

DEALERS PLANNING OPEN HOUSE SOON

Chrysler Company Will Celebrate Its New Rank In Industry By Show

Attention of automobile enthusiasts will be focused soon on the showrooms of Fitzgerald-Sherwin Motor Company. Chrysler Display Week will be celebrated locally in conjunction with its observance by Chrysler distributors throughout the country.

The week has been designated by the Chrysler Corporation as a means of manifesting through the medium of its dealer organization its appreciation of the public recognition which has given this company an unprecedented record of progress and has advanced it within four years to the rank of third largest motor car manufacturer in the National Automobile Chamber of Commerce ratings, according to sales volume.

In line with this desire of the Chrysler Corporation the local representatives are extending personally and through the press a general invitation to the public of this vicinity to visit their showrooms and inspect typical examples of the 40 and more varieties of body types in the Chrysler line. Chrysler production is said to include the widest range of buying choice offered by any single automobile producer. It covers every price field from as low as \$670 in the '52' model to the highest type of luxury class automobile, as exemplified in the Imperial '80' group.

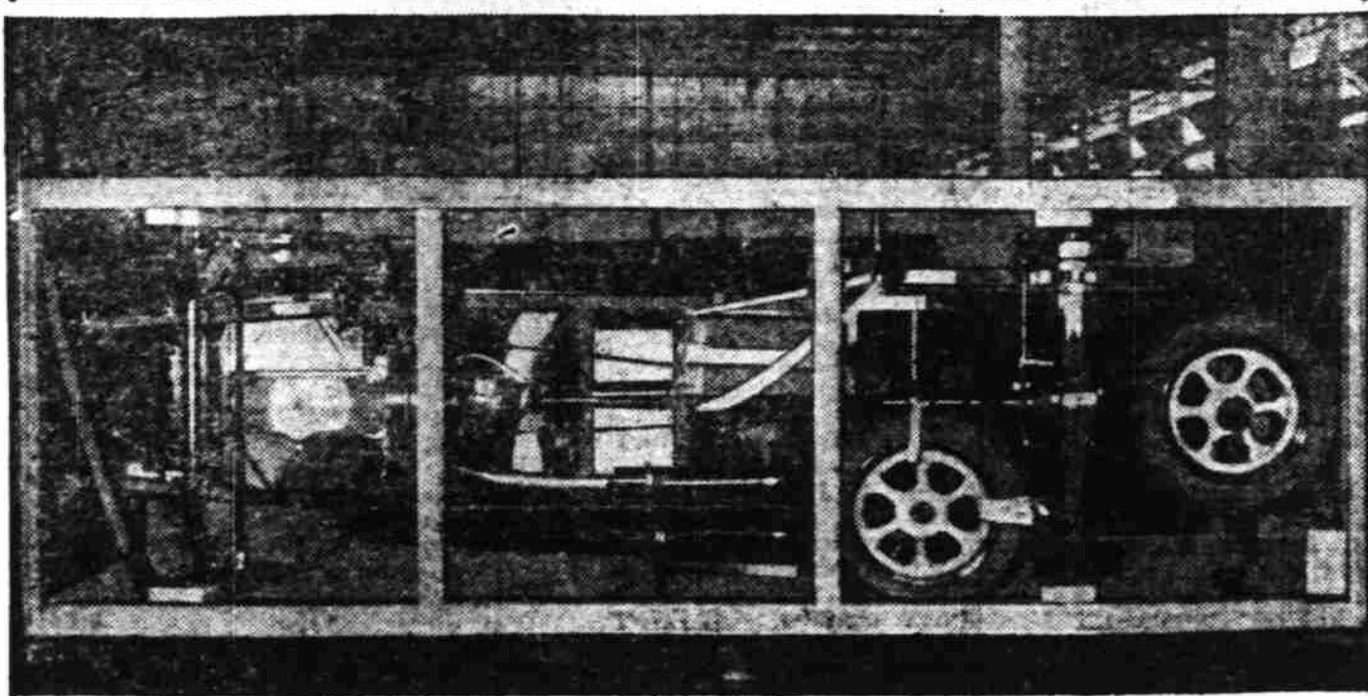
The exhibit, it is explained, has been selected and assembled to display the various features which revolutionized the automobile industry with the appearance of the original Chrysler four years ago and which have since contributed strongly to creating the demand for these cars.

The display embodies all the typical style, color and snap that constitute the unique Chrysler attractiveness of appearance and vigor of performance, which speedily obsoleted the heavy and cumbersome type of car in former vogue, and which was the model from which the graceful and alert automobiles now to be seen on the streets and highways were evolved.

Particularly, visitors will have an opportunity to examine at their leisure numerous engineering contributions which Chrysler has made to the automobile industry, including those which created the well-remembered sensation by their striking novelty when shown in the Chrysler car four years ago, as well as the many proved advancements since made available to motor car buyers.

Especially interesting among the innovations and improvements are those that have been presented by the company's famous engineering staff within recent months. These include such epochal changes in automobile practice and equipment as the "Red-Head" engine, with which Chrysler led the way for the industry into the high compression field of motoring, now generally regarded as the outstanding feature of the 1927-28 motoring season; the adoption of hydraulic four-wheel brakes for all four Chrysler models; the marked advance toward elimination of objectionable noises and vibration in motoring achieved by the larger use of rubber, which is seen in the lower priced Chrysler cars as well as in the more costly in the form of devices for engine supports, for cushioning the ends of springs, replacing metal spring shackles—and in other applications; the perfection of Invar Strut aluminum alloy Pistons with Tungstite rings; the enhancement of riding ease and passenger comfort afforded by such improvements as the saddle-spring cushion seats, which have heretofore been included as standard equipment only in the more expensive automobiles but which are found throughout the entire Chrysler line; the introduction of the "safety-type" steering wheel; and a variety of other novel features which now appear as certain to be well established in future automobile vogue as the seven-bearing crankshaft, thermostatic

Giant Trucks Shrink For Export



GIANT trucks play the role of sardines when they are crated for export. Here are two one-ton trucks packed in a box only 188 inches long, 74 inches high and 68 inches wide. When either is completely assembled, it will be larger than the box in which two were shipped. These two trucks are consigned to Salonika, Greece, and are ready to be loaded on flat cars at the plant of Graham Brothers, the commercial car and truck division of Dodge Brothers, Inc., for shipment to the seaboard. Wheels and headlights are carefully packed away; instruments are disconnected on the cowl, and all bolts used for re-assembly are placed in boxes nailed to the crate. The gross weight of the shipment is 7,136 pounds. There are approximately 190 men employed making crates and shipping trucks.

heat control, the oil purifier, the air cleaner, the ventilated crankcase, and other Chrysler pioneered innovations have already become.

The exhibit will be continued throughout the coming week. The invitations being extended to the public include not only a request to visit the showrooms and have the various features of the cars explained by attendants but also to see them in actual road operation. It is expressly stated that no obligation will attach to acceptance of the invitations either to visit the showrooms or to enjoy a demonstration drive.

CHRYSLER '52' CAR TO HAVE HYDRAULIC

Lowest Price Car In World So Equipped, Its Maker Declares

Announcement that four wheel brakes of the hydraulic type are now available for Chrysler cars of the '52' model has been received from the Chrysler Sales Corporation by Fitzgerald and Sherwin, local Chrysler dealers.

The addition makes the Chrysler '52' the lowest priced car in the world provided with hydraulic

brakes, according to an accompanying statement by J. W. Frazer, Chrysler Sales Manager, which says that the feature is available as optional equipment for all '52' cars at an added nominal cost.

"Chrysler-Lockheed hydraulic four-wheel brakes have been an outstanding factor in the phenomenal popularity of all our six cylinder cars ever since their introduction," says Mr. Frazer's statement, "and we regard their extension to the '52' as one of the most striking examples yet made of the advantages of Chrysler's unique manufacturing methods.

"With this equipment the '52' is the lowest priced car in the world provided with hydraulic four-wheel brakes. The result has been made possible through the Standardized Quality policy which governs all Chrysler manufacturing operations and passes a long list of refinements and innovations along from the higher priced models to the lowest priced. Among these one of the most notable is the hydraulic braking system which Chrysler was the first to introduce into the moderate price automobile field and which we adopted after a prolonged study of every existing braking method and perfected by means of an exhaustive series of experiments.

"The recent reduction in price of the Chrysler '52'—with Chrysler performance and quality unchanged—greatly increased the market for this model by reason of the fact that it offered size, appearance, comfort and performance never before available at so low a price.

"We are confident that in giving to the '52' hydraulic brakes which are universally recognized as surer, simpler and safer than any other four-wheel braking

equipment, we shall meet an even greater public appreciation for this model."

The Chrysler-Lockheed system is simplicity itself, Chrysler engineers point out. No lubrication is necessary. There are no rods, springs or clevises, and no mechanical equalizers.

The fluid which operates the brakes is contained in the cylinder

and brake lines; a reserve supply is carried in a small tank which is connected to the master cylinder. Pressure on the foot pedal is transmitted in full force to the brakes through the liquid in the cylinder lines.

The pedal pressure is applied against all four brakes in equal degree through the operation of the elementary law of physics that "the pressure exerted upon any portion of a fluid enclosed in a vessel is transmitted, undiminished, equally to all surfaces." This means braking safety and certainty—a positiveness of braking control not attainable, the engineers say, by any other method.

One of the salient advantages claimed for the Chrysler hydraulic brakes is that they always equalize perfectly and automatically without constant adjustment or the use of any equalizing device or mechanical means. Due to this quality the same braking pressure is applied to all wheels at the same time, assuring the highest possible degree of safety.

Motorists are busy planning trips for this spring and summer vacation time. All touring records are expected to be shattered again this year if reports coming to various Automobile Clubs are correct.

The new Victory Six by Dodge Brothers, Inc. has forced the Detroit factory to extend itself. Increased output has been made necessary to meet demands from dealers all over the United States.

Riding around corners at a high rate of speed is possible in the new Victory Six by Dodge Brothers, Inc., due to the lower center of gravity. Watch the new Victory on the highways.

IS YOUR BATTERY ON IT'S LAST LEG?

Then bring it to us! If there is a chance to save it we'll do it—tell you before hand what it will cost and guarantee our work. That's USL Golden Rule Service.



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SPRING TIME -- COLOR TIME -- BUICK TIME

THE BUICK STYLE SHOW

Showing America's Smartest Motor Car Creations

Opening Today—Style Week at Buick showrooms! Everyone who loves the new and beautiful—everyone who plans to buy a new car this Spring—is invited to attend this special showing of those smartest of motor car creations, the fine Buick models.

Here are assembled a wide variety of Buick body-types by Fisher. All are arrayed in alluring new springtime color harmonies. All are endowed

COLOR HARMONIES
Vivid and Varied as the Rainbow!

Glowing colors—colors that rival the exquisite hues of the rainbow—colors as smart and distinctive as the feet, low lines of Buick bodies by Fisher . . . a Color Show as well as a Style Show—a magnificent presentation of the newest harmonies.

ed with the most luxurious upholstery and appointments. And all are months ahead of the mode in smart, low, dashing lines—low, without any loss of headroom or road-clearance.

Be sure to attend this magnificent Style Show! See the most beautiful motor car creations of the day—and the most durable, dependable and vibrationless of cars as well. Come any day or evening during the next seven days. A cordial welcome awaits you.

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Smoothness - Power and Ease of Control that make every mile a pleasure

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The Sport Cabriolet \$715
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And the greatest factor of all is the effortless driving it provides. It steers with the weight of the hand—for the worm and gear steering mechanism is fitted with ball bearings throughout . . . even at the front axle

knuckles. The clutch is velvety smooth in action and the gear-shift lever responds to the lightest touch. Acceleration is swift and certain, while big non-locking four-wheel brakes assure perfect control under every condition of highway and traffic.

You'll never know what a great car it is until you sit at the wheel and drive! So come in today for a demonstration!

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Wear-well Cord

30x3 1/2 Cl. Reg. Size	29x4.40 Full Balloon
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Wear-well Cords
Guaranteed 3000 Miles

Our Low Prices on these full standard weight tires with thick, tough, road-gripping tread, offer tremendous savings to car owners of the West. Allowance for old tires. Look at our Low Prices

30x3 Cl. Reg. Size	\$ 5.65
30x3 1/2 Cl. Reg. Size	5.95
30x3 1/2 Cl. Oversize	6.45
31x4 S.S. Oversize	7.85
32x4 S.S. Oversize	9.90
33x4 S.S. Oversize	10.65
34x4 S.S. Oversize	12.35
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Extraordinary savings are offered in these full balloons with broad, ribbed, non-skid tread. Look at these low prices . . . and remember our trade-in allowance on your old tires!

29x4.40 Balloon	\$ 6.97
30x4.50 Balloon	7.97
30x4.95 Balloon	10.15
30x4.95 Balloon	10.25
30x5.25 Balloon	10.95
31x5.25 Balloon	11.85
30x5.77 Balloon	12.95
33x6.00 Balloon 6-ply	21.45
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Guaranteed 12,000 Miles

(Reg. Size 10,000 Miles)

Heavy, extra heavy duty super cord tires at the lowest prices ever. Section tread gives greater traction and safety. . . extra rubber gives longer wear . . . and our trade-in allowance offers extra savings.

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30x3 1/2 S.S. Cl.	7.55
30x4.95 S.S. Oversize	8.75
31x4 S.S. O. S. 6-ply	12.45
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33x5 S.S. O. S. 8-ply	25.45
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Extra heavy throughout . . . built to give extra mileage under the most exacting service. At our low prices they offer unequalled tire economy. Trade-in allowance makes these prices even lower.

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30x4.50 Balloon	9.90
30x4.95 Balloon	12.85
30x4.95 Balloon	12.95
31x5.25 Balloon	13.75
31x5.25 Balloon	14.30
30x5.77 Balloon	17.35
32x6.00 Balloon 6-ply	21.45
32x6.00 Balloon 6-ply	21.95

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