



AUTOMOBILE NEWS



NEW CHRYSLER 52 MODEL IS LATEST

Increased Speed, Roomier Bodies and Luxury of Equipment Features

The Chrysler Sales Corporation announces production of the Chrysler "52". The new model includes six body types—the coupe, roadster, with rumble seat as standard equipment; two-door sedan, four-door sedan touring, and the large sedan.

Many New Features
Description of the latest product of the Chrysler factories presents a combination of features new in this class, which, according to J. E. Fields, vice president in charge of sales, is made possible only by the operation of the Chrysler process of Standardized Quality, with its advantages of group manufacturing and low production costs for each one of the four Chrysler models.

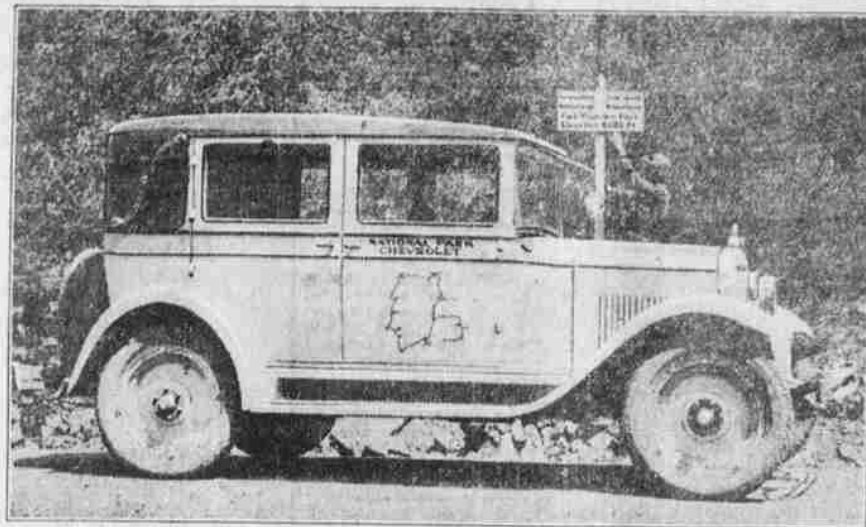
ures, as the manufacturers explain them, are a speed of 52 miles and more per hour; acceleration from 0 to 25 miles in eight seconds; exceptional smoothness and riding comfort; seating equipment of remarkable quality; beauty of external contour and color harmonies in the latest styles; and a degree of handling ease and economy of operation said to be of a very unusual character.

The car is now on display at the L. W. Weeks garage.

New Type of Manifold
Traditional Chrysler power and speed qualities have been enhanced by a new type of manifold and other innovations, enabling the "52", as it is called, to maintain a constant speed of 52 and more miles per hour.

A striking feature of the present announcement is that the new high compression engine head, which was announced a few weeks ago under the name of the Chrysler

Tour Through Western Wonderland in Progress



In this illustration the National Park Chevrolet is shown at Red Mountain pass, 11,025 feet above sea level, on the road to Mesa Verde. This is one of the grades the car has conquered with ease in its present park-to-park tour. Yellowstone and Glacier have been logged subsequently.

"Road-Head", and which, according to Chrysler engineers is leading to a new conception in the public mind of motor car performance in power, speed and acceleration, is available for all cars of this model at slight extra cost.

External beauty of contour has been enhanced in the "52" by use of lower, more sweeping streamlines; streets, bullet-type headlamps and the small 20" base-type wheels introduced late last year by Chrysler, which result in a low center of gravity with great riding ease and safety.

On closed bodies of the "52" model the attractive appearance of the military front and snappy cowl vision, pioneered recently in the higher priced Chrysler sixes and now incorporated in its less expensive cars, is carried to an even finer effect by a graceful rounding off of the rear roof curves while an accentuated smoothness of outline is attained in open cars by a new type of compact top with jack-knife fold.

Bright 1927 Colors
The bright color harmonies which have been a dominant note in the 1927 automobile fashions are displayed in all the cars of the new model. Each body type has its distinctive color scheme. Smart harmonious appointments are employed, with headings, stripings and window reveals in pleasing contrasts.

Many Orders For The New Dodge Four Received

Evidence of the public's reception of Dodge Brothers new four cylinder line which was introduced July 17, is to be found in the large volume of orders received. On the two days immediately following the formal announcement orders were received for approximately \$2,250,000 worth of new sedans alone. This was the only body type introduced. Within a short time a coupe will be in production. Later a cabriolet roadster will be added to the line. Dealers in such cities as Boston, Brooklyn, Chicago, Cleveland, Milwaukee, St. Louis and Philadelphia report that their salesrooms have been visited by more people since the new line was introduced than upon the occasion of any previous announcement Dodge Brothers have ever made.

It under load, the engine runs smoothly at this adjustment, the mixture is right for the conditions of weather and atmosphere prevailing at the time.

School of Politics Opens For Women

WASHINGTON (AP)—As part of its summer program the Women's National Democratic Club will conduct a training school in political organization for women during the month of August, under the direction of Mrs. Minnie Fisher Cunningham of Texas. This will be the school's second summer session.

A series of intensive courses embracing individual state problems, each covering a period of a week, will be offered. Enrollment is open to club members and to representatives of democratic women's clubs throughout the country which cooperate with the national organization.

Other courses include "campaign machinery," "the federal government in action" and "public speaking."

The best way to get the proper mixture through the carburetor is by making the adjustment after the engine has warmed up and while the car is in motion, that is while the engine is under load.

Drives La Salle On Last Lap of World Journey

Reports of the performance of the new LaSalle as pace-maker at the Indianapolis race and its subsequent test in a 351-mile run at 55.2 miles per hour at the General Motors proving ground have been followed by reports of its spectacular performance in the hands of a witness under a wide variety of conditions.

One of the most picturesque accounts is that of a Los Angeles citizen who, after spending ten months in a trip around the world, completed the last leg of his journey in a LaSalle roadster purchased in Detroit, covering 2104 miles to his home city in six days of daylight driving time.

The world tour was taken by Ross Hadley, secretary of a Los Angeles bookkeeping systems manufacturing company, who left Los Angeles last August, going first to Hawaiian Islands and thence to the Philippines. He spent six weeks on a small trading craft in the southern Pacific islands, bartering with natives for copra and hemp—the only white man aboard excepting the captain.

His further route covered Japan, China, Ceylon, Suez, Cairo, Alexandria, Naples, Genoa and Marseilles. Hadley is a flyer. At Marseilles he chartered a plane and flew over to Toulouse, across to Cambiages in Morocco, and back again. He ate at mess with Nungesser and Coll and was on the high seas when they started their apparently fatal flight. At New York he met Colonel Lindbergh.

1927 Apple Crop Best Ever Grown Wenatchee Says

WENATCHEE, Aug. 5 (Special)—Reports received from various parts of North Central Washington indicate that the highest quality crop ever produced in this district is now growing on the trees. Weather and water conditions have been ideal, pests of all kinds have been controlled, and the apples are more nearly perfect than ever before at this time, as to size, shape, condition and color.

If similar conditions continue to prevail until harvest time, it is believed that the crop may exceed the estimate issued by Inspectors Harter and Pirman on July 7. The statement which accompanied this estimate declared that an allowance of ten per cent

Hairdressers Kept Busy in Madagascar

TANANARIVE, Madagascar (AP)—Bobs and shingles are making little headway among the women of the Betsileo tribe, famous for their elaborate coiffures.

Having their crowning glory arranged in their principal vacation, the operations usually begin at 6 a. m., and if the operator is skilful may be completed at 8 p. m.

But time is of little value here, and the dusky hair dressers are compensated with a fee varying from 4 to 10 cents, according to the nature of the work.

ACTRESS WEARS CALSKIN
PARIS (AP)—Missinotti, France's favorite music hall artist, sometimes wears a riding habit of black and white calfskin when she rides in the Bois de Boulogne. It includes breeches of calfskin, lined quite high at the sides and a short jacket with a rolled collar.

It is liable to cause pre-ignition, carbon deposit on pistons and cylinder heads, pitted valves, steaming water in the radiator and loss of power on the part of the engine.

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F. O. B. Detroit—Full Factory Equipment 4-Door Sedan (Not a Coach)

Few New Cars Have Received a Welcome so Emphatic and Sincere

As Dodge Brothers expected, this brilliant new Four has instantly won a vast and enthusiastic following—is already a spectacular national hit.

Within two days after the first public showing orders were received for \$3,250,000 worth of the new Sedans.

Mile-a-minute performance at this unheard-of price is one striking reason—and here are a few of the others:

From 0 to 25 miles an hour through gears in less than 7 seconds!

Longest springbase of any car under \$1000!

25 miles per gallon of gas at 25 miles per hour.

19-foot turning radius!

Chic, smart, up-to-the-minute body lines—fashionable pastel colors!

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Built to last long and re-sell high.

And the lowest priced sedan in Dodge Brothers history.

See it—drive it—and you'll deliberate no longer.

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