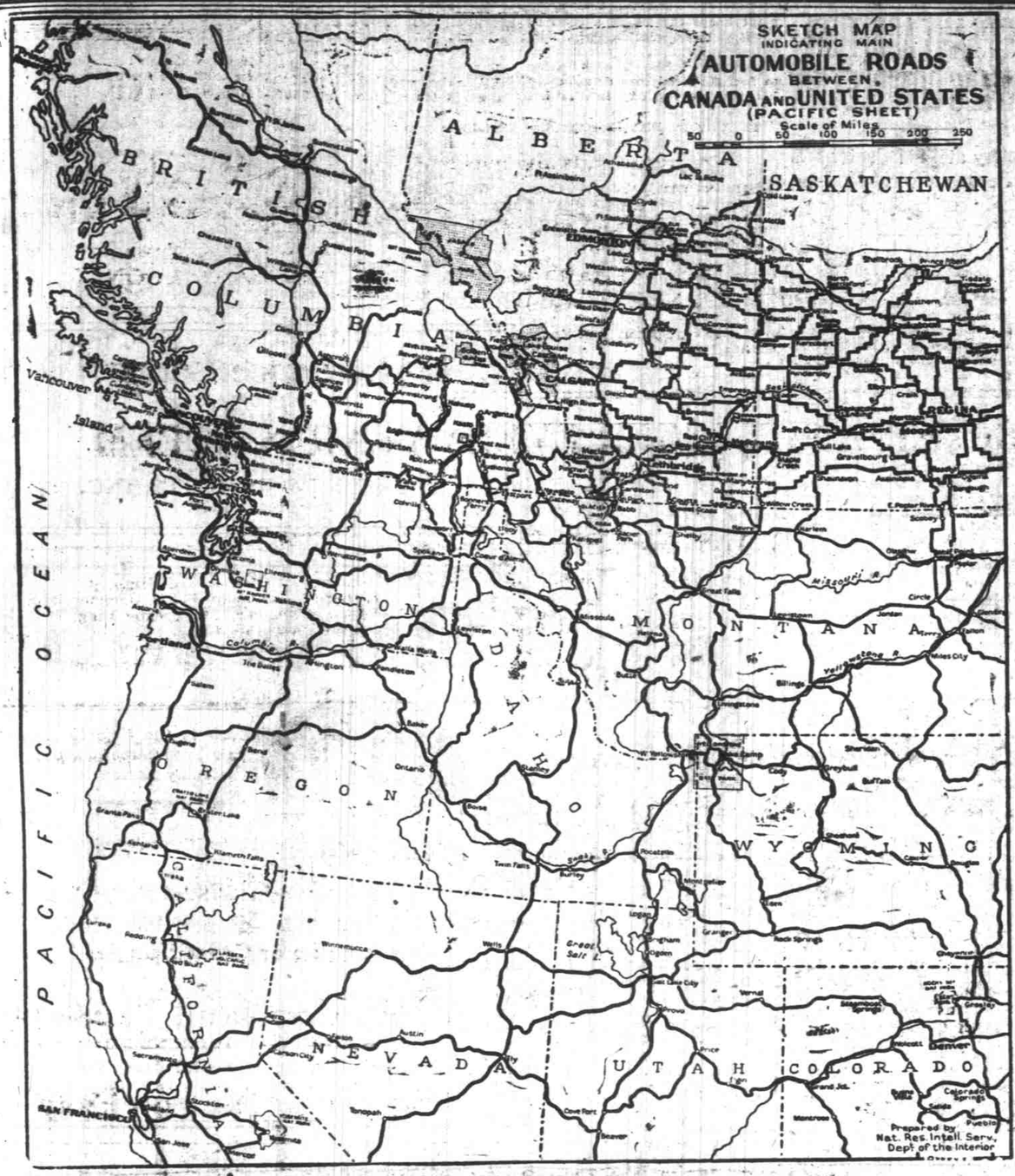

COMPANY FORESIGHT SEEN IN 'RED-HEAD'

Any Chrysler Car Back To 1925 Model Can Be Fitted With New Engine

"The new Chrysler 'Red-Head' high compression engine, which has been making a phenomenal appeal to the motoring public the foresight with which Walter since its introduction this sum- P. Chrysler and his engineers have planned the development of their car ever since they first designed it," said a representative of the Fitzgerald-Sherwin motor company this week.

"One of Chrysler's chief concerns has always been to minimize losses in value of cars in use due to engineering improvements on new models. From the beginning Chrysler design and construction have rested on engineering fudamentals so sound and permanent that older Chrysler models could benefit to the greatest possible extent by new developments.

"Because of this principle any Chrysler owner who so desires may take advantage of the most recent evolution in automobile construction, for any Chrysler six built since July, 1925, can be equipped with a 'Red Head' engine at slight cost, thanks to the engineering farsightedness which saw the coming of the high compression era long ago and prepared for it n advance.

"Chrysler engineers have again given a notable example of their ability in anticipating future developments in motordom. Among the features built into the Chrysler car car at the very start was an unusually strong bridge-like crankcase webbing.

"The first Chrysler also had a staunch, firmly supported seven-bearing crankshaft. Both of these details in the original equipment of the Chrysler car are today important aids to the type of engine which the widespread distribution of high compression fuels has at last made feasible.

"Chrysler led the industry into a new motoring era by announcing the 'Red-Head' the first engine taking full advantage of high compression fuels to be put on the market, and led Chrysler owners with them by making the new feature available for cars in use.

"To such farsighted methods is due the advanced rank which Chrysler has won in the automobile industry and in the public's favor. The first Chrysles was admittedly years ahead of cars in its price class in speed, power, symmetry and long life. The leadership it established has been continued consistently and this year has been emphasized anew by the increased superiorities of engineering, craftsmanship and performance which characterize the 'g2' Great New '62,' and the Illustrious New '72,' and the Imperial '80.'"

SPEED OF MACHINE NOT REAL DANGER

(Continued from Page One)

It is perhaps part of the price we pay, and the phenomenon is not confined to motoring but is common to other fields of endeavor. But the great majority of our people have nevertheless benefited from the faster cars of today, which are at the same time, safer cars.

"It was inevitable that in a highly competitive industry like the automotive industry, speed and stamania, stability and safety style and smoothness, beauty and balance, should become part of the vernacular of sales promotion.

"But it is an unquestioned fact that the American manufactures, in the construction of our modern cars, have not sacrificed safety for speed or for any of the other qualities they exploit in their appeals to the public. I do not believe they would willingly or knowingly sacrifice safety for sales.

"It is thoroughly proper that the buyer of a car should know of its power, its speed and its stamania. But he should also know that between maximum power and maximum speed, at his disposal and the ordinary demands and use of that speed and power is a reserve which he will not have to use and should not use unless in emergencies, and which is also a measure of the safety margin between the normal demand which the driver makes on a car and the top capacity of that car.

"This margin, rather than mere speed itself, is what matters and no harm could accrue if the sales force and the copywriters of the manufacturers would take this angle of the situation to turers are a public spirited body and I don't believe they stand in need of homilies from any group or groups.

"The American Automobile association has some definite, delegated responsibilities in the matter of car speed. For instance, the Contest Board of the American Automobile association has for years stood between the public and the manufacturers as a neutral body whose business it is to conduct actual tests of speed and endurance. These tests serve two causes, first, the development of the automotive industry and second, as a measure of assurance to the buyer that claims made, when linked with the name of the Board, are bona fide claims, based on actual tested performance. under strict regulation. All such tests are, of course, conducted in protected areas from which the public is excluded. The Contest Board, however, does not advocate the advertising of these records. The matter is outside the scope of the Board's activities.

"From time to time claims are based on cross-country performances which are not authorized by the Contest Board. On such speed runs and speed trials, the American Automobile association and its Contest Board look with the highest disapproval, because the highways of this country should not and must not be used as speedways. We have not hesitated at any time to challenge such performances as inimical to sound public policy.

"The American Automobile association is for safety, first, last and all the time. There is no royal road to safety and certainly no one panacea has yet made its appearance. But one thing is certain, the foot on the accelerator and the brain behind it will always continue the fundamental factor in sane and safe driving. There is no rule that can be substituted for the personal equation since one man can drive safer at 50 miles an hour than another can drive at 30 miles an hour, and is certainly no regulation, let it be for governing speed in print or on the road or what not, that can replace personal accountability for conduct. Let us not lose sight of the fundamental character of these factors."

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It's the SMOOTHEST motor that ever powered an automobile—*full pressure lubricated to prevent noise and wear.*

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Nash balances clutch, flywheel, and crankshaft as a single unit to make that absolutely certain.

Note the rich interior of this model. The luxurious genuine tufted mohair upholstery. The attractive vanity case and smoking set, leather mounted.

Observe that Nash uses genuine walnut for the steering wheel. And the instrument board, as well as the crown panel above, the window moldings and door panels, are done in walnut finish.

Bring your car in when you come to see this Advanced Six Sedan. You'll get the greatest LIBERALITY in terms. DRIVE around today.

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5-pass. Ambassador	1925
4-pass. Coupe (Rumble Seat)	1775
4-pass. Victoria	1595

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5-pass. Sedan (4-door)	1425

f. o. b. Kenosha

Special Six Series

5-pass. Coupe (4-door)	$1445
5-pass. Sedan (4-door)	1335
5-pass. Sedan (2-door)	1215
4-pass. Cabriolet	1290
4-pass. Victoria	1295
2-pass. Coupe	1165

f. o. b. Milwaukee

Standard Six Series

5-pass. Landau Sedan	$1085
5-pass. 4-door Sedan	995
5-pass. 2-door Sedan	895
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