

Chrysler Introduces Models In Three Series of Sixes

Advanced Design Shown in new Cars and Many Mechanical Improvements Presented for First Time

Walter P. Chrysler today announces the introduction of three new lines of 6-cylinder cars bearing his name.

The three new Chryslers have been christened the "77," the "70" and the "66." The "77" has a price range from \$1,595 to \$1,795; the "70," from \$1,245 to \$1,395 and the "66" the first six under \$1,000 to bear the Chrysler name, from \$985 to \$1,065.

Many noteworthy engineering advancements have been embodied in the new cars. Among the wholly original features introduced by the "77" and "70" are:

The Multi-Range gear shift, an entirely new principle in power control; the synchronized power system, engineered as a unit from radiator to rear axle; downdraft fuelization, a scientific advancement in carburetion; larger and more powerful engines, for increased speed and wider performance possibilities; Paraflex spring suspension and chimney-type rubber shock insulators, affording the last word in comfort; Architrave bodies, new in the science of their design and construction; new smartness and style that transcend all existing ideals and new interior for luxury and elegance with true Chrysler finesse. These outstanding features are in every sense of the word original and make their appearance for the first time in the new "77" and "70."

The "Architrave" principle of body construction is an exclusive Chrysler development that revolutionizes the science of body building. This structure of broadness, strength, braced and rebraced with pillars and joints of welded steel, possesses immeasurably increased safety. Longitudinal and lateral shifting action of the body have been reduced to a minimum, and the elimination of metal contacts and the use of hardwood throughout disposes of all annoying squeaks, rattles and rumbles.

The new synchronized power system, completely balanced and engineered as a unit from the radiator to the rear axle, attains the effect of one scientifically unified mechanism. All models are powered with engines of the famous Chrysler silver cone principle, which gives high compression power with ordinary fuel. In the "77" and the "70" the large crankshafts are fully counterweighted and supported by seven interchangeable main bearings of generous size. They have aluminum alloy pistons with Invar-Strutis and tongue-and-groove piston rings, a rigidly webbed crankcase, full-force feed lubrication, impulse neutralizer, oil filter and scores of other refinements.

The "77" develops a maximum of 93 H. P. at the brake. It has a bore of 3 3/8, a stroke of 5 inches and displacement of 268.4 cubic inches. The "70" has a bore of 3 1/8, a stroke of 4 3/4 inches and displacement of 218.6 cubic inches. It develops 75 H. P. An important element of the synchronized power system, the exclusive Chrysler-built Multi-Range gear shift, unlike any other gear shift in use today, Chrysler engineers say, renders the control of a car far more simple, more effective and safer than ever before. It has four forward speed ranges: heavy duty—starting—accelerating and driving range. The accelerating range permits unequalled pick-up and hill climbing, while the driving range is a direct drive and allows high car speed with comparably slow engine speed. The shifting arrangement is standard, the starting, accelerating and driving range positions being located the same as first, second and high of the ordinary transmission. The heavy duty range is intended solely for very hard pulling in deep mud or sand. It is latched out by a strong spring and is located to the left of the starting range.

Chrysler presents for the first time the revolutionary Downdraft Carburetion, a principle of fuelization new in automobile engineering. The carburetor is mounted above the engine instead of at the side, permitting the fuel to flow downward aided by the force of gravity. In the Updraft type, the fuel mixture must always be lifted against gravity. This simple, fundamental difference produces an amazing gain in horsepower.

Contributing to the greater riding comfort of Chrysler cars, is another striking advance—the Paraflex suspension, designed to absorb torsional strains, control rebounds at the car's extremities by checking the impulses of unsprung weight, and deaden road impacts before they can be imparted to the car body. An added feature is chimney type rubber shock insulators in place of metal shackles, doing away with all need of lubrication and adjustment.

Externally, the new Chrysler models have no counterpart in present day design. A higher and wider radiator makes the front area more impressive than ever. Beautifully molded "air wing" fenders have ares that are in perfect accord with the arched tie-rod, curved bumper and graceful slender-profile radiator shell. The large headlamps are of new design. Attractive scone-type lamps are located on the front pillars just below the windshield visor. All bright work is chromium plated.

Viewed from the side, the design is equally individualistic. Pennon louvres, entirely new and modern in conception, add a refreshing and spirited decorative touch to the side of the hood. In outline, they adhere to the general contour of the fenders, contributing further to the harmony of the assembly. The attractive appearance of the hood is further enhanced by an embossed V-shaped section, painted to contrast with the surrounding portions of the hood. No cowl band is used on the "77" and "70" bodies in order that the full "streamline" effect may be maintained. On the town and crown sedans a dashing touch is added by a chromium-plated girde band extending completely around the bodies, parallel to the belt moulding. Chromium plating also appears in another new feature—the Architraves—just inside the "77" window reveals and

also in the rims of the wheels and along the edge of the running boards. Over the arched tie-rods, are chrome numerals designating the model number—"66" "70" or "77."

The rear quarter light of the "77" Crown and Town Sedans strikes a smart note in design that is far from conventional.

The beautiful instrument panel of the "77" models, executed by Cartier, is original and modernistic in conception, furnishing an interesting motif which is carefully incorporated in the design of every interior appointment.

LOW IN PRICE and economical to operate, the new "66" Royal Sedan is low and sleek in appearance, with ample space for five adult passengers. This body type reflects typical Chrysler craftsmanship in the dynamic symmetry of its lines and proportions, as well as good taste in appointment.

THE ROYAL COUPE on the "70" chassis, with the new Multi-Range Gear Shift, reveals a high degree of beauty and luxury. Spacious rumble seat, golf compartment, adjustable driver's seat and rear window that may be lowered for conversation with passengers in the rumble, are some of its features.

FOR SPORT and outing service, there is no car so smart or so comfortable as the Roadster. Chrysler, who established several years ago the vogue for this type of car, introduces now on the "77" chassis a sleek-appearing Roadster of entirely new design, with the new Multi-Range Gear Shift. The rakish exterior is distinguished by unique pennon louvers and a depressed "streamline" moulding. In addition to the rumble seat, there is a spacious golf compartment on the right side. The driver's seat is adjustable.

affiliated with the American Automobile association.

Dr. McDaniel bases his statement on a survey made by the A. A. A. research department, which gives in detail the figures for each of the several states.

"Oregon's appropriation amounts to approximately one and one-quarter million dollars each year and contracts are now under way on the Roosevelt highway, the Willamette and Fremont highways, the Canyon City-Burns road, Salmon river cut-off, Drain-Reedsport road, central Oregon highway and several others, all being paid for in part from federal aid funds."

"The total amount spent by the federal government for federal-aid since 1917 is \$888,552,972 or less than one-half of the nation's highway bill in 1928," he continued, "which is a strong argument for an increase in the annual appropriations by the government for this work."

"The American Automobile association is now waging an intensive campaign for an increase in federal-aid appropriations from the present amount of \$75,000,000 yearly to a maximum of \$125,000,000."

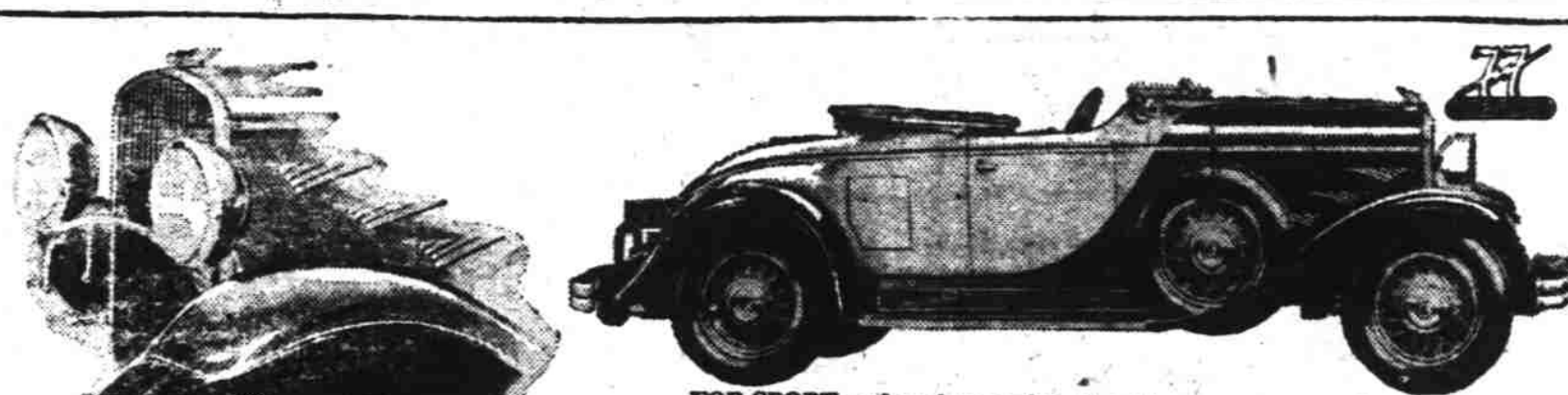
The A. A. A. club executive said that the federal-aid highway system which has contributed in no small way to national prosperity, is only about one-third completed. It costs \$20.60 per month more to operate a car 1000 miles over low type roads than it would cost to operate the same car over high type roads. In a year this additional tax that the motorist pays for poor roads amounts to \$247-20—quite a tidy license fee to pay to operate one's car over unimproved roads.—Oregon Motorist.

WHIPPET SIX STYLE IS SALES FACTOR

The more sweeping lines of the superior Whippet six cylinder models, made possible by a longer wheelbase and a heavier frame, give the car an appearance and style appeal that has greatly added to its popularity this year and played an important part in increasing production of six cylinder cars by the Willys-Overland company.

The fenders, hood and radiator have a higher and longer appearance while the chassis and body are obviously longer. The front seat is longer and deeper which gives the driver an even greater degree of comfort while driving. The latest models develop seven horsepower more on a brake test and will travel considerably faster.

Many Innovations in Three New Chrysler "Sixes"



Pennon louvers—suggestive of wings in flight—give the Chrysler hood an original and distinctive appearance. Fleetness is further emphasized by the arched tie-rod, slender-profile radiator and full crown fenders.

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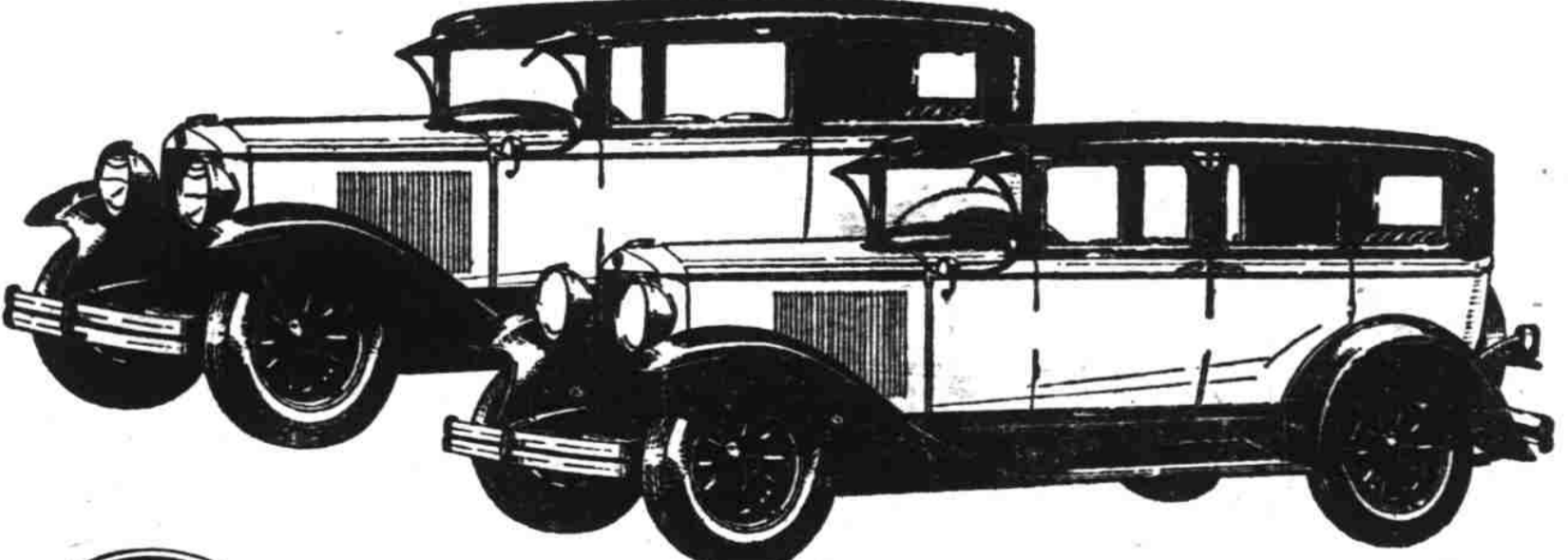
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Outstanding, by Any Measure of Value

\$855

(Two door Sedan at factory, special equipment extra)



BECAUSE it represents our earnest endeavor to give you more than an average dollar's worth of real value for every dollar invested—we ask you to make a critical inspection of Model 612 before selecting any car in or near its price class.

Lift the hood and see the big 62-horsepower motor with a seven-bearing crankshaft. Not only in the motor, but all through the 612 (which weighs 3,125 pounds, ready for the road) you will find extra size, extra weight, and extra strength. Experience has convinced us that every pound of this greater weight is essential to fine performance, comfort, long life and safety.

The four wheel hydraulic, internal expanding brakes are larger than usual in a car at this price, and fully protected from dirt and water. Service and emergency brakes are entirely separate—to provide the safety to which we believe every motor car buyer is entitled.

Examine the 612, the completeness of its equipment and appointments—then make your own comparisons.

Joseph B. Graham
Robert C. Graham
Ray A. Graham

(1230-4)

One year

(AGE).....

81,065 Sales

(BUSINESS).....

All-time record

(REMARKS).....

for first-year cars



PRICES AS LOW AS
\$845
AT THE FACTORY

De Soto Six—one year old—August 4, 1929. During the past twelve months, 81,065 De Soto Sixes were sold—breaking all records for a first-year car in the entire history of the industry.

It is not surprising that a car so handsome, so comfortable and responsive—and so safe and easy to drive as De Soto Six—should find a ready market. But it is significant that even such a car as this should set a new sales record for the industry in the first year of its existence.

This unprecedented public acceptance is your assurance that no matter what model you may choose for your own, you will possess a car whose distinction and quality will afford you lasting pride and satisfaction—such as no other car at its price can offer.

Test De Soto Six in any way that you desire—drive it yourself. A demonstration will enable you to confirm for yourself the popular judgment that has made the De Soto Six a record-breaker in its first year.

DE SOTO SIX

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Woodburn, Ore.

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