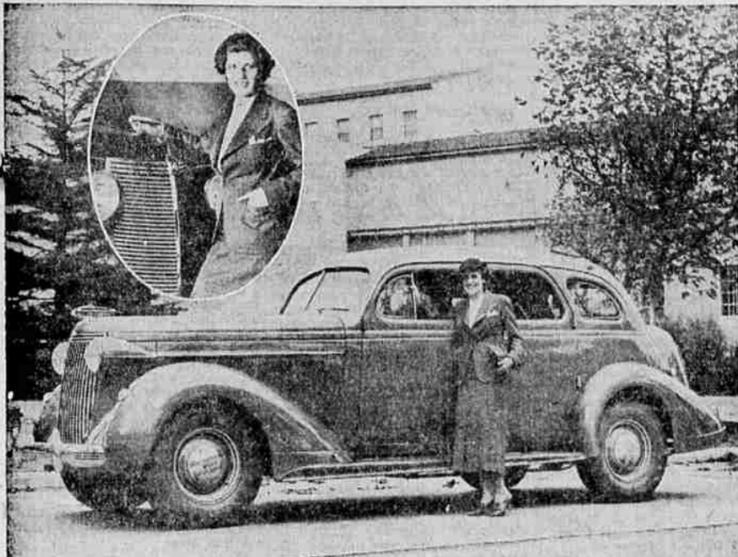


# AUTOMOTIVE NEWS

## NASH & LAFAYETTE FOR 1937 ANNOUNCED



The picture above shows the Nash Ambassador Eight, luxury leader of the 1937 Nash Motors company line, which is now on display at the Walter W. Abbey, Inc. show room. Each of the five models in each of the three series of cars is completely new, from the large, flat bumper and heavy die-cast radiator grill at the forward end, to the center-mounted license plate bracket and trunk light at the rear.

### Chrysler Enters Low Priced Field With New Royal 6

"Chrysler's invasion of the low-price field with a car bearing his name is one of the most significant events of recent motoring history," according to H. F. Lange of the Lange Motor Car company, Chrysler - Plymouth dealer here.

"The advent of the Chrysler Royal, as this new car has been named, is bound to cause a readjustment of value standards all along the line," Lange said. "The opportunity to purchase a car that maintains the Chrysler tradition of quality, performance, safety and beauty at a price within reach of a much larger number of motorists than ever before, is bound to be welcome."

"Private pre-showings already have given evidence that, there are many motorists who have longed to drive a Chrysler—a car whose name has been symbolic with the ultimate in quality—but who haven't been able to afford it. Now Chrysler has made it possible for these thousands to possess the advantages of Chrysler quality without unbalancing the domestic budget."

Be Correctly Corseted in an ARTIST MODEL for \$5.00, \$7.75, \$10.00, \$12.75, ETHELWYN B. HOFFMANN.

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## RECORDS SMASHED ON FAMOUS SALT FLATS

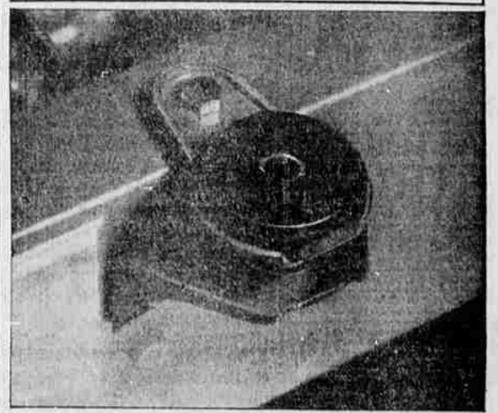


Forty official stock car records for sustained speed over long distances have just been broken on the Bonneville Salt Flats under supervision of the contest board, American Automobile association, by new 1937 model Hudson and Terraplane cars according to word received here by Jerry Young, local Hudson dealer and Geo. B. Jall, branch manager of the

Gilmore Oil company. The records include the much-sought unlimited class closed car record for 24 hours, captured by the Hudson, and the unlimited closed car record for 100 miles, broken first by the Terraplane brought in at an average speed of 86.54 miles per hour, and then smashed by the Hudson at 88.99 miles per hour. The 24-hour record hung up by the

Hudson was set in 1934 by a high-priced streamlined car at 84.43 miles per hour. The new speed made by the Hudson was 87.67 miles per hour. The car covered 2104.22 miles in the full day period. Every time and distance record for closed cars, regardless of size or price, was broken by Hudson from 500 to 2000 miles and from 6 hours to 24 hours.

## Dodge Bodies Unique for Silence



A unique body mounting method has been developed by Dodge and is featured on the latest chassis of this popular car. The bodies are set on rubber-insulated outriggers in such a manner that though the connection is rigid there is no metal-to-metal contact between chassis and body. The transmission of road noises, resulting in body drumming, is said to be forestalled by these unique Dodge body mountings.

## DEALERS SHOWING PLYMOUTH MODELS

A massive, safety-styled body, pillowed on ingenious mountings for a new kind of "hushed" ride, heads a list of innovations in safety, luxury and performance introduced with the 1937 Plymouth models now on display.

Revolutionary interior design, hypoid rear axle, big airplane-type shock absorbers, "studio" sound-proofing and bigger bodies on new rubber-pole mountings are among the principal features Plymouth introduces to the low price field.

Re-styled inside and out, the new car has an appearance of massive size. Long, low contours are emphasized by deeper fenders, a longer hood, new seamless steel unit top and the airflow-styled back.

Body room of all Plymouth models has been greatly increased. Sedans have generous space for six passengers. Front seats are widened by three

full inches, with two and one-half inches more in back. A re-designed rear compartment foot rest adds three inches of leg room to the spacious interior.

Overall length has been increased to 194 inches, and the new seamless steel roof adds another inch of head room without increase in car height.

Every sedan has either a trunk or a luggage compartment accessible from the back of the car. Built-in trunks are far more spacious and the new luggage compartments, that are really concealed trunks in the airflow-styled back, provide as much luggage room as former built-in units.

The pioneers of hydraulic brakes and safety-steel bodies introduce this year a brand new "safety interior." Designed to prevent passenger injuries such as occur from sudden contact with control knobs or hooked door handles, the interior of the new car has been swept clean of dangerous projections.

Another luxury feature for the low price field is the new "hushed" ride, with complete sound-proofing never before attained in any price class. Five new kinds of insulation are now used to lock out rumble, hum and drumming, and seal the interior against gas, heat and cold.

A new hypoid rear axle, formerly limited to high-priced cars, now does away with the need for a tunnel in the floor, yet Plymouth's low floor and chair-height seats are retained. Ordinary hypoid construction is further improved by the use of Plymouth's special "amola" steel, resulting in longer life.

The powerful Plymouth six-cylinder engine of L-head design is retained with several improvements, including new type U-slot pistons. The 82-horsepower motor has an unusually high compression ratio of 6.7 to 1, contributing to increased power and economy.

### Pritchett Offers Hints For Safety In Winter Driving

You don't really need to lock your car up in the garage when a winter storm makes streets slippery, vision poor and temperatures uncomfortable, for by winterizing your car with the proper accessories you can make motoring safe and comfortable at this time of the year, declares Charles Pritchett, resident manager of the Western Auto Supply company.

"Of course, the first safety need is non-skid tires. Be sure that there is plenty of tread on your tires to grip the road firmly. If they are worn smooth, it will be safer to change now to safe treaded Western Giants. Safe treaded because they are scientifically designed to give maximum protection against skidding.

"Other safety needs are well-lined brakes. While dependable brakes are a year-round necessity, they are doubly important during winter season. An electric defrosting shield serves an important purpose, too. The warmth of the heater melts snow, sleet and ice, so that the automatic

wiper can maintain a clear windshield."

Although assurance of safety adds considerable comfort to winter motoring, the actual comforts that car heaters and gloves and robes afford make them well worth their small cost. Although Western Auto carries a complete stock of all kinds of heaters, they recommend the use of hot water heaters which are usually regarded as being more efficient, since the hot water from the motor is circulated through the small radiator back of which a small motor blows warm air into the car. A complete new line of this type of heater especially made to "Western Auto's" order is now on display at the local store.

Seamen Perish AMSTERDAM, The Netherlands, Oct. 31. —(AP)—Seventeen seamen were killed and 15 injured today when three explosions turned the Greek steamer Petarkis Nomokis into a ragging inferno.

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(Car illustrated is Nash Ambassador Six)

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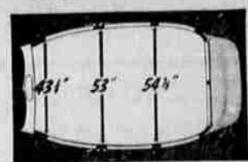
# NOW...A CHRYSLER IN THE LOW-PRICED FIELD



IT'S HERE . . . a Chrysler at a price nobody even dreamed of before.

And what a car! So big, so roomy, so comfortable. So alive with dashing style and dashing performance.

And on top of that . . . amazing economy. Three to four



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more miles per gallon than many cars of much less horsepower! Come in and see the new Chrysler Royal. Drive it. Compare it with any car you've ever seen. You'll agree it's the smartest buy on the road . . . the biggest money's worth in motor car history.

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