

CHRYSLER PEPS UP PRODUCTION

Output is Speeded up Following Announcement of the New Six.

A record-breaking volume of orders has followed the recent announcement of the New Chrysler six throughout the country...

Dealers report unparalleled interest in the car, and since the annual spring buying season is now at hand, many showroom visitors placed orders for immediate delivery...

Early buyers have been impressed with the car's performance, riding comfort and appearance. The all-metal body construction has improved the appearance of the car by combining low, sweeping lines with added interior roominess...

The reception everywhere verified the enthusiastic dealer meetings held by Chrysler factory officials in all distributing points earlier in the year. At these meetings, sample models were displayed with approximate price schedules, and great enthusiasm marked every meeting.

New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Los Angeles, San Francisco, Kansas City, Seattle, New Orleans, Memphis and Atlanta were among the first cities reporting directly on the reception of the car.

HERE IS ONE FOR BOOK ON LONG TRADING

Talk about long trading—here's the champion long distance automobile trade of the world.

Helen Wood, who has been in Samoa for two years, returned to San Francisco last week after arranging to trade the car she owned in Samoa for one owned here by a friend who is on the way to Samoa.

"I had to leave my car in Samoa because it would have cost too much to ship it back to California," Miss Wood stated. "Luckily I happened to know a man who was going out to the island, so I arranged to trade my car that remained in Samoa for the Chevrolet he owned here."

"I have long wanted to own a Chevrolet and am glad that the opportunity came just as it did. I provided transportation for the man going to Samoa, that is after he gets there, and secure economical transportation for myself by getting the Chevrolet in San Francisco."

Auto Production Lags Behind 1929

DETROIT (AP)—Automobile manufacturers produced 276,523 fewer cars in January and February than they did for the same period last year.

American Cars Slow Up Demand For "Foreigners"

The past tendencies of many Americans to turn to the products of Europe when in the market for an exclusive motor car have undergone an almost complete reversal of form in the past few years...

Not alone has the quality motor cars of America overshadowed competition of the foreign made cars, but the American cars that have been shipped to the foreign markets in the past year have met with a wider public acceptance than ever before.

The reversal is said to be a recognition of the rapid strides that have been made by American designers in the matter of bodies with distinctive styles development, combined with motors of greater power and increased road speed.

It was not long ago that Americans who sought the best in motor-dom turned in large numbers to such cars as the Minerva of Belgium, Daimler of England, Panhard-Levassor and Peugeot of France, each of which employed engines of the sleeve valve type such as is employed in all Willys-Knight motor cars built by the Willys-Overland company...

DODGE EXPECTS BANNER SEASON

Back in Old Field, New Low-Priced Six Expected to be Very Popular.

"Once more Dodge Brothers is solidly entrenched in the price field where its outstanding reputation was established, this time with a new and amazingly low-priced six," says L. C. Smith, local Dodge dealer.

"With a new eight-in-line of commanding value, it invades a new and fast-growing field. With these two new cars to offer as companions to the present Dodge Six and Dodge Senior, we now have a Dodge car in practically every price class," he explained.

"The introduction of these two remarkable new cars marks a most fitting observance of Dodge Brothers' 15th anniversary. The influence of design and engineering that has produced dependable motor cars for years will begin at this 15th milestone to spread to a vastly broadened motor car market.

"There are coming into the price class of the new six thousands of persons who are familiar with the Dodge reputation and therefore logical prospects for the modern, six-cylinder car bearing this name. The new six is indisputably the most unique Dodge ever built, for four reasons:

- 1.—It is the lowest-priced six that Dodge Brothers has ever offered.
2.—It is the lowest-priced closed car that Dodge has ever turned out.
3.—It is the lowest-priced six with internal-expanding four-wheel brakes in the history of the automobile industry.
4.—It is the lowest-priced car in the world equipped with Monocoque body, regarded as the most advanced construction known to the industry.

How Women Can Aid Safety



Above—Mrs. James N. Downey of the safety division of the Detroit Police Department is sponsor of the idea that housewives can prevent traffic accidents by giving their husbands a good breakfast. Below—Mrs. Downey believes that there would be fewer traffic accidents if more wives would strive to duplicate the charming domestic scene pictured here.

STUDENTS ON 4,000-MILE TOUR

MACOMB, Ill. (AP)—A 4,000-mile bus tour, covering historical spots in 12 states and in Canada, will be begun by students from Western Teacher's college here on July 22.

were increased 32 per cent and the new eight-in-line 83 per cent immediately following the New York show, and that retail sales recently have been showing substantial gains each week over the previous week, proves that a definite market for both new cars has existed for some time."

STANDARD CODE WILL BE URGED

Traffic Laws Over the Nation to be Discussed at Safety Meeting.

WASHINGTON (AP)—Standardization of traffic laws will be urged at the third national conference on street and highway safety, called by Secretary of Commerce Robert H. Lamont to meet here in May.

Increasing density in automobile registration and travel in the country is held to have made uniformity of state and municipal regulations a greater necessity than at any time in the past.

"The question of uniformity," according to Col. A. B. Barber, director of the conference, "is the most pressing problem in the field of traffic handling."

"A committee surveying the subject of state and municipal statutory regulations will make recommendations for action of the conference in an effort to wolve the hazards of increasing tourist travel."

INSTRUCTORS FLY FAR

WASHINGTON (AP)—Flying the equivalent of one-fourth the way to the sun, instructors at air corps schools have gone a total distance of 25,000,000 miles in seven years.

New Erskine In Record Breaking Climb In South

Introduced only a short time ago Studebaker's Dynamic new Erskine has already proved its championship strain by a series of brilliant performance achievements. Among its most recent accomplishments, is the ascent of Stone Mountain at Atlanta, Georgia, known as the "world's largest rock."

Only a few days ago an Erskine shattered all stock car records by climbing the winding trail to the top of Mount Baldy, Pomona, California, in 10 minutes, 44 seconds. All details of the run were supervised by the American Automobile association. The car was a stock model sedan with optional gear ratio.

The Stone mountain climb is by far the most severe around Atlanta. There is no road worthy of the name at the point the Erskine made its climb; only an indistinct trail of jagged granite covered in many places by loose gravel and rocks on which traction is very difficult.

Following the climb which was witnessed by many Atlanta motorists, the Dynamic new Erskine gave a remarkable demonstration of braking efficiency and balance by descending the mountain under its own power. The Erskine selected for the demonstration was a five passenger sedan model strictly stock in every respect.

NEW COTTON PARACHUTE WILL STAND HEAVY PULL

STOCKHOLM, Sweden (AP)—A new parachute, made entirely of cotton, has been tried successfully in Sweden. It is strong enough to withstand a pull of 220 pounds at a descending speed of 248 miles an hour.

The parachute has created great interest in London, where it is on exhibition, and is being tested by German aviation authorities. It is called the "Robur" and its inventor is S. Kuhlmann, a Stockholm engineer.

USED CAR SALES MILLION A DAY

\$21,000,000 Invested in 105,907 Machines in First 20 Days of March.

DETROIT, April 5—A marked indication of increasing business activity and excellent proof of the purchasing power of the country at the moment, is seen in the announcement by the Chevrolet Motor company today that sales of used cars alone by its nation-wide dealer organization are proceeding at the rate of a million dollars a day.

Used car sales by the Chevrolet retail organization during the first 20 days of March totaled 105,907 cars, representing an investment of more than \$21,000,000. This showing exceeds by a wide margin the best previous 20-day used car record in the history of the company and at the same time is the greatest 20-day volume of used cars ever sold by any automobile manufacturer.

At the same time used car stocks in the hands of dealers are being reduced to a minimum, placing the dealers generally in excellent position to handle a large volume of new car business this spring.

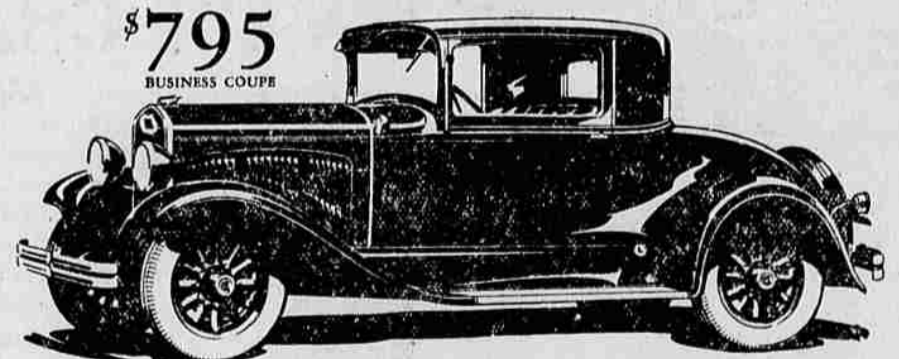
FLIER FLASHES GREETINGS

BALTIMORE (AP)—Larry Pabst, flying the airmail on the New York-Richmond line, flashes his greetings with a flashlight nightly to C. G. Schaefer, electrician at Logan field, as he passes 2,000 feet overhead.

ANZACS USE U S CARS

WASHINGTON (AP)—American-made automobiles account for 83 per cent of passenger cars and 89 per cent of trucks registered in Australia.

LOWEST-PRICED SIX EVER TO BEAR THE CHRYSLER NAME



THE NEW CHRYSLER SIX Another great triumph of great engineering

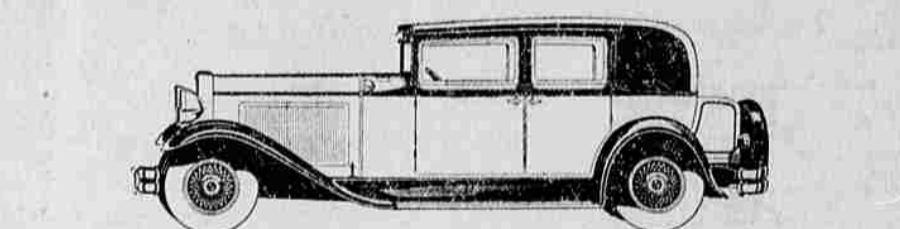
The new Chrysler Six comes to the public at a price that almost anyone can afford—a splendid tribute to the Chrysler ability to turn out extraordinary values. It is a typical Chrysler creation from rims to roof—by long odds the finest motor car ever to appear in the field of lower-priced sixes.

Here at amazingly low prices are the great advantages of Chrysler engineering—such advantages as weatherproof internal-expanding 4-wheel hydraulic brakes; 62-horsepower high-compression engine; special-type spring shackles and shock absorbers; and typically Chrysler-styled bodies of new design and construction.

Such a car at such a price is hardly believable, yet here it is. There is no reason—no "why"—why anybody should be denied the thrill and pride of owning a Chrysler.

Advertisement for Plymouth car, \$590. Seven Body Styles \$590 to \$675. Prices f.o.b. factory. Sold by Chrysler Dealers Everywhere.

The Car you've always Wanted to own



Even the average motor car budget today buys an out-of-the-average motor car—the Nash "400." Here is the kind of a car you've always hoped to own—one that will convince you and everyone who rides in it that money can buy nothing finer. It is built differently from most cars, enriched in design by the newest and finest engineering excellence, and built in the three great Nash factories where the highest ideals of craftsmanship prevail.

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