

FREE WHEELING —

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would be interested in the new-fangled horseless carriage if they had tops on them. Early day motoring was more an athletic experience than a pleasure, what with a spin in the country leaving the gals looking as though a tornado had struck them. So enclosed bodies became standard for passenger cars. And the ladies' favor was won.

Another advance in the courtship between the women and the

designers was the adoption of the self-starter in 1911—and the ladies who would never dream of doing anything so indelicate as cranking an engine became charter members of woman driver's fraternity.

Not until recently, though, did the industry go all out in introducing new designs aimed at increasing the beauty, safety and ease of handling which women demand in today's car.

Just take a look at the '58 models, for example. There's scarcely a manufacturer who doesn't offer automatic shift, power steering and brakes, finger-tip controls for a variety of operations, and interior decorating that would please the most meticulous homemaker.

There are colors men never heard of—like "coral," "orchid," "flame," "cerise," "flamingo," and "decorator tones" in body finishes which send men either on the wagon or to an eye doctor.

One builder even offers his dealers feminine apparel to peddle along with matching automobiles!

Several companies have lowered steering wheels, and have made the wheel smaller for greater han-

KEHOE STARTING SUNDAY



'ALAN LADD—gives his fans the two-fisted, gun blazing action they expect of him in the Samuel Goldwyn, Jr., Technicolor drama, "Proud Rebel." Ladd shares top honor with Olivia deHavilland in the Buena Vista release which introduces his son, David Ladd, in the role of his son.

dling ease. Gone too, in most models, is textured upholstery which left lint and dust on clean clothing furs. Seats and windows can be adjusted by pushing a button, and the average car trunk now goes up like magic with the flip of a key. Trunk and glove compartments have been enlarged to meet women's demands for more storage space. And no one is deceived about whom the designers are pleasing with all that chrome. Women love glitter and the industry is giving it to them with plenty to spare.

It may be the ladies are simply practicing the old business of twisting the poor male around her little finger, but in all fairness, there's this to say:—Despite her frivolous approach to car design the women have adapted to the automobile intelligently and well.

She recognizes it for the necessity it is, and, on the whole, uses it with more care than the male.

Her safety record as a driver is far better than man's, qualified in that she is able to do most of her driving when she chooses—during

off-peak traffic hours.

And she has cheerfully weathered the countless women-driver jokes. There are over 20 million women drivers in the country who determine as high as 80 per cent of automobile sales—so it's a fair guess they will go on ignoring wise-cracks, driving merrily along in their fashion-plate buggies, having the last word on who buys what for years to come.

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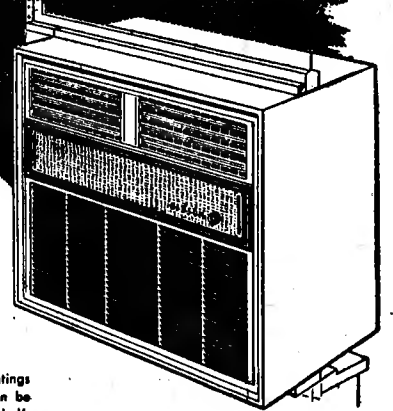
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