

CHRYSLER COUPE SALES PLEASING

Reports From Dealers Indicate Wide Interest in Latest 60 Model

One of the striking new cars displayed for the first time at the recent national and local automobile shows was the new Chrysler "60" two-passenger coupe with rumble seat.

This coupe, which is listed at \$1245 f. o. b. Detroit, is said by officials of the Chrysler Sales corporation to be meeting with exceptionally generous public reception and they are predicting notable popularity for it.

The car is making a special appeal, its makers say, because of its attractive color combination of Wills green with flamingo carmine and gold bronze striping, and its upholstery in a fine grade of mouse gray mohair.

Further favorable comment has been aroused, according to the makers, by attractive outlines resulting from the use of the new small wheels, by the gracefully rounded rear windows; the smooth sweeping curves of the rear deck, and the smart, brick appearance of the body as a whole.

Among the other features reported to be much liked in the new car is the control of the rear window by a crank regulator which lowers the glass out of sight and not only permits free conversation between occupants of the front and rumble seats but provides full ventilation for the body of the car when desired. The unusual refinements of the new "60" instrument panel are reported to assist in creating an impression of exceptional interior luxury.

Appointments of the special coupe, which its makers declare are unusually numerous and desirable, include a spacious rumble seat, trimmed in mole-skin imitation leather; rear view mirror, automatic windshield wiper; bullet type head and cow lamp; smartly barred, Butler finished hardware with domelight to match; heavy rubber floor mats; and kick plates below each door.

Dealers' reports to the factory indicate that the new coupe is especially liked by women drivers on account of its unique construction, pleasing appearance and ease of handling, while its compactness, exceptional performance, carrying capacity and economy of upkeep are said to commend it to professional men and small families.

STAR ANNOUNCES NEW LINE MODELS

fore and aft steering gear is perhaps the most important. There are numerous advantages

secured through the use of this type of steering gear. Some of these are: a shorter and stiffer drag link; the removal of any tendency towards shimmying; a lesser wear on spring bolts; shackles and all front axle connections due to eliminating cross thrust on the steering device. The spark and throttle control, as well as the horn wire, now pass through a hollow steering mast which makes for a cleaner and better mechanical assembly.

The construction of the gear itself has been greatly improved by increasing the size of bearings and wearing parts and supplying adjustments to compensate for any wear.

The adoption of this type of steering gear has made possible the simplifying of the front wheel brake rigging, and has secured greater ease in the adjustment of front wheel brakes.

Following modern practice the exhaust manifold has been changed and the exhaust pipe outlet is now moved to the forward end of the motor and carried out under the drip pan. This change has taken the exhaust pipe away from the floor boards and those parts of the chassis which might become oily and has entirely eliminated the discomfort which might be caused by an overheating exhaust pipe.

Other mechanical changes which tend towards improvement might also be noted. A new type of spark coil has been adopted. This coil is entirely metal cased with terminals close to the distributor. It is not susceptible to short circuiting or other coil troubles which might be caused through the splashing of motor oil.

The interiors of the new Star cars have been materially enhanced both from a standpoint of beauty and comfort. In all six cylinder models a new and more symmetrical grouped instrument board is to be found. Gauges and speedometers are mounted flush and covered with a beveled glass which the whole assembly being indirectly lighted.

The colors used on both the Star six and the new Star four have been materially changed. With the exception of one or two models of a solid shade, rich two-tone effects now predominate.

Another innovation is the change from old drum light to the low bullet type headlights. This change gives the Star car Brown Universal reflectors. A new corrugated bulb is used. This gives the light a more concentrated focus and furnished more driving light.

These many improvements on the new Star cars which have followed closely on the announcement of new low prices reflect the policy of Star car manufacturers to give the buying public greater value per dollar.

ENGINEERS ADMIRE V TYPE OF MOTOR

Greatest Proof of Superiority Offered by Use in Airplane Industry

"Every year sees more and more of those versed in the mechanics of eight-cylinder motor construction turning to the 90-degree V-type motor," asserts Fred W. Slack, chief engineer of the Peerless Motor Car corporation.

"The V-type motor, while the most expensive to manufacture of the eight-cylinder types, is the most satisfactory from the owner's operating and service standpoint. It combines the simplicity of the four-cylinder motor with the smoothness, flexibility and power peculiar to this particular type of motor and performing qualities which have made this motor prized by those who desire the best.

"The matter of torsional vibration is eliminated, due to the short sturdy crankshaft possible with the V-type construction.

"Complete elimination of vibration sought for years by automotive engineers, is accomplished in the Peerless inherently balanced V-type eight-cylinder motor. Forged steel counterweights attached to the crankshaft neutralize the forces which produce vibration and permit the whole assembly to function as smoothly as

LOW FUEL AVERAGE MADE ON LONG TRIP

Lee Cathey Goes 100 Hours Through Imperial Valley With Little Gas

Averaging better than 27 miles to the gallon of gasoline, Lee Cathey of El Centro, California, recently completed a 100-hour drive during which he drove through Jacumba, Calexico, Mexicali, Holtville, Brawley, Calipatria, Westmoreland and El Centro, Imperial valley towns.

Cathey used a stock Chevrolet car fueled with Union Ethyl gasoline, the new super fuel, in hanging up this remarkable high mileage.

During the run, Cathey drove 1217 miles. He used 44 gallons a simple flywheel.

"Automotive engineers have always been frank in their admiration for the V-type motor. However, the greatest proof of its superiority is offered in the airplane industry, where the V-type motor reigns supreme, when high horse power is desired in minimum space and where lives depend constantly upon the complete dependability and performance of the motor.

"Nothing but the absolute maximum of performance is acceptable."

of gasoline, 1/2 pint of Aristo motor oil and one quart of water. For a considerable portion of the test, the car was run in low and intermediate gears and sometimes in reverse. This slow and reverse driving was occasioned by being at times caught in traffic jams in the cities through which he drove.

The run is said to have attracted considerable favorable attention from motorists in the Imperial valley towns. J. Womack, Chevrolet distributor at El Centro, is quoted as stating that, considering the conditions under which the run was made, the mileage secured from Union Ethyl was exceptionally high. Prior to the start of the run he gave it as his opinion that 23 miles to the gallon would be the maximum that could be expected.

Lee Cathey, who drove the car during the long grind, was outspoken in his praises of Union Ethyl gasoline. He had had, he said, ample opportunity to test the lightning pickup quality of the fuel, and was particularly impressed with this characteristic. There was in addition, he said, a very noticeable decrease in vibration when making quick pickups. Union Ethyl, he concluded, had opened up a revelation in automobile driving.

Saturday midnight March 12, the International Trio makes its initial bow in the studio of WABC. Three globe trotters whose songs and jokes are sure fire laugh producers. The trio will be followed at one o'clock in the morning by Wheeler Wadsworth and his Carlton Terrace Orchestra.

Cadman Cantata to Be Broadcast Over Radio

On March 15, beginning at 8 o'clock, KPO will broadcast the annual spring concert of the Loring club of San Francisco, a feature of the program being the rendition by 60 male voices of Cadman's cantata "The Vision of Sir Launfal." The program will mark the 26th concert of the Loring club, which enjoys the distinction

of being one of the two oldest musical organizations in the United States, the other being the Apollo club of Brooklyn. The Loring club is now celebrating its golden anniversary, having been founded in 1876. In the March 15th concert, Allan Wilson, concert and radio artist of wide reputation, will take the tenor solo parts in the cantata, and will also render several groups of songs including arias from "Cavalleria Rusticana" and "Manon," Otis L.

Marston, baritone of note will appear in the Cadman number. The concert will be directed by Wallace A. Sabin.

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Little wonder Dodge Brothers Motor Cars today are accorded such widespread and enthusiastic commendation—

Smart new body lines and attractive color combinations—

A new seating arrangement that provides still more roominess and comfort—

A new clutch, simple, sure, silent—

Softer pedal action, easier gear shifting—

Quicker acceleration, still greater steering ease—

More rigid engine support—and smoother performance—

New, silent-type muffler—

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Add to these the new five-bearing chrome vanadium crankshaft, with its remarkable improvement in engine performance, the excellent new starting and lighting system and many other recent betterments, and you understand why owners proclaim today's car—

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Special Sedan.....	\$1180
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Chart shows how Willys-Knight Sixes increase in efficiency up to and beyond 75,000 miles, while the opposite declines.

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"70" Willys-Knight Six prices from \$1295 to \$1495, Willys-Knight Great Six, "for those who want the finest," \$1650 to \$2295. Prices f. o. b. factory and specifications subject to change without notice. Purchases may be arranged on convenient credit terms. Willys-Overland, Inc., Toledo, Ohio

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