanical displays and lectures of our cut-away chassis and specialized parts. Gradually they are developing a desire to know what makes the wheels go 'round. "

Pride of possession is another major factor contributing to a woman's carefulness in driving, according to Mr. Cobb. A dented fender is a serious thing with a woman driver. Rather than risk one she will often resort to a side street or a less traveled road. If there is a child or a loved one in the car that a woman is driving, it is safe to say that the protective instinct in woman will contribute to her care and reasoning in driving.

In addition to women moving from the back seat to the wheel in increasing numbers each year, Mr. Cobb attributes the revolutionizing of automobile styles and improvements largely to the feminine demands for comfort and luxury. This influence, according to Mr. Cobb has definitely contributed to the development of General Motors' automobiles which include Cadillac, LaSalle, Buick, Oldsmobile, Pontiac and Chevrolet.

FOR IMMEDIATE RELEASE - - -

Dallas, Texas - Aug. - A graphic picture of the part played by the automobile in present day industry and society is revealed in the fact that 85 per cent of the installed horsepower in the United States is in automobiles.

This figure is revealed by Gardner M. Cobb, managing director of the General Motors exhibit at the Texas Centennial Exposition in Dallas.

" It has been generally known for some time that a large percentage of installed horsepower in this country was in automobiles," Mr. Cobb said. "However, recently Professor Carroll R. Daugherty, of the University of Pittsburgh, made a thorough survey and calculation of the exact figure. His findings showed motor vehicles of all kinds in use in this country represent 1,424,980,000 horsepower, or 85.20 of the total controlled horsepower.

One horsepower is 33,000 foot pounds of work per minute. Thus, if a weight of 33,000 pounds is raised one foot off the ground in one minute, it takes one horsepower to do it. The power obtained from automobile engines varies between 50 and 200 horsepower, depending on the size of the car, Mr. Cobb explained. General Motors automobiles contributing to the installed horsepower of the country include Cadillac, LaSalle, Buick, Pontiac, Oldsmobile and Chevrolet.

Power is also produced by the burning of coal in locomotives and steam power plants; by the fall of water in hydro-electric power plants and by work animals.

From - Frank Harting, Publicity Director,  
General Motors Exhibit,  
Texas Centennial - Dallas.

FOR IMMEDIATE RELEASE - - -

Dallas, Texas - The manufacture of "wholesale weather " is one of the feats accomplished by General Motors in its elaborate exhibit at the Texas Centennial Exposition in Dallas.

The Delco-Frigidaire conditioning plant in the huge auditorium is the largest air-cooling installation in this section of the country.

The capacity of the system is 300 tons per day, which means that it handles 86,500,000 B.T.U.'s, or an equivalent of 600,000 pounds of ice. Comparing the system to an ordinary sized, six cubic foot household Frigidaire, operating normally as it would in a home, the system is the equivalent of 10,800 Frigidaires. If the capacity of the system were translated into ice-cubes of the size and kind that clink against the sides of tall glasses, 6,220,000 ice cubes would be required. All of these figures are on the basis of 24 hours.

Looking at the amount of air moved through the General Motors auditorium, an interesting total results. It reaches the staggering sum of 103,680,000 cubic feet, which in anybody's language is a lot of air, hot or cold.

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General Motors Exhibit,  
Texas Centennial - Dallas.

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Dallas, Texas - Aug. - The influence of the present day consumer on modern industry is far greater than the average person realizes, according to Gardner M. Cobb, managing director of the General Motors exhibit at the Texas Centennial Exposition in Dallas.

Recognizing the fact that the future of big business of every kind is dependent on public approval of the product offered for sale, General Motors has met the situation by the establishment of its Customer Research division.

" In our Centennial exhibit we have installed a Customer Research booth in the main foyer," Mr. Cobb said. " Here attendants discuss informally with visitors their reactions and likes and dislikes in modern automotive products. Over the six months period of the Centennial it is inevitable that the General Motors personnel will return to its plants and offices with a keener knowledge and a closer relationship with the motoring public of the Southwest. It is not unlikely that a consensus of opinions expressed by Centennial visitors over this period will result in influencing the future policy of the myriad of products produced by General Motors.

" Customer Research is not merely a matter of sending out questionnaires, calling on car owners and compiling a lot of dull statistics," Mr. Cobb explained in discussing the matter. " These are only incidents. It's really a matter of recognizing the retail buyer as the hub about which all of our activities revolve. We consider Customer Research simply as our tool for developing a greater degree of human understanding.

" In the early days of the industry the automobile was nothing more than a piece of machinery, and all too frequently it was not a particularly satisfactory machine at that. The manufacturer had his hands full in improving the mechanical structure of the device. There were so many things and such obvious things that needed to be done, that there would have been no point in going out of the way hunting opportunities for improvement. Back in those days the motor car was little more than a novelty. The public knew little about such things as carburetors, spark plugs and differential gears. "

In the 30 years following, Mr. Cobb pointed out, the self-propelled vehicle has been transformed from an expensive novelty into an economic utility of widespread public acceptance. These things have come about as the result of scientific research, inventive genius, experimentation and developments in production technique.

" Today a person travels more in a year than their forefathers traveled in a lifetime," Mr. Cobb said. " Progress in the future design of cars will come, not alone out of the research laboratories and engineering textbooks, but through a better understanding of the human factor. It is with this thought in mind that General Motors has invited motorists to give it the benefit of their ideas, to pool their practical driving experiences with the engineering and manufacturing skill of its factory organizations. We have adopted the slogan of keeping our ears to the ground and our eyes to the future. "

The General Motors automotive and entertainment show at the Centennial is housed in the former Fair Park Auditorium. The building has been completely remodeled and beautifully decorated.

On the stage nationally famous radio and dance orchestras are presented in daily afternoon and evening concerts. The entire auditorium has been air-conditioned by Delco-Frigidaire equipment. In the balcony, overlooking the main auditorium, 1800 seats are provided for visitors.

In the large exhibition hall the motor car products of General Motors are on display. These include Cadillac, Buick, LaSalle, Chevrolet, Pontiac and Oldsmobile.

Immediately behind the stage is a small motion picture theatre with a seating capacity of 300. A large section of the General Motors show is devoted to a series of interesting scientific demonstrations sponsored by the research division of General Motors. Here visitors may " see " their own voices; hear sound carried on a light beam, actually bend a steel railroad rail, and other interesting and educational feats of recent development.

One of the most popular attractions of the entire General Motors show is " Chief Pontiac," a baffling redskin who sits placidly and answers all questions.

Frigidaire's Hall of Science presents a graphic display of modern scientific refrigeration and the proper preservation of food.

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General Motors Exhibit,  
Texas Centennial - Dallas.

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Dallas, Texas - The Chevrolet sales personnel in the General Motors exhibit at the Texas Centennial Exposition in Dallas, is made up entirely of outstanding college students from Texas Universities.

The students were selected on the basis of grades and achievement by O. C. Todd, manager of the Chevrolet section of the exhibit.

Two football stars of S. M. U. are on the sales staff, both graduates of the Dallas university. They are Clyde Carter, selected by the New York Sun as an all-American tackle, and Bob Turner, who played fullback in the Rose Bowl game. Other S. M. U. students include Frank Miller and Murry Dickson, majoring in theology; Joe Spradlin, Jr., majoring in business, and Marshall Ware, law student. Texas A. & M. College is represented by Ben Baldwin, engineering student. Howard Linn and Kenneth Cowan are students at Texas State University, and Kenneth Edwards attends Texas Military College in Terrell, Texas.

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