

THE CHRYSLER CORPORATION ANNOUNCES TWO NEW CARS; BOUND TO KEEP LEADERSHIP

The Chrysler Corporation of Canada, Ltd., announces today its new Chrysler "65" and "75" the most artistic and distinctive, most radical, daring and stylish and the most luxurious cars it has ever built at or near their prices. They are also the largest, fastest, most graceful and most comfortable, as well as the smoothest and quietest at every speed. Fleetness and nimbleness are emphasized in every detail.

R. H. Mulch, sales manager, in announcing these two new creations, as well as the Chrysler-built Plymouth—points out that "Walter P. Chrysler and his associates have held that Chrysler, constantly to extend its leadership, must periodically create new models which would proclaim themselves, almost on sight, as overwhelmingly more attractive. The public demand for progress and improvement in motor car performance and style is insistent and insatiable.

"The Chrysler designing, engineering and manufacturing forces feel that any new Chrysler offering must be extraordinary in every sense of the word to satisfy demand. And so it is that the new Chrysler '65' and '75' have been produced in pursuance to these principles on which the Chrysler business was conceived and built."

Scientifically Designed

Scientifically designed to be both stylish and beautiful, they possess the finest and most symmetrical body designs of any car Chrysler has ever built for this reason:

Starting with the known fact that the oval offers the least visual resistance, careful study has been devoted to the Greek theory of dynamic symmetry which is in part, that all lines should be placed in sympathetic and harmonious relationship one with another. With that knowledge, a sequence of lines, arcs and tangents has been evolved by Chrysler designers whereby one flows into another without a break. All circles are concentric, with all arcs parallel either to smaller or larger arcs. From the front end to rear end of each car all lines, arcs and tangents flow one into another. The result is a co-ordination of the car's visual picture that is absolute—a result in motor car beauty and symmetry never before achieved.

R. H. Mulch, Chrysler sales manager, discussing the new "65" and "75" said, "these Chrysler creations will show at first sight that motor car manufacture has, within most recent times, made such vast strides that they would have been impossible either as an economic value or in the development of such a radically new school of design even 12 months ago."

Through the continued operation of Chrysler's famous principle of Standardized Quality in engineering and manufacture, prices are generally lower than ever before, affording considerably greater value per dollar.

Many Other New Features

Other outstanding features found in both cars include:

Style and beauty, which it is believed, will re-style all motor cars; smoothness of operation at all speeds; greater comfort through re-designing of seats and seat postures, plus the use of fine shock absorber equipment; larger, lower, wider bodies, affording unusual leg-room and head-room; moulding treatment which permits of a greater distribution of the choice of colors; light action internal expanding hydraulic four-wheel brakes, which retain their efficiency in all weathers and with which are used moulded squeakless brake linings; "Silver Dome" perfected high compression cylinder head using any grade of gasoline and extracting from each grade more in power, speed and acceleration, hill climbing and general operating efficiency than has hitherto been considered possible; "Red Head" compression cylinder head for use with high compression gasolines, for those who desire even greater compression; new Iso Therm Invar strut pistons; Chrysler-created slender profile radiator shell with new bow-shaped head and cowl lamps—all chrome plated for permanent brightness and freshness in appearance, as are all other exterior bright parts of both cars.

With this new beauty are com-

bined many other features, bestowing on both cars a still stronger style appeal and elevating Chrysler performance to a yet higher level. Their head-on view is notably impressive. More than from the motif of their head lamps and radiator shell to the completely finished appearance at the sides and rear—including gasoline tank shield, harmonized moulding, fender and body detail, and live rubber spring shackles—the "65" and "75" present features which once more literally placed them out in front in freshness of appearance, snap and zest in performance on crowded street and open highway alike.

New Value In "65"

The new "65" combines the most powerful engine, strongest chassis and roomiest, most luxurious body ensemble that Chrysler has yet offered in a motor car costing only slightly more than \$1,300. It is indicative of Chrysler's contribution to the entire field of motordom since its first famous car that the "65," with larger, more roomy, more luxurious bodies of finer proportion throughout, and with a finer and larger engine and greater chassis ability than the original Chrysler, is priced at from \$300 to \$500 less, according to body style.

Like the "75" the "65's" entire body is mounted on live rubber shims to promote quietness and prevent loosening of hold-down bolts. Seats are both wider and deeper, with deeper leg-room and head-room; upholstery and body trim fine and durable. Brilliant new colors are offered for each of the six body styles. List prices range from \$1325 for the business coupe to \$14600 for the four-door sedan and coup with rumble seat.

Many other features heretofore exclusive to the higher priced Chryslers are now included in the "65." Like the "75" and Imperial "80," its seven bearing crankshaft is counterweighted—for the first time this has been incorporated in a car even approximating the "65's" price. The "65" and "75" engines develop 75 and 65 horsepower and car speeds of 65 and 75 miles per hour, respectively. Bodies and engines of both cars are wholly insulated against transmitting shocks to each other by new type Chrysler engine mountings, having rubber plates between the frame and engine supports. Instead of metal spring shackles, both cars have rubber spring mountings, with their freedom from wear, easier riding, lack of noise and non lubricating features. Both have shock absorbers all around. The still higher compression "Red Head" may be used in either engine in place of the standard "Silver Dome" for those desiring the advantage of even greater power.

Other striking new standards of beauty are particularly noticeable in both cars. Radiator, hood and cowl are all higher. There is a distinct innovation to the radiator shell design. Departure from the heavy, conventional type to the narrow, oval design gives each a trim, powerful, clean cut appearance and lends itself in perfect harmony to the treatment used throughout the hood and body. Both head and cowl lamps are ingeniously mounted, concealing all bolts, wires and grommets.

Striking Silhouettes

Graceful curves of the body lines for both cars are among the first details of the body ensemble which immediately impress themselves on the unlooker. Roofed crown, arched windows and hood side panels contribute to carry out this motif and give an unusually beautiful effect both inside and out. Full crowned "air wing" fenders, lower, broader and more sweeping—also lend much to their beauty. They also cut down wind resistance and protect the front of the car from splashes.

Closed bodies are covered with a high grade rubberized, coated deck material to assure durability. Drip and roof mouldings are rust proof. All braces anchoring the pillars, both to the roof rails and sills, have been worked out to provide maximum strength and stability.

Getting into the closed models one quickly notes numerous niceties indicative of the careful, well-planned attention to detail and comfort

throughout. All doors are wider. Front pillars are small but sturdy, and provide maximum vision consistent with safety. Rear-view mirrors are glare proof. Hardware is a new artistic design, as are the outside door handles and locking arrangement. Design of the instrument boards is new, but the features of indirect lighting, originated by Chrysler, combined with convenient, compact and attractively grouped instruments are retained, of course. Dash lights are controlled by an independent switch, permitting them to be off or on at night, as the individual driver prefers.

Cushions in all closed cars are of the "luxury" saddle-spring type. Upholstery in the "75" is offered either in mohair or broadcloth. Particular attention in both cars has been devoted to the human body's proper seating posture to provide the most restful and comfortable seating for both driver and passengers. This same attention is also noted in the open models. Further to assist in promoting absolute comfort, the front seats in the two-door sedan in the "65" line have form-fitting backs. Side-arm rests, smoking and vanity cases are standard in all two-compartment models.

Draft Prevention Featured

Prevention against this entrance of draft into closed cars has also been given careful study, and indicates the care with which every detail of both "65" and "75" alike has been planned. Newly-designed rubber mats, cover the floor of the front compartments. Felt pads are underneath as insulation against both heat and cold. Draft plates designed to match the mats and overlap them at the edges, are provided around the pedals and controls. These plates hold the mats in position and give a more finished appearance. A water-proof dashline with felt backing placed inside the dash panel as another insulator.

Large size windlances with rubber tubing cores are used to seal doors further to prevent drafts. Rubber weather strips are used at the bottom of each door of the closed bodies. Sun and waterproof curtains with tassels, in color to match trimming, are included on the rear quarter and back windows of the four door sedan and the back window of the coupe and two door models. A rubber mat covers the floor of the coupe's rumble compartment. These models also have the movable back windows to insure adequate ventilation in hot weather and for conversation with occupants of the rumble seat.

All rumble seat body styles, both in the "65" and "75" are completely finished with heavy tilted rubber mats on the floor, heavy leather seats, arm rests and other conveniences. Seats themselves are wider.

The "75" has automatic thermostatic radiator controls to expedite radio engine efficiency in cool weather, which also adds to the car's frontal appearance. It also has a duplex channel frame for greater rigidity and finer high speed operation.

Its windshield wiper—automatic of course—has an automatic return which keeps the wiper out of driving focus at all times when not in use.

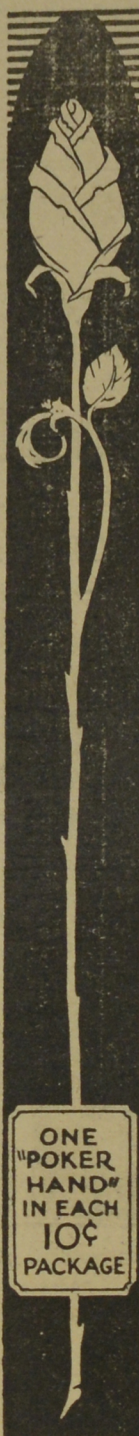
Prices for the standard "75" models range from \$1935 to \$2140 f. o. b. factory.

Various "65" and "75" styles are on display at the garage of Phillips & Pringle, and at Chrysler salesrooms throughout Canada.

Held Reception

About 100 guests were present at the nuptial reception in honor of Mrs. Harry Richards held Friday afternoon at the home of Mrs. F. H. Richards between the hours of four and six o'clock. Mrs. Richards received in a white georgette dress with a corsage bouquet of red roses. Mrs. Charles Pond, and Mrs. Arthur Porter poured and Mrs. Whitman Haines, Mrs. Dorothy Pond replenished. Those who served were: Mrs. Hazel Richards, Miss Helen Pond, Miss Birdie Jackson, Miss Helene Heckbert and Miss Agnes Duncan. Miss Mary Richards ushered the guests to the dining room and was assisted in ushering by the Misses Betty Bird and Joyce Atkinson. Those who helped in the kitchen were, Mrs. Edward Harris, Mrs. Bert Lint and Mrs. George Urquhart.

Now that movies makes sounds we suppose Lon Chaney will have to broaden his repertoire and be a lot of other things like canary birds, explosions, etc.



Think this over,

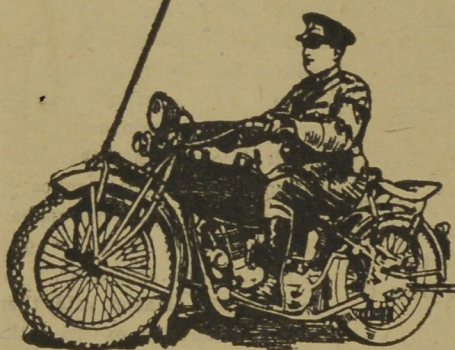


ONE
"POKER
HAND"
IN EACH
10¢
PACKAGE

You get more tobacco for your money, and valuable presents in exchange for "poker hands," by smoking Rosebud. All ready cut for your pipe.

TWO
"POKER
HANDS"
IN EACH
15¢
PACKAGE

The TRAFFIC COP is your protector on New Brunswick Roads



NEW BRUNSWICK

NEW BRUNSWICK highways are policed for your protection. The motor cycle constable is your friend.

You want good roads and safe roads. The motor cycle constables are working to this end. They police the highways to protect you. You will find them ever courteous and willing to render you any assistance within their power.

The motor cycle patrol is not to inconvenience the motorist, and not for the purpose of collecting fines. Its aim is to protect life and limb, and also the public investment in the roads. Its work makes for the safety of yourself and your family.

Speeding destroys the roads and adds greatly to the cost of maintenance. Reckless, inefficient or intoxicated drivers endanger not only their own lives, but the life and limb of every motorist they meet.

Won't you do your part in this movement to reduce accidents on the highways, and encourage your friends to do the same?

Try to help and not to hinder New Brunswick's motor cycle constables—they are on the road for your protection.

Every New Brunswick Motor Cycle Constable carries official Highway Maps and authentic road information for the convenience of motorists.

NEW BRUNSWICK DEPARTMENT of PUBLIC WORKS

HON. D. A. STEWART
Minister

A. H. KINGHORN
Deputy Minister and Chief Highway Engineer

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