

MOTOR

The Automotive Business Paper

8858 Edited by
RAY W. SHERMAN

February 1930

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MOTOR

The Automotive Business Paper

VOL. LIII, No. 2



FEBRUARY, 1930

In Coming Issues

75% of Dealers CAN Make Money

An independent accountant who serves a group of dealers shows how they turned 1928 "red" into 1929 "black." Not a "bookkeeping story" but a simple account of management within the reach of almost any dealer. In March.

Thirty \$5 Jobs a Day

And all they sell is preventive service. A remarkable story of an independent shop. Also appearing in March.

We Inspected 20,000 CARS

A car dealer's quick service shop "fed" the service station and helped sell new and used cars and trucks. In April.

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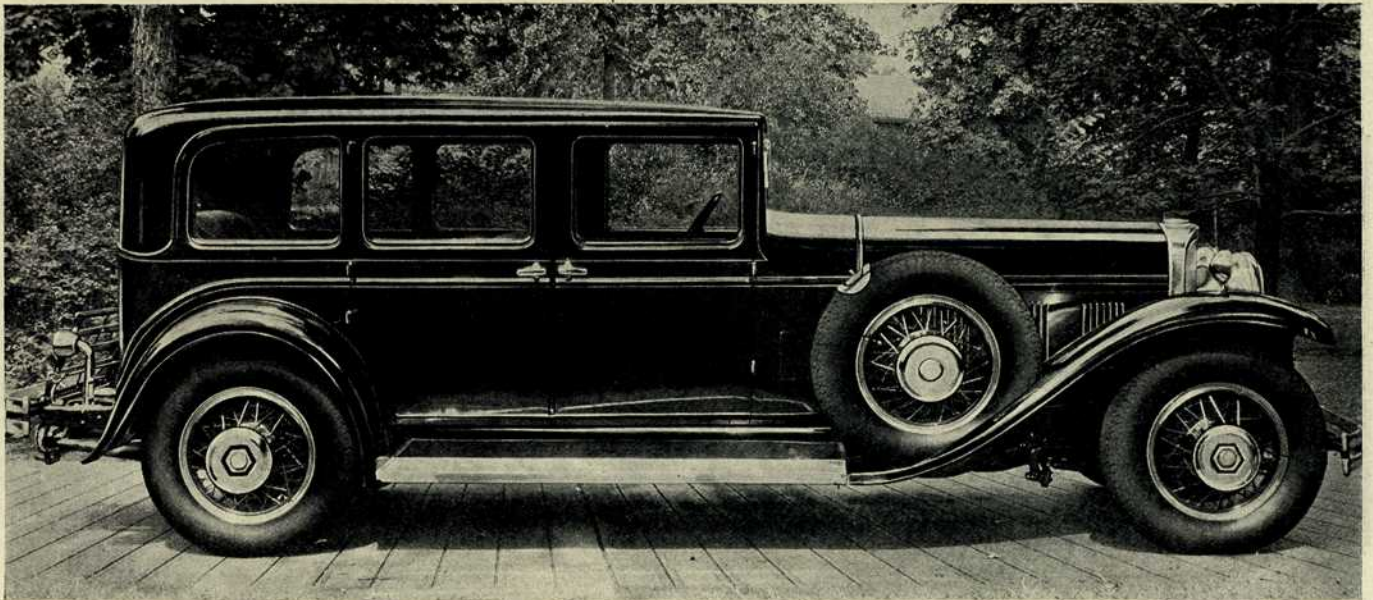
EARLE H. MCHUGH, *Business Manager*

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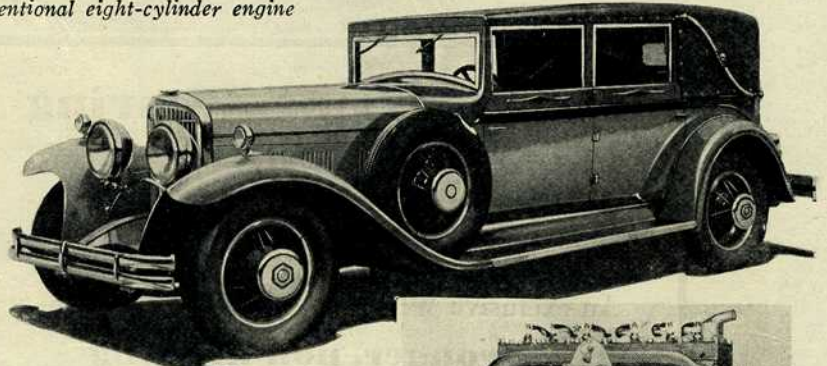


Elcar model 140 sedan with conventional eight-cylinder engine

Elcar

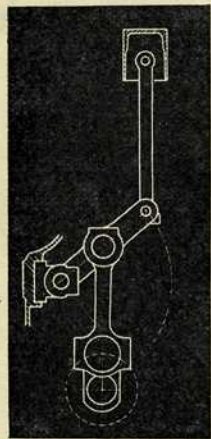
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Powell Lever Motor

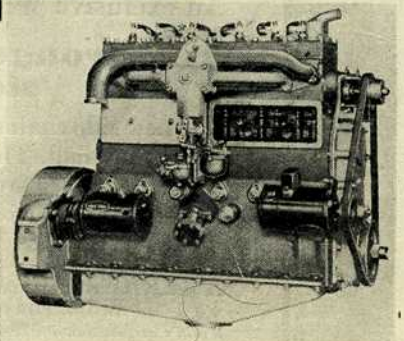
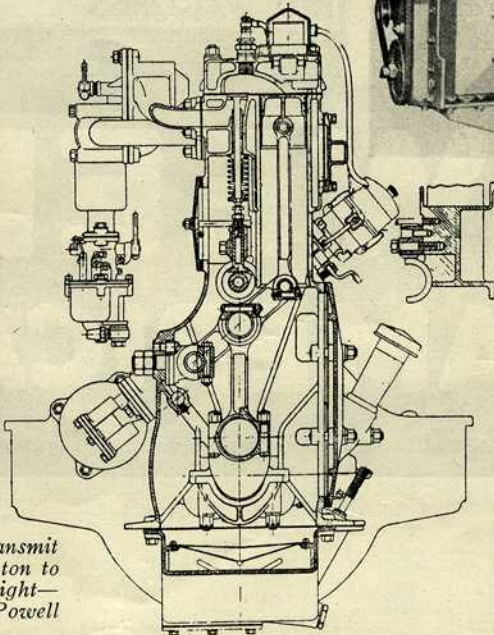


Elcar 140 convertible sedan. Right and below—Two views of six-cylinder Powell Lever Motor.

ELCAR sprung an innovation at the New York Show by announcing two chasses equipped with the Powell Lever Motor. Both are L-head sixes. One has a bore and stroke of 2.5 by 8 inches and a piston displacement of 236 cubic inches. The other has a bore of 3 inches, a stroke of 8 inches and a piston displacement of 340 cubic inches. As shown below, the crankpin rotates through a 4-inch diameter circle on both engines, a lever being used to double



Above — Two connecting - rods with a lever between are used to transmit the motion of the piston to the crankshaft. Right—Section through Powell Lever Motor



the piston stroke. Due to the increased piston displacement the smaller car, model 83, is geared 2.4 to 1, and the larger car, model 85, is geared 2.1 to 1. While these unusually high rear axle gears are interesting, MoToR has been unable to discover why the Powell Lever Motor offers any notable advantages over conventional engines of the same piston displacement. Both these chasses have four-speeds.

Elcar has also added the model 140, an eight with a 135-inch wheelbase, rated at 140 horsepower at 3300 revolutions per minute. It has an underslung worm-drive rear axle which permits a low chassis, the overall height being 66 inches. A vee-shaped radiator is used and body lines are unusual on the two types comprising the line—namely, the sedan and convertible sedan.

In addition, Elcar is continuing its four previous models, including three eights and a six. The models 130 and 96 eights have a four-speed transmission while the 95, similar to the 96, has a three-speed transmission. The six-cylinder model 75 has a three-speed transmission.

The 140 and 130 have a 3 3/8 by 4 1/2-inch engine; the 96 and 95 and the six have a bore and stroke of 2 7/8 by 4 3/4. The price range is \$1095 to \$2750.