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1925

100.-

Low-cost Transportation
Star Cars

Built by DURANT MOTORS
Gen'l Sales Dept., 1819 Broadway, N. Y.

Low-Cost Transportation

THE progress of civilization has paralleled and been dependent upon the development of transportation facilities, because civilization consists of interchange of thought and the products of thought and work.

Today's accepted type of transportation is automotive. The need of the great majority is for low-cost transportation, adapted to modern standards of quality as well as efficiency.

Our constant aim is to meet this demand by providing the highest quality automobile in the low-priced field.

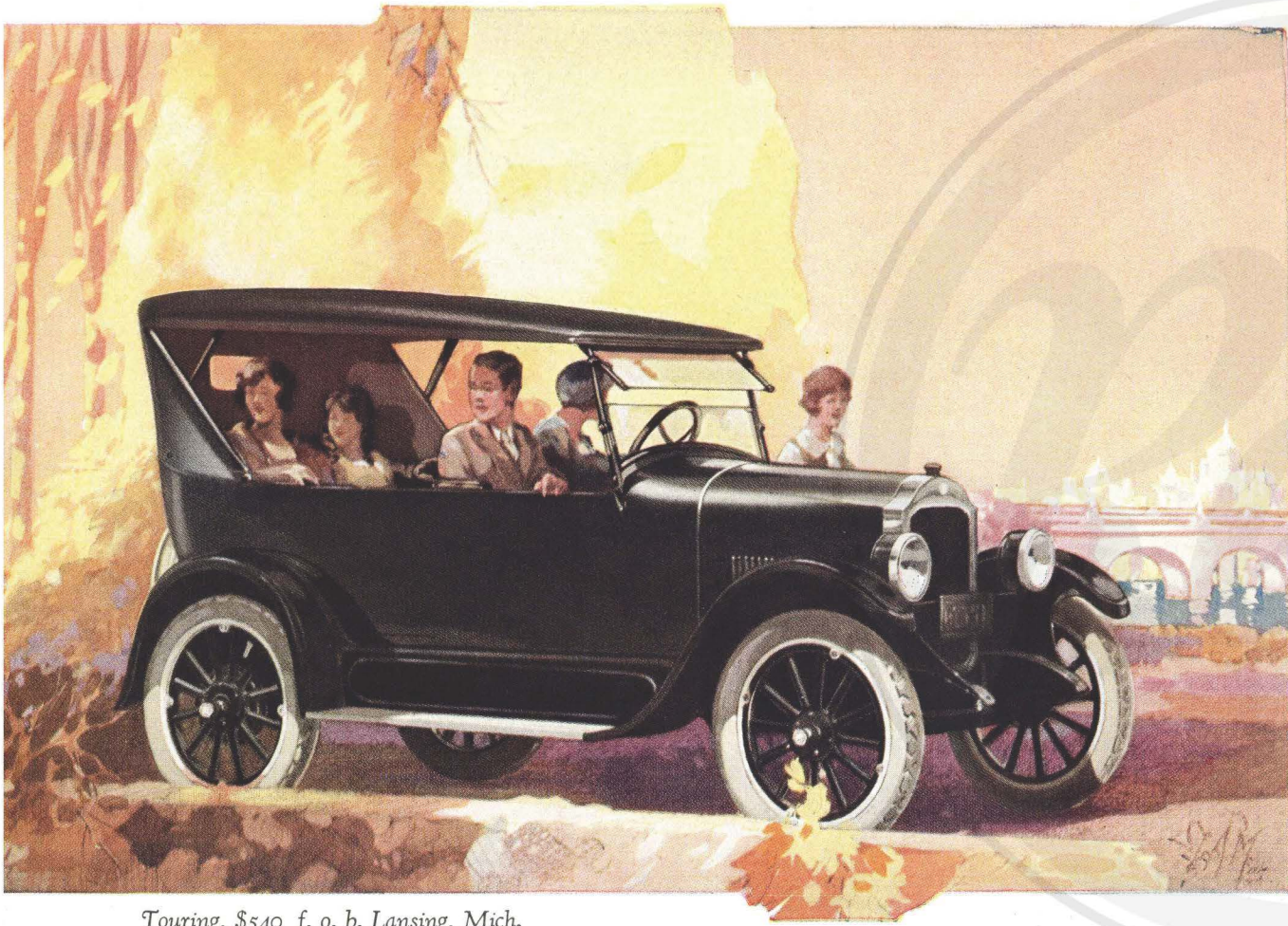
The Star Car is not only the quality leader in this field—judging quality from an engineering standpoint as well as from those of appearance, capacity and comfort—but also provides as low average per mile costs as any car on the market,

including the price of the car, and all operating and maintenance costs.

It is not our policy to produce yearly models but instead to improve our line continuously to maintain at all times our leadership in quality—always remembering that we are in business not to cater to transitory style factors, but to meet the public demand for low-cost transportation of a strictly modern character.

In this booklet we have endeavored to bring to the reader's attention sufficient facts about the Star Car to insure an inspection and investigation of the car itself at the nearest Star dealer's place of business, and an impartial comparison with any other car on the market.

Under such conditions we are confident of the patronage of all who know what constitutes real value in a motor car.



Touring, \$540 f. o. b. Lansing, Mich.

Star 5-Passenger Touring

THIS is the world's highest quality low-priced, five-passenger open car, and is well adapted to the requirements of the average family.

It seats five average people comfortably, and has ample power to carry them over any road that any car can travel.

Engineering tests show that the Star Car averages 20% more pulling power. The new "million dollar motor" is of the most modern type and includes many features usually found only in motors of high-priced cars (see details on pages 24 and 25).

The chassis is exceptionally well braced crosswise, having six cross members, and in addition includes the patented Durant Tubular Backbone that protects the car from twisting strains and also serves as an unusually quiet muffler with a minimum of back pressure (see chassis illustration and features on page 26).

The body is finished in black, high-baked enamel, with nicked radiator shells. This nickeling is of the same quality as used on high-priced cars.

Upholstery is a good quality of artificial leather, the cushions being comfortably padded and well made.

The Star Touring Car has full modern equipment, including electric starter, lighting and ignition system, vacuum fuel feed with tank at rear of car, full forced feed motor lubrication, full alemite chassis lubrication, enclosed adjustable disc clutch, spiral bevel rear axle gears, demountable rim and extra rim, speedometer, oil pressure gauge, pumped water circulation, motor-driven horn, side curtains opening with doors and various other modern features.

See and try the Star Touring before deciding what car to buy and your choice will surely be the Star.

Star Averages 20% More Power

PROBABLY the most desirable quality in an automobile, next to economy, is power; power to accelerate quickly; power to throttle down and glide along smoothly at low speeds; power to negotiate steep inclines without shifting gears; power to travel through heavy sand and deep mud without strain.

We like to go by the other fellow in traffic, to beat him to the start; we like to hold our own on the grades, to be able to pass the other car when the spirit moves us. There is a certain satisfaction in feeling that always we have power in reserve.

All these the Star owner enjoys. Through gumbo and marshland, shifting sands and drifting snows, ruts and underbrush, up mountain roads and through the valleys, the Star wends its way, no road too steep, no mud too deep, reliable in performance, seldom faltering under the most trying conditions.

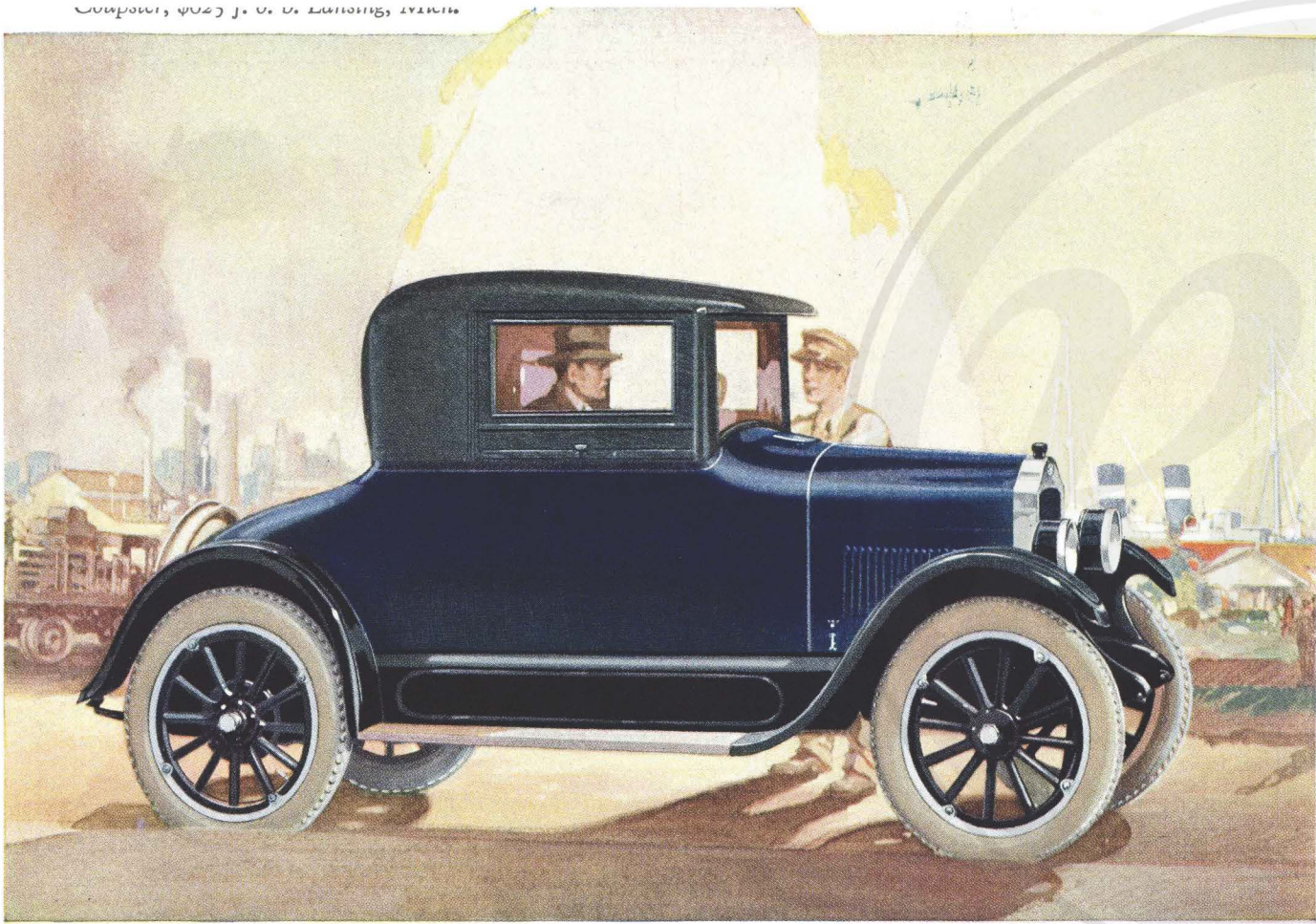
As a Star owner, you will enjoy the privilege of knowing that wherever wheels will turn, wherever there is traction to move you, wherever an automobile can go, the Star power plant will take you.

As a Star owner you will have the privilege of driving 15 or 50 miles an hour, as the inclination moves you. You will know that other cars in your price class, and many much above it, cannot pass you unless you are willing.

This unusual power is made possible by light weight and correct distribution of weight, a high speed motor with generous piston displacement, and correct lubrication, cooling and carburetion systems that provide the Star Car with a flow of power more than equal to the demands imposed upon it.

The new Star Motor on brake tests, the most accurate of all methods for determining motor power, averages one-fifth more power.

© 1917 General Motors Corporation



Star Two-Passenger Coupster

THE Coupster (Trade-mark) is a strictly modern evolution, which combines the established advantages of the closed car with a very low price.

It has a permanent top with glass rear window, one-piece windshield, and flexible, transparent door windows that lift up, disappearing within the top of the car.

The upper portion of the body is covered with grained artificial leather. The lower portion is finished in blue lacquer with white stripes. Radiator shell is heavily nicked. Fenders and running gear are in black enamel.

The Coupster seats two with plenty of room on the seat and ample leg room. The seat is comfortably upholstered in gray Spanish artificial leather. The sides and ceiling of the

car are finished in gray cloth and the floor mat is perforated rubber.

There is a large compartment under the rear deck of the car for luggage, samples, advertising matter, etc.

It is the ideal car for commercial travelers, for business men going to and from work, doctors, teachers and professional people generally, and for social and shopping uses.

The Coupster, with the celebrated Million Dollar Motor and the highest quality chassis in the low-priced field, offers remarkable value in a convertible closed car—an unequaled combination of low price, low operating and maintenance costs, exceptional power and all-year comfort. Cord tires are standard equipment; balloon tires, extra, if desired.

High Mileage on Fuel and Oil

GASOLINE and oil consumption are two very important considerations in connection with the purchase of an automobile; for it is cheap only if a low selling price is followed by low operating costs.

If you are seeking a car sparing in the use of gas, you will find that the unusual power of the Star motor is not developed by the extravagant use of fuel.

Several hundred Star owners reported to the Home Office at New York driving from 30 to 35 miles per gallon of gas, and 929 owners, driving under all the variable conditions of road and climate peculiar to the United States, reported an average of 23½ miles per gallon of gas.

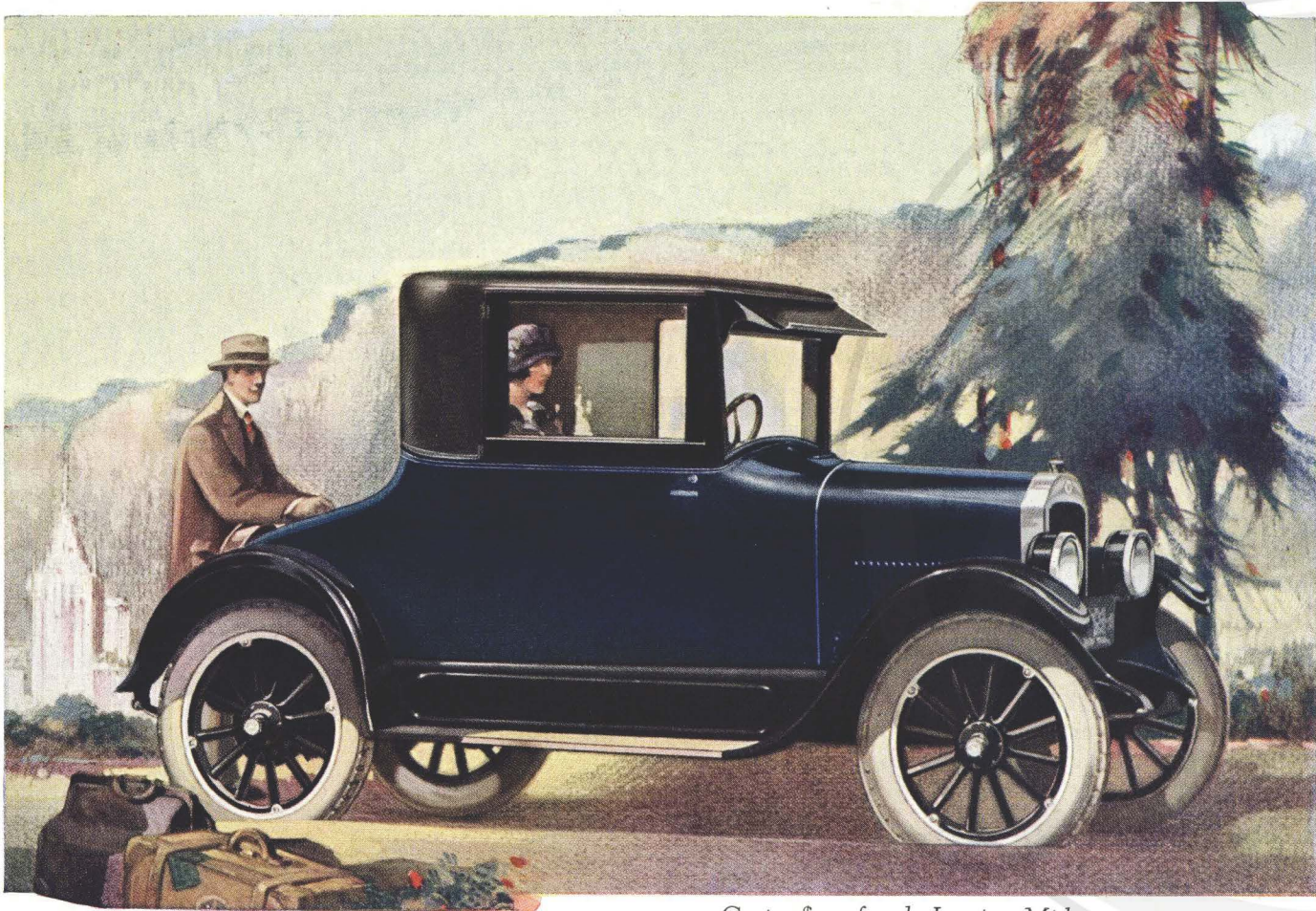
These records were made in Georgia and Alabama sand, in the desert wastes of Texas and Idaho, in Maine and Vermont snow,

in the high altitudes of the Rocky Mountains. They were made with ordinary Star Cars, driven by ordinary drivers. They represent average Star performance under all the variable conditions of road and climate existing in the United States.

Four hundred seventy-four Star owners reported that they use oil only when they change and renew it, approximately every 500 miles. Five hundred twenty-three Star owners reported driving from 100 to 200 miles per quart of oil.

These records of oil consumption further augment the evidence of Star economy.

Small gasoline and oil consumption is another reason why those seeking reliable transportation at a minimum of expense should first consider the Star.



Coupe, \$715 f. o. b. Lansing, Mich.



Star Two-Passenger Coupe

FOR social and professional use this type is unsurpassed, combining the coziness and operating economy of a single seater with the comforts and conveniences of a quality closed car.

The body of the Coupe is finished in dark blue lacquer embellished with two white stripes, the fenders are in black enamel, and the upper portion of the body is covered with black grained artificial leather. The radiator shell is durably nickelled. Cord tires are regular equipment; balloons extra, if desired.

The upholstery is in conservative gray cloth on deep, comfortable seat and back cushions.

It is ideal for doctors, clergymen and office workers who must drive every day in all kinds of weather.

Its large plate glass windows on all four sides afford clear vision of every part of the

roadway and enable the operator to arrive at destination cool, clean, and in shape to work efficiently.

Door windows are quickly adjustable to any desired position. The one-piece windshield affords clear vision, while ventilators in the cowl and above the windshield afford ample ventilation without exposure to the weather—an important feature.

The unusually large luggage compartment underneath the rear deck combined with its easy adaptability to any and all kinds of weather make the coupe the choice of those who are obliged to travel day in and day out—rain or shine—and carry at all times considerable luggage.

It rides well, stands up under hard usage and combines economy with quality and style.

Star Leads in Low Upkeep

MORE important than the price of an automobile is the cost of operation. Expensive repairs quickly transform a low-priced automobile into a costly one.

The economy of the Star Car begins with a low selling price and is carried forward almost indefinitely by nearly trouble-free performance.

Ten, fifteen, twenty or twenty-five thousand miles of service without major repairs are common experiences of Star owners. Immunity from expensive repair bills is a characteristic of average Star performance.

Among Star owners, reliability and uninterrupted service is a matter of common knowledge.

34 Star owners reported to the Home Office at New York that they drove an aggregate

of 872,317 miles without spending a cent for repairs.

68 Star owners reported that they drove an aggregate of 1,236 months, or 103 years, without spending a cent for repairs.

352 Star owners reported that they drove an aggregate of 4,777,656 miles and spent \$3,103.08 for mechanical repairs and parts—about 16 miles of driving for each penny spent for repairs.

450 Star owners reported that they drove an aggregate of 6,398 months, or 533 years, and spent \$4,207.08 for mechanical repairs and parts—an average of 65 7-10 cents a month per owner, or \$7.88 a year.

The yardstick of automobile value is performance, miles of satisfactory low-cost, trouble-free transportation. Measured by this infallible test, the Star has established its leadership in its price class.



2-Door Sedan, \$750 f.o.b Lansing, Mich.



Two-Door 5-Passenger Sedan

THE new Two-Door Star Sedan was first shown at the 1925 New York Show and immediately created the greatest of interest in trade circles and on the part of the general public.

This car is notable for the size and capacity of the body, being the same in these respects as the Star Four-Door Sedan. It has more cubical capacity than any other two-door enclosed car in its price class and more than many cars in higher-priced classes.

Separate front seats are provided, the right-hand seat folding towards the driver's seat, to permit easy access to the rear seat. It is, however, a full-sized, comfortable seat and is placed to provide its occupant with ample leg room.

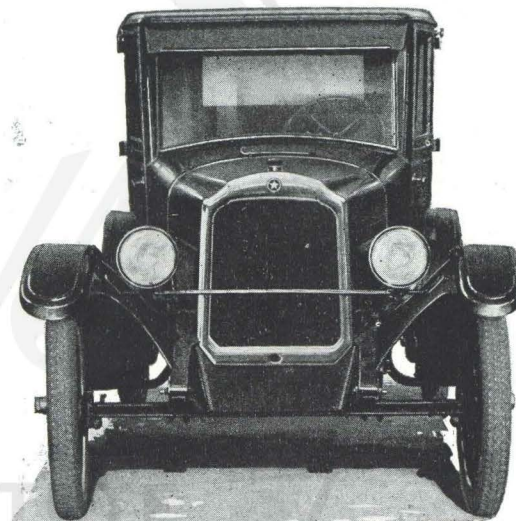
The extra large windows and one-piece

windshield afford ample vision, door and side windows are quickly adjustable. Cowl ventilator and two ventilators above the windshield provide ample ventilation without exposure to the weather.

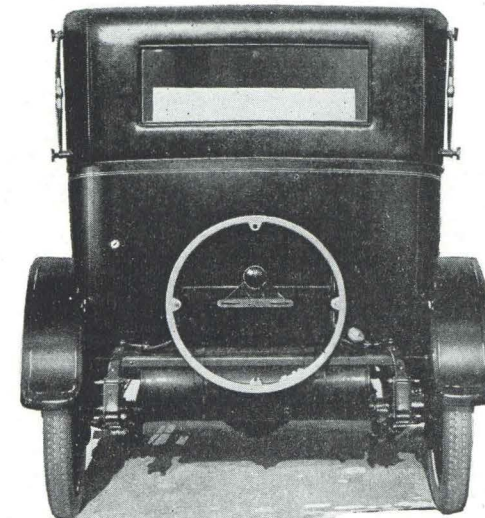
The body of the Two-Door Sedan is finished in dark blue lacquer embellished with two white stripes. The fenders are in black enamel and the radiator shell is durably nickelled. The upper portion of the body is covered with black grained artificial leather and embellished with carriage guards. Cord tire equipment; balloons extra if desired.

This car offers exceptional value in a quality closed car for five passengers. It has style, comfort, power and economy, and is bound to be one of the most popular models of the Star line.

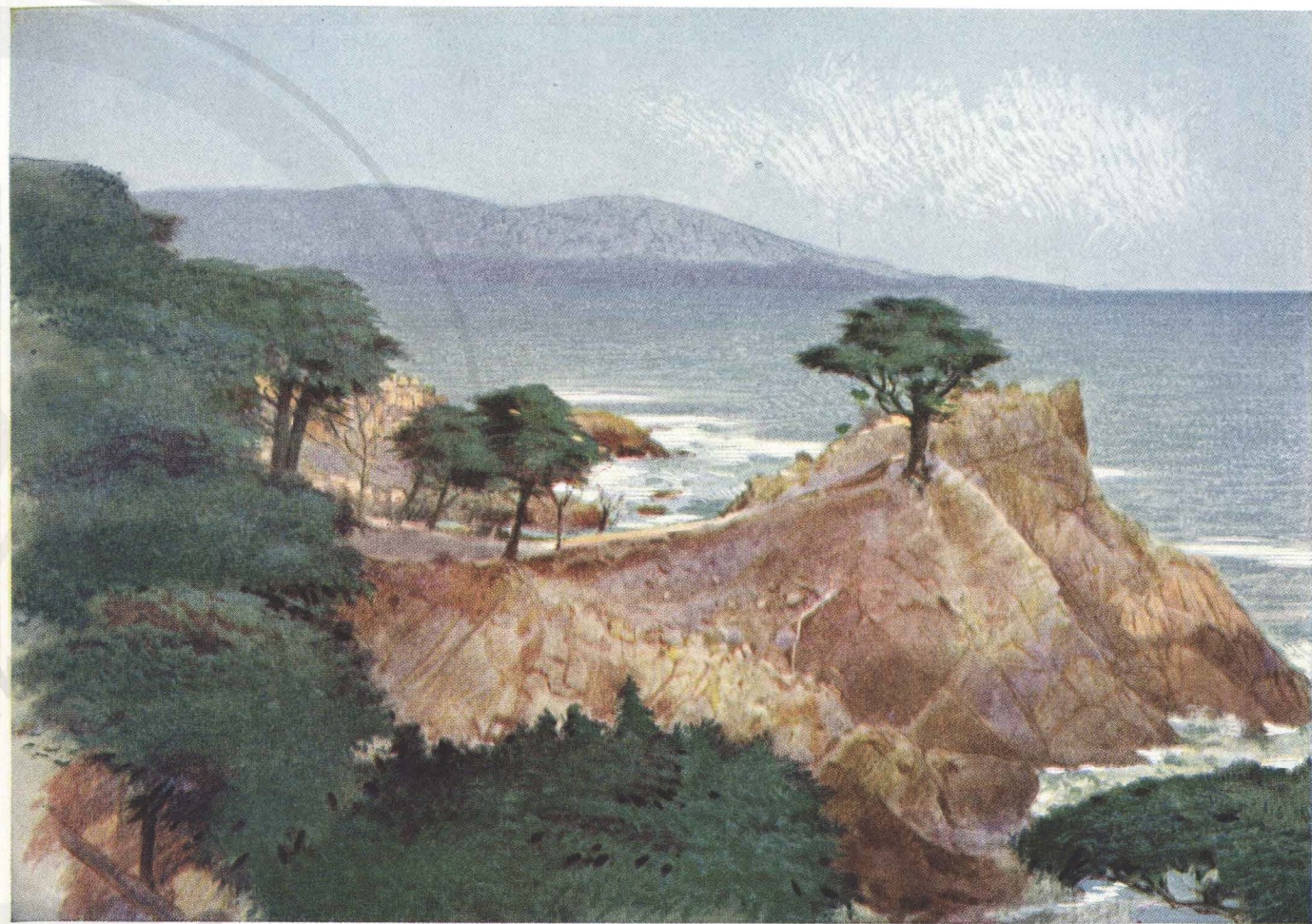
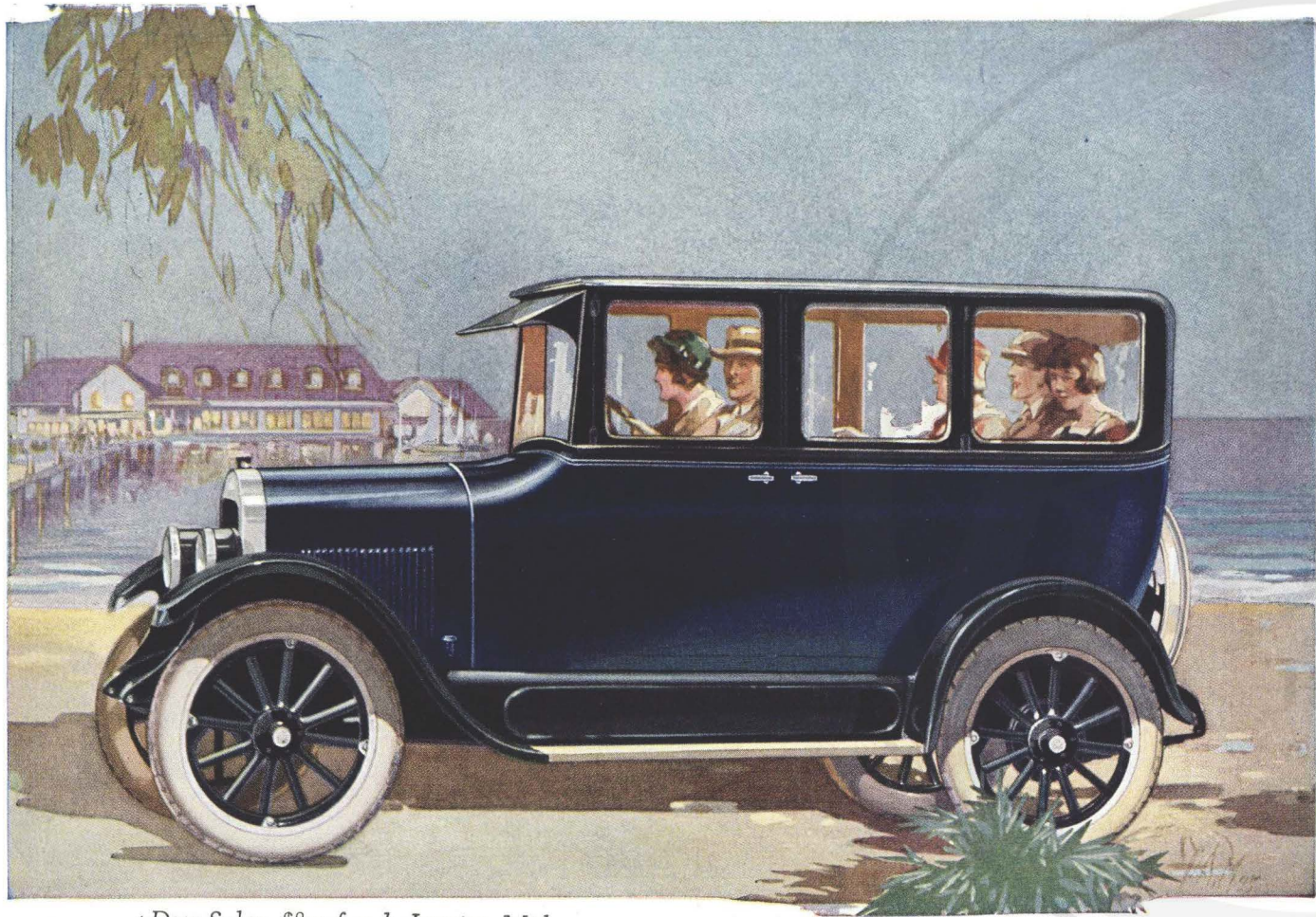
Two Views of Two-Door Sedan



Front View
Showing One-Piece Windshield



Rear View
Showing Curtained Rear Window



4-Door Sedan, \$820 f. o. b. Lansing, Mich.

Four-Door 5-Passenger Sedan

THIS is the ideal year 'round family car. It is a second home, but on wheels, and this conception is carried out in its interior comfort and conveniences.

The windows can be instantly raised or lowered to any desired position for weather protection or comfort.

The cloth upholstery is in good taste and very comfortable.

The main portion of the body is finished in dark blue lacquer, embellished with two white stripes. The upper portion is black. Fenders are in black enamel. The rear window is provided with a roller curtain.

The radiator shell is nicked. This nicking is of the same quality as used on high-priced cars.

The neat hardware, dome light and rear vision mirror give it a home-like atmosphere, while its streamline design and exterior finish convey a desirable impression of quality and substantial value. It seats five average people comfortably.

If it were possible to build this handsome closed car to sell at the price of a touring, most people would choose the sedan because it is cooler in summer, warmer in winter and comfortable in all seasons and in all kinds of weather.

It affords exceptional value at its surprisingly low price; hence is steadily gaining in popular favor.

Cord tires are regular equipment but balloon tires may be had if desired, at slight extra cost.

Tires Last Long on Star Cars

TIRE mileage is a vital question and one that is correctly solved by Star performance.

Correct distribution of weight, and long, flexible, semi-elliptic springs that absorb shocks due to inequalities of the road, lengthen tire life.

It is not unusual for Star owners, under favorable conditions, to drive 15,000 miles on a set of tires. A considerable number of Star owners have reported driving 20,000 miles on a set of tires, though to achieve this remarkable mileage it is obvious that road conditions must be ideal and care exercised in the proper inflation of tires.

345 Star owners reported to the Home Office at New York driving an aggregate of 3,577,505 miles on 345 sets of tires—an average of 10,370 miles per set of tires.

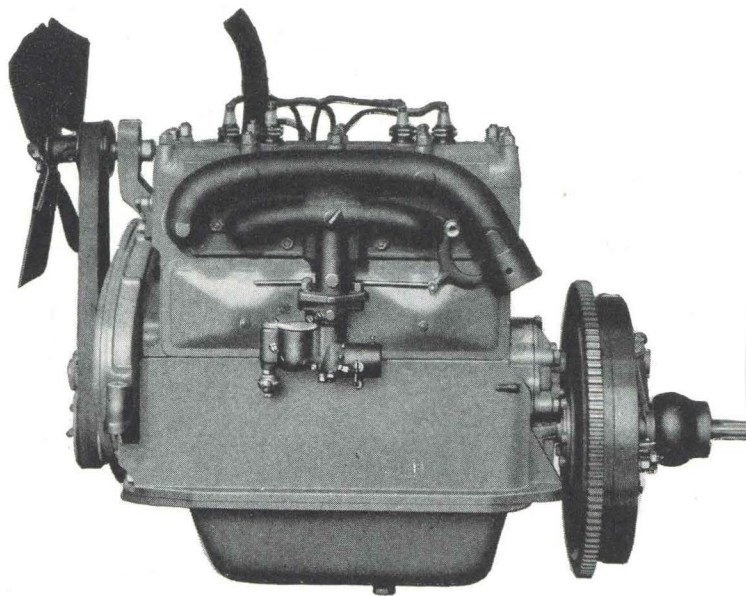
These averages include the fabric tires of standard tourings as well as the cords of closed cars.

This mileage was made on good and bad roads, in level and mountainous regions, during hot and cold and wet and dry weather.

It is average performance of average Star cars by average owners, under average conditions as they exist throughout the United States.

The small gasoline consumption of the Star car and its freedom from expensive repair bills are supplemented by unusually low tire replacement costs.

These records forge another link in the chain of evidence establishing the Star as a quality product providing lowest-cost transportation.



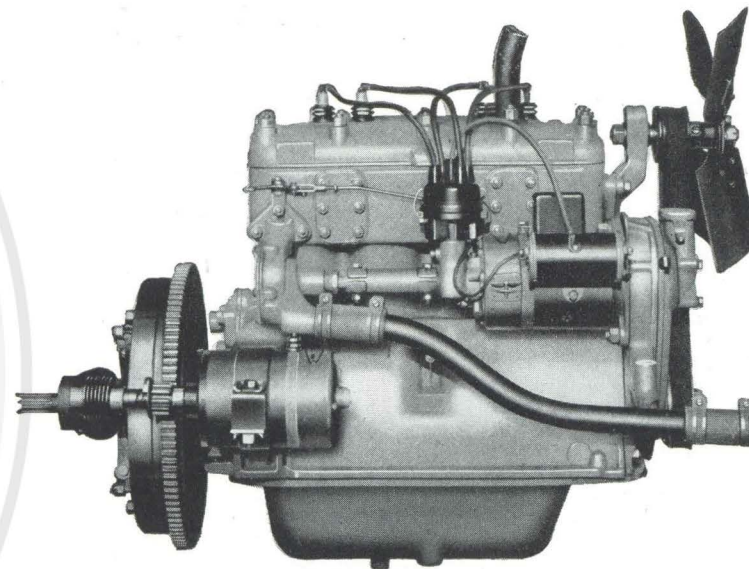
Superior Features of the Star Motor

High Motor Speed
Full Forced Feed Lubrication
Honed Cylinders
Lapped (Polished) Piston Pins
Fitted to 1-10,000 inch
Light Weight Pistons
Bronze Bushed Piston Pin Bearings
Mirror Finished Main and Rod Bearings
Hot Spot in Manifold
Efficient Cooling System
Superior Workmanship
2 1-2 Hours Running-In Tests

The Million Dollar Motor of the Star Car, Left Side

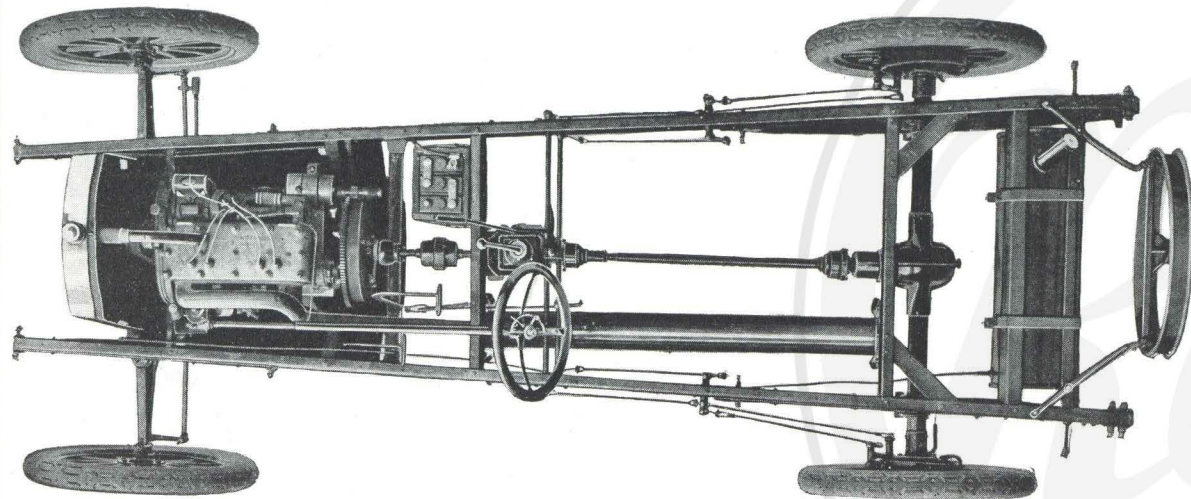
Results of These Superior Features

20% More Power
Climbs High Hills on High
Quick Acceleration
Minimized Gear Shifting
Minimized Vibration
Small Fuel Consumption
Small Oil Consumption
Correct Operating Temperature
Quiet Operation
Interchangeable Parts
Low Service Costs
General Reliability



The Million Dollar Motor of the Star Car, Right Side

STAR CHASSIS



New High-Speed Motor
Forced-Feed Lubrication
Durant Tubular Backbone
Standard Transmission

QUALITY FEATURES

Vacuum Feed Fuel System
Spiral-Bevel Rear Axle Gears
Efficient Cooling System
Single Plate, Dry Disc Clutch

Alemite Chassis Lubrication
Full Electrical Equipment
Demountable Rims and Extra Rim
Semi-Elliptic Springs

Star Specifications

MOTOR: Four-cylinder, L-head type, detachable head; bore, $3\frac{3}{8}$ " ; stroke, $4\frac{1}{4}$ " ; piston displacement, 152 cubic inches.

CYLINDERS: Cast en bloc with upper half of crankcase; detachable head.

VALVES: $1\frac{1}{2}$ " diameter; $5/16$ " lift.

CRANKSHAFT BEARINGS: Front, $1\frac{1}{2}$ " diameter x $1-25/32$ " ; center, $1-1/2$ " x $1-9/16$ " ; rear, $1\frac{1}{2}$ " x $2\frac{3}{4}$ " .

CAMSHAFT BEARINGS: Front, $1\frac{3}{4}$ " diameter x $1-13/32$ " ; center, $1-5/8$ " x 1 " ; rear, $1\frac{1}{2}$ " x $1-9/16$ " .

MOTOR LUBRICATION: Forced-feed type. A gear-driven pump operated from the rear end of Camshaft forces oil to all Camshaft, Main and Connecting Rod Bearings. Seepage of oil from Connecting Rod Bearings is thrown to Cylinder Walls, Pistons and Pins.

CHASSIS LUBRICATION: Complete Alemite System.

COOLING SYSTEM: Honeycomb type radiator; capacity, 8 quarts; 16 " fan—4 blades; water pump.

FRONT AXLE: Standard drop forged "I" beam section with reverse Elliott type steering mechanism. Wheels are adjustably mounted on taper roller bearings.

REAR AXLE: Semi-floating, simple design, with spiral bevel ring gear and pinion.

BRAKES: External contracting, internal expanding; 11 " brake drums. Easy adjustment is provided.

SPRINGS: Semi-elliptic; front, 34 " ; rear, $49\frac{1}{2}$ " long.

TIRES: 30 " x $3\frac{1}{2}$ " , all around. Open models, non-skid clincher; closed models, straight-side cord.

CARBURETOR: One-inch, plain tube, air and fuel adjustment. Exhaust and intake manifold with hot spot mounted on left side of engine to which Carburetor is attached.

CLUTCH: Single plate, dry disc, enclosed in flywheel; removable without disturbing engine or transmission.

TRANSMISSION: Standard, selective sliding gear type; three speeds forward and one reverse.

STEERING GEAR: Semi-irreversible, worm and gear type. Ball thrust bearings are used, with suitable adjustment for wear. Sixteen-inch steering wheel. Horn button on wheel.

DRIVE: Left-hand drive, center control; accelerator pedal mounted on toe board. Spark and throttle levers mounted on steering column just under steering wheel. Speedometer, ammeter, oil gauge, choke, ignition and lighting switch mounted on instrument board.

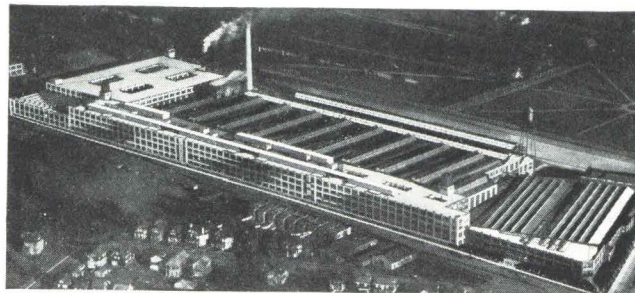
STARTING, LIGHTING, IGNITION: Generator, starting motor, igniter and coil, motor-driven horn.

GASOLINE SUPPLY: Capacity of tank, $11\frac{1}{2}$ gallons; placed at rear. Vacuum feed.

WHEELBASE: 102 " .

We reserve the right to make changes in design and specifications without notice.

Star Has Large, Modern Plants



ELIZABETH, NEW JERSEY
Star Capacity, 700 per day

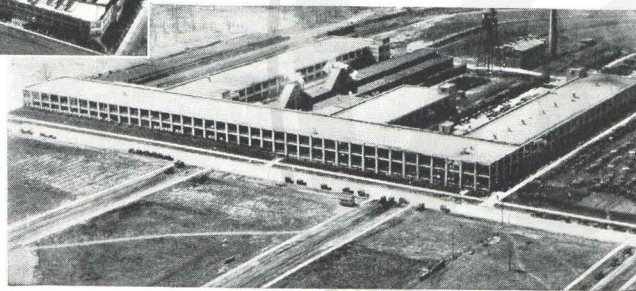
AN essential element of a low-cost automobile transportation is low manufacturing costs. These low costs are obtained for the Star Car not by the use of cheap materials nor poor workmanship but by volume production in high-grade modern plants in which expensive machinery, tools and equipment reduce to a minimum the labor costs of production and assembly, while at the same time ensuring accuracy and inter-changeability of parts.

The Elizabeth, N. J., plant of Durant Motors, Inc.,

1400 feet in length, is one of the world's greatest and most modern plants, with a capacity of 700 Star Cars per day. It also houses the Hayes-Hunt Corporation, which makes bodies for Star Cars.

At Lansing, Mich., a second equally modern plant has a daily capacity of 600 Star Cars.

The Oakland, Calif., plant has a capacity of 200 Star Cars per day, while the plant near Toronto, Ontario, has a daily capacity of 100 Star Cars.

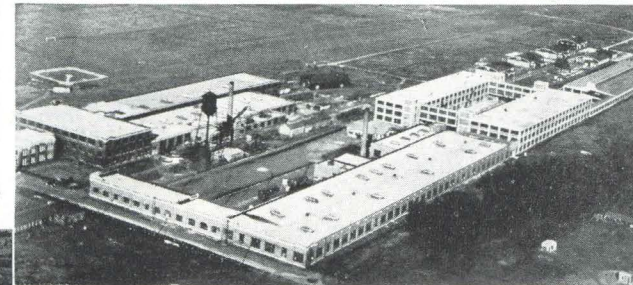


LANSING, MICHIGAN
Star Capacity, 600 per day

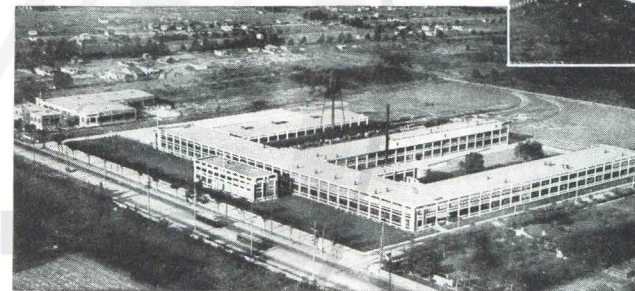
Volume Production Lowers Costs

In addition to these exceptional facilities, two large plants of subsidiary corporations, located at Syracuse, N. Y., produce Star gears and axles, and a subsidiary company at Muncie, Ind., makes the transmissions. The manufacture of Star motors is conducted at Muskegon, Mich., by Continental Motors Corporation, with the most modern and efficient equipment and skilled workmen.

The capacity of all Durant, subsidiary and affiliated plants can be increased beyond the normal capacity of



TORONTO, ONTARIO, CAN.
Star Capacity, 100 per day



OAKLAND, CALIFORNIA
Star Capacity, 200 per day

1600 Star Cars per day as the rapidly-growing demand for our product may require.

The Star Car has back of it a total of plants, equipment and material valued at approximately \$100,000,000.00.

The purchasing, manufacturing, research, and distributive facilities made available through this large investment are among the reasons why we can deliver a car of so great value at our low prices.

Why Star Cars Require Little Service

1. *Automatically controlled electrical heat treatment* for hardening processes of steel insures absolute uniformity of quality in all important wearing parts.
2. *Wearing parts are machined accurately* and polished to a mirror finish. There is no unnecessary play in any working part of the Star Car. They are fitted for permanence.
3. *Minimized vibration* through correct distribution of weight. The flywheel is machined to insure perfect balance; the crankshaft is tested and corrected for running balance. The same exacting care is exercised in the design and construction of every moving part of the motor. Star motor performance is exceptionally smooth.
4. *Alemite lubrication*, with lubrication points easily accessible, for all working chassis parts.
5. *Force feed motor lubrication* that provides a certain and even flow of oil under all conditions to all camshaft, main, and connecting rod bearings. This minimizes friction, prevents excessive wear, lengthens the life of the motor and reduces trouble and repair bills to a minimum.
6. *Front end motor drive* by high-grade silent chain, instead of meshed gears, eliminates noises found in other cars in the Star price class.
7. *An efficient cooling system* that maintains a uniformly correct temperature under all conditions of road and climate—a temperature that protects the Star power plant from the damaging effects of overheating, preserves its efficiency and increases its tenure of economical operation.
8. *Single plate dry disc clutch* that engages and operates positively yet with velvet smoothness, protecting the rear assembly and motor from the damaging effects of slippage or grabbing.
9. *Semi-floating rear axle* of heavy construction, built of special heat treated alloy steel; differential, pinion gear and wheel bearings running on large ball and taper bearings.
10. *The Durant Tubular Backbone* reinforces the frame, and by making it more rigid, protects the body and chassis units from the destructive effects of distortions and twists caused by inequalities of the road.
11. *An efficient electrical system* whose working parts and connections are made heavy enough to withstand hard usage.
12. *Separate mounting of various units on rigid cross members* or brackets insures perfect alignment not possible in other types of construction.

Get a Star Free Demonstration

IF EVERY person seeking strictly modern low cost transportation knew the superiority of the Star Car in the low-priced field, all of them would buy Stars.

This being the case, all Star dealers are anxious to give any interested person a free demonstration ride in a Star, so they can see for themselves the numerous features of superiority of the Million Dollar Motor and the extra strong, extra good Star chassis.

We want them to test the Star on the highest and longest hills and see how easily it climbs them, passing cars costing several times Star prices.

We want them to see how seldom gear-shifting is required—how easily the Star handles in traffic, and how comfortably the Star rides.

We will be glad to have any prospective buyer test the Star along side any other car at any price.

You will be under no obligation in accepting this free demonstration. Whether or not you decide to buy a Star, the dealer knows that the demonstration will make you a friend and booster for the Star and he wants your good will.

ANY EARNER CAN BE AN OWNER

If it is not convenient for you to pay for your Star in full at the time of delivery, and if you are known to the dealer as a reliable person with a regular income, you can arrange to pay as you ride, as there are strong finance corporations organized to assist the dealer in extending credit to reliable people. The dealer will gladly explain how easily you can become the proud possessor of a Star.