

NASH PREDICTS WIDER USE OF AMERICAN CARS

Manufacturer Believes European Demand Is Growing

KENOSHA, Wis., Nov. 26.—C. W. Nash, president of the Nash Motors company, who has just returned from the Paris and London automobile shows, sees every indication of a growing market for American-made automobiles abroad. Improved economic conditions, particularly in England, France, Germany, and in the Scandinavian countries, together with the development in Europe of good roads, are cited by Mr. Nash as reasons for a growing demand for the motor car.

"In France, for example," said Mr. Nash, "there are 40,000,000 people and only about half a million automobiles. As contrasted with over twenty million cars in America for a population of 110,000,000. This same ratio applies pretty generally throughout Europe and so the potential market there is very large indeed."

"Financing of automobiles for the retail buyer, in my opinion, is another factor that will help in the development of the European market; the 'time payment' method of buying which long since has been recognized in America as sound business procedure is just now coming into general practice throughout Europe and I can see no reason why it should not be equally successful there in the plan as handled on a sound and business-like basis."

"American motor car manufacturers, I feel, are in a position to best supply the European demand; cars built in this country have come into general favor in Europe and this is particularly true of our six-cylinder cars. The average European, like the average American, prefers the smooth performance of a 'six' and whereas the average moderate priced car of European make is a 'four,' American manufacturers in the past few years have developed moderate priced 'sixes,' economical not only with reference to first cost but also in regard to fuel consumption—an important factor in Europe because of the high price of gasoline there. As a matter of fact, America offers a splendid example in the moderate priced six-cylinder car field of what may be accomplished through modern engineering and volume production. Only two European manufacturers—one in England and one in France—make any attempt at production of moderate priced cars on a volume basis and in both cases their product is a 4-cylinder car."

"From a close study of the mechanical details of foreign-built motor cars exhibited at Paris and London, I am afraid to say that America has kept thoroughly abreast of Europe with respect to body styles and mechanical improvement."

"Another fact that impressed itself upon me regarding the outlook of the European market for American-built automobiles is the total absence of an unfavorable used car situation there. Because of the large potential market and the relatively small number of cars now in the hands of owners, a very large percentage of sales during the next few years, at least, should be what the automobile retailers here in America call 'clean deals,' that is, sales involving no trade-in of a used car."

Walter Chrysler Announces America's Most Powerful Car

New Imperial "80" Has 112 Horsepower; 191 Inches Overall; Chrysler "Red-Head" Engine Is Standard Equipment

Walter P. Chrysler and his engineers present today what they declare is the most notable car Chrysler has ever produced—the new 112 horsepower Imperial "80." It is the most powerful standard motor car in America, as well as Chrysler's conception of "the finest that money can build."

Overall length of the luxurious new Imperial is 191 inches. The long springs, anchored in blocks of live rubber, and the special Chrysler rubber mountings at the front and rear of the engine contribute to a restful softness and comfort of riding that are outstanding even among the world's most distinguished fine motor cars.

There are five Chrysler-built custom models. They are town sedan, five and seven passenger sedans, sedan-limousine and roadster. Custom models by LeBaron, Locke and Dietrich—three of America's foremost authorities in designing and building special bodies—round out the body choices.

In the new Imperial "80" are found all the features that have contributed so materially to Chrysler's outstanding success during the last four years. J. E. Fields, vice-president in charge of Chrysler sales, who makes the new-car announcement, stresses the many new features of the car which now comes into its own as the leader of the Chrysler line.

"Improvements and refinements extend throughout body and chassis," he pointed out. "They contribute not only to the car's finer appearance, but also to its performance. With full realization of the remarkable capabilities of the previous Imperial '39,' this new car is from every point of view 'the finest we have ever built. We feel that those who appreciate truly fine motor cars will share our enthusiasm when they have had the opportunity to examine and drive this new model."

New Front Seat Design. Chrysler has accomplished another unusual thing in fashioning the back of the front seat straight across the car, rather than following the conventional practice of curving it. Its engineers have devised a front seat that is equally as comfortable as the curved one, combining with that factor a full utilization of the width of door openings, both front and rear. This also permits the use of flat plate glass partitions rather than the curved type heretofore universally employed.

"The striking individuality of the new Imperial '80' is heightened by the fact that the car is completely without manufacturer's insignia which tends to advertise it as to make, except for the wings of the Chrysler radiator cap, Fodge theft plate and Chrysler trade mark on the dash and door sill plates. Neither on the radiator shell, hub caps nor lamps can any manufacturer's identification be found. Lamps, incidentally, are of new bowl type.

The steering wheel has new-type spark, throttle and headlamp controls. Instrument panel is of new design, indirectly lighted. The ignition lock, which automatically cuts off ignition and makes the car inoperative in the event of a theft attempt, is standard equipment.

"Red-Head" Engine Standard. Performance will be found even smoother. With the "Red-Head" high compression engine, first introduced into the Chrysler line several months ago, and now adopted as standard for all body types of the new Imperial "80," is obtained even faster acceleration and noticeably greater power at all speeds.

Pistons of the famous Inverted type, which Chrysler pioneered, are now equipped with "Tangite" rings, another new development by Chrysler engineers. Each piston is now fitted with four rings of the new type and one oil wiper ring. Valves are sikh-gone steel.

The cylinder bore has been increased to 3 5/8 inches, with 5-inch piston stroke. An efficient crankcase ventilation system is built into the engine, lengthening the useful life of the oil and insulating the possibility of corrosion through impurities in the oil of air. The crankshaft is balanced both statically and dynamically, and counterweighted.

New Carburetor Principle. The carburetor is especially designed to assure the greatest flexibility in meeting all power requirements, and to promote an amazing smoothness of engine operation. A new principle of positive injection of fuel for acceleration assures instantaneous response to every touch on the throttle, and overcomes the tendency toward stalling that has characterized carburetors of the past when used with engines of exceptionally rapid acceleration ability. It has an extra gasoline needle lift for cold weather starting. The manifold, of course, is also constructed to handle the great power output.

The new clutch is of the single plate type, with cushion drive. The transmission case is aluminum. The emergency brake lever is so shaped that handling it is unusually convenient. Large ring gears are used in the rear axle. Springs are anchored in blocks of live rubber, the springs themselves being protected from water and mud by tapered boots.

The new type hydraulic four-wheel brakes are, internal expanding, with an automatic refill for the master cylinder—a feature showing great improvement in braking performance. The gasoline tank has 20 gallon capacity, with three gallon reserve.

Massachusetts Has Slow Down Campaign

A campaign is being waged in Massachusetts to compel motorists to slow down when approaching pedestrians. Thousands of operators in the state are found to sound the horn and keep on driving at the same speed, making it necessary for the pedestrian to run or jump out of the way. Those who are nimble enough get out of the way, but the children and elderly people, in many instances, are unable to do so.

TEXAN FARMERS LEAD Farmers of Texas own more automobiles than those of other states. The rural registration shows. They own 262,000 motor cars and 23,000 motor trucks.

BUICK SERIES POPULAR WITH 2-CAR OWNERS

Model Introduced Four Years Ago Selling Rapidly, Report

FLINT, Mich., Nov. 26.—The seven Buick models comprising the Series 115 group, which was introduced into the Buick line less than four years ago, is finding particularly ready acceptance among the fast-growing ranks of two-car owners. C. W. Churchill, general sales manager of the Buick Motor company announced this week. Mr. Churchill was discussing the American family's increasing recognition of its need for more than one automobile.

Dealers' reports, Mr. Churchill said, indicate that a surprising proportion of the Series 115 models sold during Buick's record-breaking past three months were bought by owners who already possessed one or more of the Series 120 or Series 128 models. Buick's retail sales for the period between June 30 and Oct. 1 totaled \$2,955, of which approximately half were cars of Series 115.

Credit for the immediate success of the Series 115 Buicks is given by dealers to the equality policy governing construction of the entire Buick line. Though designed to the requirements of the driver who prefers a somewhat lighter car than the 120-inch and 128-inch wheelbase Buicks, the seven models on the 114 1/2-inch wheelbase are identical with the others in quality of material, in workmanship, and in engineering details.

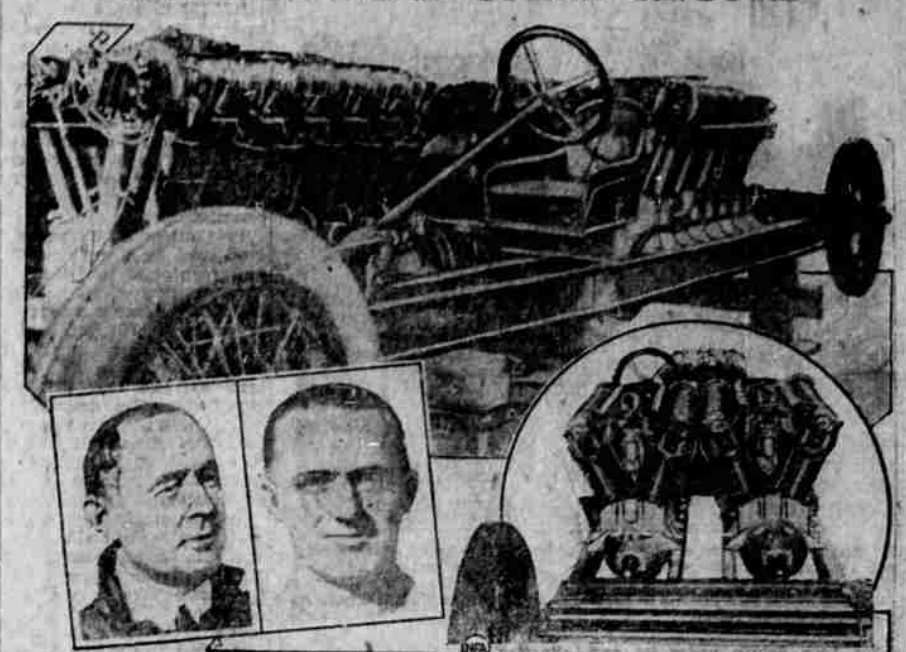
"This fact," said Mr. Churchill, "has made our Series 115 cars popular among owners who have long derived satisfaction from the larger Buicks. It is only natural that when need for a second car arises, they turn again to Buick. Besides assuring themselves of reliable transportation, they secure added convenience in operation and servicing, through use of two or more cars of the same make."

The Series 115 Buicks are designed to meet a variety of owner requirements. They include five-passenger two and four-door sedans, roadster, touring car, two-passenger coupe, four-passenger country club coupe, and five-passenger town brougham.

CLOSE INSPECTION

For the 19,000 inspections made on Studebaker cars during their manufacture, more than 700 inspectors are required.

AMERICAN BUILDING GIANT RACER TO WIN BACK LAND SPEED RECORD



Three powerful airplane engines make up the racer being built by J. M. White of Philadelphia to beat the speed record made by Major Segrave at the Ormond-Daytona beach. The car is shown at the top and right. Below are its builders, White, at left, and his mechanic, Albert J. Robinson.

By NEA Service

PHILADELPHIA, Nov. 26.—The "Triplex," most powerfully engined automobile ever built, is now being completed in Philadelphia by J. M. White, well-known manufacturer of insulated automobile wire.

Three giant 12-cylinder aviation engines will develop a total of fifteen hundred horsepower with which White expects to shatter all world's automobile speed records on the famous Ormond-Daytona beach on the east coast of Florida this winter. The present world's record, achieved last March by Major H. O. D. Segrave of London, who drove the famous "Mystery 8" under one thousand horsepower, was 293.75 miles an hour.

White's gargantuan power plant is expected to travel only twelve miles at the most, but its makers expect it will go faster than man has ever gone on land.

By enormous reserves of power White expects to overcome the head-on wind resistance caused by the onrush of the car. "At 200 miles an hour, Major Segrave's car expended one-half of its total horsepower in overcoming wind resistance, and at this rate of speed the "Triplex" is expected still to have one thousand horsepower in reserve.

Spending Fortune On It White and Albert J. Robinson, an expert mechanic of his factory, are personally supervising its building. A small fortune

will have been expended on the car, which represents a 21-year ambition, by the time of its completion.

The materials and parts of the car will cost him around \$15,000. The engines cost \$7,000 each, which brings the total cost of the car up to \$35,000. Numerous accessories are still to come. White does not figure his time or that of his mechanics in estimating the cost.

An enormous 12-cylinder high speed aviation motor, V-type, valve-in-head and operated by an overhead cam shaft, and two similar motors side by side in the rear, all geared direct to a single huge axle, comprise the power plant.

There are four carburetors to each motor, making 12 on the whole car. A special oiling system has been developed. The direct drive arrangement is devoid of any clutch, transmission or gears and makes possible the highest speed the engines can produce.

Heavy Chassis Frame The wheel base is 175 1/2 inches, about 50 inches longer than the average car. Three radiators, minus fans of any sort, rely on the force of the wind for cooling. One is located in front and two in the rear.

The chassis proper is made up of two 12-inch beams of the type used in heavy trucks, arranged in the customary fashion but with two additional beams

Dodge Brothers Have Big Mail

Auto Makers Handle Greatest Amount All Classes of Mail in Detroit

Detroit's largest mailing department, and the one which handles the largest amount of all classes of mail is that of Dodge Brothers, automobile and truck manufacturers, experts from the post office department at Washington state. The Dodge mail division also has been notably successful, they say, in establishing an efficient method of handling all classes of mail.

On the average, 11,000 pieces of in-coming first-class mail and 25,000 pieces of out-going first-class mail are handled daily by this division of Dodge Brothers, Inc. In addition, it handles daily papers, trade papers, trade magazines, second, third and fourth-class mail and parcel post packages. Out-going parcel post packages alone average a half freight car daily. This does not include the various special mailings for which regular days are set aside. The weekly out-put of special material averages 18,000 envelopes per week, a 100 (Continued on page eight)



Your Old Car Made LIKE NEW We Know How!

We are now located in our fine new building and are prepared to take care of your car second to none in the country.

Visit Our New Plant Get our prices on making your old car like new. You'll be surprised at the quality of work and the reasonable charges.

SHERMAN AUTO PAINT CO.
632 Walnut

Inspection Comparison Demonstration

3 steps that will prove

The New Chrysler 52

is the car for you

\$725

FOR COUPE

- Roadster (with rumble seat) \$725
- 2-door Sedan - - - 735
- 4-door Sedan - - - 795
- DeLuxe Coupe - - - 795
- DeLuxe Sedan - - - 875

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, is standard equipment on the roadsters of the "42," "62," "72" and sport roadster of the Imperial "80." It is also available, at slight extra cost, for all other body types. For a reasonable charge it can be applied to earlier Chrysler cars now in use.

Before you buy any car you owe it to yourself to see what the New Chrysler "52," at \$725, offers you in greater quality and value.

First of all, inspect it. After your eye has been satisfied, ride in the car. Get behind the wheel. Try the car's speed, 52 miles and more an hour—smooth, sweet, unyielding. Typical Chrysler acceleration. Power for hills. Comfort for city highways or rural byways. Ease of handling—it steers, turns or parks with consummate readiness.

Try this program—Inspection, Comparison, Demonstration.

You'll be convinced that here is the greatest value to be had at \$725—that the New Chrysler "52" is the car for you.

There are four great Chrysler cars in four great price fields—"52," "62," "72" and Imperial "80"—with 30 body styles, priced from \$725 to \$3595.

Howie Motor Co.

PHONE 379 ESPLANADE and PINE

Cleanup Sale of USED CARS

The Following Cars are Priced Regardless of cost. Some are repossessed Labor Liens foreclosed. To be sold for cash:

- 1923 DURANT SPORT TOURING
New rubber, runs good. 1927 license \$ 85.00
- 1921 BUICK TOURING
Mechanically O.K. 100.00
- STUDEBAKER TOURING
Runs good. 1927 license 75.00
- 1920 LEXINGTON TOURING 75.00
- 1923 DODGE ROADSTER 250.00
- HUPMOBILE TOURING 75.00

BUICK GARAGE



Have Your Broken Automobile Glass Replaced Quickly While You Wait
BOB RYAN'S AUTO TOP SHOP
NOTE: Sue Bobby Ryan about Carpet and Rubber Mat for your car.
1815 MAIN STREET

Used Car Prices The Lowest Of The Season

- 1926 Studebaker Standard Six Coach \$800.00
- 1925 Hudson Coach \$600.00
- 1926 Oldsmobile Deluxe Coupe \$650.00
- 1927 Studebaker Chanslor Victoria
- 1926 Buick Master 3 Sedan \$900.00
- 1924 Studebaker Special Six Roadster \$500.00

These cars are reconditioned—Look them over and compare their values with other offerings in the city and check their values by the San Francisco Sunday papers.

Dunham Auto Co.

Sixth and Oak Streets