

CHRYSLER OFFERS STRIKING MODELS

KEEPING YOUR CAR MODERN

By H. LEDYARD TOWLE, Director, Duco Color Advisory Service

New Color Trends No. IV

A WIDE survey of color trends in this year's cars, compared with those of former years, makes the fact apparent that the three toned school of car decoration and finish is on the decline and that the trend nowadays is toward the use of two colors only, with perhaps a little accent on wheels or moldings. It appears that much in the way of real beauty can be accomplished with two colors, provided the colors are such as "go together," as we say. Even the lighter, more sporty hues can be used with pleasing effect on suitable types of cars, and are getting that supplement with other dark maroon, dark green, black, gray and others of the less lively pigments take actual life and animated charm when used with suitably contrasting and supplementing colors.

The trends at present seems to be toward one color for the top and one for the body, the wheels agreeing with one or the other color or serving as the medium for a little cheerful accent. Stripping, however, has been carried to great lengths, sometimes to the point where sometimes not quite so, is now being handled a little more conservatively. Not so much of it is being used and when it is used it takes on simpler forms. In fact, simplicity, both in color and the method of its use, seems to be one of the notes of the times and one that is likely to be sounded longer in motor shows to come. This does not mean that a wealth of attractive colors will not be used, because cheerful and harmonious use of color on automobiles develops a technique of its application naturally improves. The stripping in particular, as now designed, is inclined to be very simply used. Stripes on the top of a moulding, for instance, are inclined to make the moulding look as though it were cut in two along the center. If the moulding, plain or in a contrasting color, is worth keeping the tendency now is to keep it but not to complicate it with stripes.

There is little doubt but that the speed of motor cars on the road is constantly increasing. Some states have already raised the speed limit and in several states from 40 to 45 miles an hour on the road is common practice. Automobiles now as never before should be designed for high visibility.

Style and beauty which, it is believed, will resist all motor-car refinements of operation at all speeds, more comfort than a re-riding of seats and seats, plus the use of finer shock absorber equipment; larger, lower and wider bodies, affording unusual leg-room and head-room; moulding treatment which permits of greater distribution in the choice of colors; light-section internal expanding hydraulic four-wheel brakes, which retain their efficiency in all weathers, and with which are used muffled squeakless brake linings; "Silver Dome" perfected high compression cylinder head, using any grade of gasoline, and extracting from each grade more in power, speed, acceleration, hill climbing and general operating efficiency than has hitherto been considered possible; "Red Head" compression cylinder head, for use with high compression gasoline, for those who desire even greater

compression, new low Thermovar strat piston, Chrysler created slender profile radiator shell with new hood-shaped head and cool fins—all chrome plated for permanent brightness and freshness in appearance, assure all other exterior bright parts of best steel.

Ray Keech Wins Speed Trophy

Ray Keech, holder of the world's automobile speed record, will receive an annual award of \$5,000 for his record of 124.99 miles an hour in a Chrysler car at Daytona Beach, Fla., on April 18, when under the sanction of the A. A. Contest Board, he drove a car designated as a Chrysler with three Liberty pistons, at the rate of 207.55 miles per hour and bettered the previous record of Capt. Malcolm Campbell, noted English racing driver. The car was built by J. M. White of Philadelphia.

The first payment amounting to \$55,127, covering the period from April 22 to May 31, has already been transferred to the record holder and the balance from the fund will be made to him on a monthly basis.

This announcement was made today by the Contest Board of the American Automobile Association, following receipt of word from Sir Charles that this record has been formally ratified and accepted. Keech won the world's speed record at Daytona Beach, Fla., on April 18, when under the sanction of the A. A. Contest Board, he drove a car designated as a Chrysler with three Liberty pistons, at the rate of 207.55 miles per hour and bettered the previous record of Capt. Malcolm Campbell, noted English racing driver. The car was built by J. M. White of Philadelphia.

One thing that has been commented upon by finishers is that the pyroxin lacquers gives a car a freshness and vivacity of color never before reached. It is well to keep the car well shined, even when finished in the lighter colors, not alone for the benefit of the finish, but also in the interest of visibility. It is easier to keep a clean car clean than it is a partly dirty one. A little exercise with a soft cloth does a lot for the looks of the car and it may well be that it does almost as much for the safety of the occupants. This and the increasing tendency of motorists to express their own likes and individualities in the colors of their cars is rapidly transforming the nation's roads to lanes of color, delightful to all concerned.

Roads to Romance with Jack and Ethyl

Being the original lack of a young wife on her honeymoon over the Pacific coast to the girl-friend back home.

Dear Marion and Jim: I have you people... I am a little more than a movie-camera screen. I remember the picture. Two automobile and the sun beating down on it. You out of a blast furnace, so vegetation whatever and not a thing in sight except a sandy bay. You on the beach at a distance.

Love of beauty is like that, of course, but Jack and I have had been over one that just. You want to make the Ridge Route trip south from Bakerfield. It's the most interesting trip you can make, almost, especially because it's so different than you expect.

The smooth pavement stretches out in a smooth ribbon for about 40 miles and you speed comfortably along on the grades and down hills with something to look at every foot of the way.

Marion, the whole valley that along the way is just a perfect sea of desert flowers. Flowers that look something like blue-bells and then the famous California poppies all along, too. Even the sand and the alkali is beautiful with its charming coloring, and the mountains seem to be in fantastic shapes that give you a most surprising impression of just how big this old world is, anyway.

They took us to see Red Rock canyon out of Bakerfield, that's a most surprising sight, too, of course the rocks are red in color, hence the name—but the amazing thing about them is their shapes. Every rock-formation shape you can imagine, cities and great temples and buildings all carved out of the rock by centuries of wind and rain and ether. I should like

to see you people, probably, but you don't need any guide-book to Bakerfield and I enjoyed this trip especially because we didn't have to go to the city. I'll tell you about it to be so delightful. We went about four miles from Bakerfield to a hill they call Shark's Tooth Hill because it is like a shark's tooth with specimens of alkali which no doubt have been there for thousands of years. That shows that the land once was under water and an interesting thing to reflect upon when you stand there.

And so it goes, every place out here has some peculiar distinction which makes it interesting and interesting to visit. When by the way do you people take your vacation this year? What will you do together?

Love, ETHYL.

Ford Plant Opened In Shanghai, China

Establishment of a service plant in Shanghai, China, has been completed by Ford Motor Company. The plant, which is the first of its kind in the Far East, will be used for the repair and maintenance of Ford cars. The plant is located in the city of Shanghai, China, and is the first of its kind in the Far East.

Shanghai is the fourth largest city in the world and is one of the most important ports in the Orient. It is a city of contrasts, with its modern buildings and its ancient temples. The Ford plant in Shanghai is a testament to the company's commitment to global service and support for its customers.

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All Chrysler research, engineering and manufacturing have been inspired by the fundamental motive of giving ever greater quality and value for each dollar of car cost. Public recognition of this principle, in four years advanced Chrysler from 17th to 1st place in sales in the N. A. C. C.

motor car dollar, that you will surely want to see it and drive it.

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