

New Chyslers for 1941 Outstanding for Power Appearance and Comfort

Fluid Drive Available Now on All Lines of Chrysler Cars.
"More Massively Beautiful Than Ever, Chrysler for 1941 Continues to be a Leader."

Fluid Drive, formerly available on high-priced Chyslers alone, is now made available for the first time on the whole line, including the low-priced six-cylinder Royal for 1941, according to an announcement made today by officials of the Chrysler Corporation of Canada, Limited.

A combination of Simplimatic Transmission with Fluid Drive is standard equipment on all Royal Windsor models. A much improved conventional transmission is used in the Royal models with Fluid Drive and Power Gearshift available at extra cost.

More massively beautiful than ever, Chrysler for 1941 continues to be a leader in the higher-priced automobile field, improved in appearance, luxury and powerful performance. The Chrysler Royal line measures 211-13-16 inches overall. Its six-cylinder "Spitfire" engine develops 112 horsepower. Body styles of both the Royal and Royal Windsor are 4-door sedan, 2-door sedan, town sedan, 7-passenger sedan, coupe and club coupe.

The overall height has been decreased by 1½ inches, without sacrifice of either road clearance or head room. An extension of the Airflow principle that Chrysler first introduced, gives the 1941 line a sleek and racy appearance that suggests power and rapid motion even when this new model stands proudly in the driveway.

The long graceful lines of the 1941 Chrysler begin at the wider radiator grille with its sparkling horizontal chrome bars, which extend from headlamp to headlamp. An additional attraction is the richly styled ornamental bumper with rugged lamp guards. Modernized also is the ornamental radiator cap exquisitely designed to flow into the hood line.

Back—From this impressive front

stretches the new lower, roomier body. The hood is longer, blends harmoniously with the massive fenders, and the lower curving roof line. The windshield slants back at a more rakish angle, its area increased at 676 square inches. This, combined with narrower corner posts, gives greater visibility.

The body flares out more than last year, providing more generous passenger room for three adults in both front and rear chair-height seats. Beginning at the hood, and stretching back in one unbroken line on either side of this new and swankier body, is a brilliant chrome moulding, in which the big door handles have been set.

Doors on all models have checks to hold them open at maximum width. Front door hinges have been redesigned to allow doors to open 10 degrees wider than in 1940. All door hinges are of the concealed type. Sponge rubber seals provide protection against drafts, dust and rain.

Chrome has been used generously in window frames. The face of the running board has had a similar elite treatment. The rear window is almost 50 per cent larger than it was last year.

Chrysler engineers have provided a luggage compartment this year that is more than ever suited for either long trips or downtown shopping. It's roomier. The spare tire fits snugly on the right, so that it may be easily available with minimum disturbance of luggage. A spring counter-balanced lid is raised and lowered without effort, and stays open without a locking device.

But as thrilling as these exteriors are, the interiors of the new Chyslers are said by those who have seen them to be "breath-taking." Through

roomy doors, one steps into a car that is larger, more richly upholstered. Ornamentation is accented by plastics, giving an impression of ultramodern luxury.

The instrument panel is of new design in a brilliant combination of metal and plastic. Door mouldings are a continuation of the instrument panel lines. Speedometer and other instruments are grouped in a pane directly in front of the driver. Ease in reading the instruments, as well as better road vision, is provided by a new steering wheel, the top of which is entirely clear of spokes.

Engineers have further added to the driving comfort in Chrysler for 1941. Convenient and easy to operate is the new seat adjustment latch. A lever that has finger-tip control moves the front seat forward and backward to suit the height of the driver. There is ample leg room and the flared body gives generous passenger accommodation. Rear seats have a recessed elbow space above the arm rests.

Cushions are softer with airfoam cushioning on more flexible springs.

Carpeting is richly harmonized with the upholstery in the walls and seats of the new Chrysler cars. There is ample lighting.

Having admired the exterior of the new Chrysler and having inspected the smart interior, the investigator should next try the Chrysler on the road, officials point out. And here again they promise a real motoring thrill.

In driving the Royal Windsor, the motoring high spot is provided by the oil-smooth power flow through Fluid Drive and Simplimatic Transmission, which make it possible for the driver to do 98 per cent of his driving without touching the clutch pedal or moving the gearshift lever.

The action of the amazing combination of Fluid Drive and Simplimatic Transmission makes driving this Chrysler more than ever an experience of absolute luxury. When a driver starts this car, he shifts directly into high-gear position, then presses on the accelerator pedal and glides away without any jar or vibration. At 15 to 17 miles per hour, he lifts his foot momentarily from the accelerator and the gears automatically shift into the highest gear. When he comes to a stop light, he takes his foot off the accelerator and applies his brakes. Automatically the gears shift into the lower speed ratio and the car is ready for a quick getaway. There are no gears to shift, no use of the clutch.

Fluid Drive and Simplimatic Transmission are two of the greatest improvements of the new Chrysler Royal Windsor for 1941. But in all models, horsepower has been stepped up by refinements in the engine design and the use of a new-type multiple jet carburetor, which both increases horsepower and promotes economy of operation. A new type of thin babbit used in connecting rod bearings and main bearings, greatly increases bearing life.

Other mechanical changes include: oil bath type air cleaner; new floating type oil screen on the oil suction pipe; thermostat and water elbow redesigned for quicker warm-up and better performance of the car heater; seals and gaskets on the entire engine improved; pedal travel is reduced; transverse sway bar added just ahead of the rear axle to control side-sway at the rear of the car.

Brake pedal action is firmer and more direct, due to a new mounting of the pedal bracket. A new safety tire rim reduces hazards resulting from blowouts, since the tire cannot be thrown from the wheel.

The new type of frame is the strongest ever used in a Chrysler car, as well as the most rigid. It is of the double channel type, with two U-shaped girders welded together to form a tubular side rail. This is said by engineers to be much stronger than the open channel type of frame, and makes the X-member unnecessary.

The Chrysler New Yorker for 1941 measures 217-13-16 inches overall, is powered by an eight-cylinder "Spitfire" grandest of the line, measures 231-3-16 inches overall, and its eight-cylinder engine develops 143 horsepower.

NOT SO BAD

The young man crawled into the august presence.

"I—I want to marry your daughter," he said.

"What?" The man's face grew purple. "Marry my daughter? I am astonished! What on earth do you mean?"

"Now, now" soothed the youth seeing defeat looming near and wanting to get some sort of satisfaction out of the interview, "don't talk like that. You're prejudiced against the girl, she's all right really."—Montreal Star

NO RUSH

Kevin Moore dashed into the store his camera swinging in his hand. "Gimme a film," he said to the clerk. The latter reached into a showcase. "Fast or slow?" he asked.

"Which is the cheaper?" queried Kevin.

"The slow," "Then I'll take the slow," replied Mr. Moore. "I've got plenty of time"—The North Bay Nugget.

Plymouth Cars Designed for Comfort Styled for Swank, Priced to Please

New Plymouth Family Car Re-designed with All the Modern Features and in Particularly Smart New Colour Treatments. A Few Details About the New Plymouth.

Designed for comfort, styled for swank, and priced to please are all three of this year's editions of Plymouth, the Roadking, Deluxe and Custom. Power has been stepped up, performance has been made even more satisfactory.

Truly king of the road is the new Plymouth family car, with its smart new color treatments, redesigned front end, its beautifully-moulded fenders, new hub caps, new lighting arrangements, its long category of improvements.

From the streamlined chrome flying ship radiator ornament to the new placement of the stop light in the rear on the trunk, the Plymouth remains a definite realization of a year of practical dreaming on the part of designers, engineers and scientists.

Unbiased opinion has noted first of all the treatment of the grill, and sweeping back from it, more powerful body, with fenders that do not include the "catwalk" of former years. This year's grill is of a modified wing design, flanked on either side by sealed-beam headlamps with parking lights included in one gleaming chrome frame.

Bumper guards are of the new end plate design and harmonize with the lines of the grill. Fenders are given an appearance of fleetness by a long sweeping crease running the full length, with three short creases at the rear, placed low. The hood itself opens in one piece from the front and is locked from the inside of the body. A safety catch prevents accidental opening while the car is in motion.

Beginning at the massive grill, and running back in one smooth line along the body, to the rear of the car, is a wide strip of gleaming chrome. Above it, running from the front windows to the rear, is a narrower strip of chrome.

Over, all is the one-piece safety-engineered top, sweeping back to the stone guard inside the rear bumper, retained this year because of its proven efficiency in preventing damage from flying stones and gravel.

Trunk lids on the Sedan models are equipped with a simple type of hinge and a spring counter balance that makes opening and closing the lid a matter of no effort at all. It remains in any position in which it may be left, opens to its full extent and stays there.

Two-tone paint is available on the Deluxe and Custom models. With this fashionable new style, a chrome reveal moulding starts at the windshield and follows the dividing line between the colors right around the back of the car. This is in addition to the regular

Fashion Parade to be Glamorous Note at the Auto Show

One of the special features of the Auto Show sponsored by the Schumacher Lions Club on Thursday and Friday October 24th and 25th, at the McIntyre Community Building, will be the Fashion Parade, presented by the A. J. Shragge Store.

Afternoon, sports, dinner and evening wear, as well as the most luxurious of lovely furs, will be included in the display. Fashioned in the stunning new fall and winter lines, with slenderizing gathings, long torso lines, and flared skirts, the dresses come in the newest colours, such as intimate toast, whisper blue, chatterbox red, neutric, and the ever-popular black.

The dinner and evening dresses are especially glamorous, with sprinkling of sequins on foamy net, the glory of rich lame, the youthfulness of fine taffeta, the simple graciousness of bengaline and the flattering chic of rayon crepe. To dinner this season, you will go the way all Canadian women love best — all covered-up, reed-straight restrained with a touch of glamour supplied by the decorative sprinkling of sequins.

Unpressed pleating, peplums, three-quarter length sleeves, trumpet skirts, nail head trim, high cowl necklines, waist and side drapery, low hip-lines, diagonal drapery, and front fullness, are only a few of the designer's dreams that add to dresses for the season.

In the showing of A. J. Alexander furs, will be included Russian sable, mink, and ermine wraps and coats of Persian lamb, Hudson seal, caracul, mink, muskrat and many many other furs. Neckpieces and jackets too, will be shown, and the charming models who have been chosen to display the ensembles will add to the interest of the Fashion Parade.

BEFORE AND AFTER

Up to thirty, a woman wants a man with a future; after forty she wants future with a—Exchange.

reduces "blow-by" especially at higher engine speeds.

In fact, engineering tests indicate even less "blow-by" at high speeds than at low, a completely new and more efficient operating condition.

A new floating type oil strainer takes oil from the top of the reservoir, where it is cleanest, eliminating stray particles of metal or dirt which may find their way into the oil system, and eliminating too the possibility of water getting into the system and freezing.

An improvement in the water thermostat elbow provides for constant bleeding off of any air that might get into the cooling system and cause air-lock in the car heater. The distributor cap has been redesigned to make it more waterproof.

The gear shifting fork has been changed to a trunnion type for easier operation. A power shifting device is available at extra cost on the Deluxe and Custom models, reducing the travel of the gear shift lever, making shifting effortless.

The 1941 frame is of the X-girder truss type. Body mountings are of rubber as before, except the mounting at the A-post which is solid. This prevents shaking at this point.

New rubber-insulated spring shackles fitted on rear springs reduce road noise and vibration. Spring covers are standard on all models. The upper arm of the independent spring is now a stamping instead of a casting. It is lighter and stronger.

Front wheel camber adjustment has

been increased. Universal joint boots of synthetic material will give longer service.

Tires are 16 x 6.00 and are standard equipment on all models. Horns are of the two-vibrator type on the Deluxe model, and special two-tone on the Custom job. The Plymouth has one vibrator horn. The battery is mounted under the hood and immediately behind the radiator in the fan blast where it will be cooled and where it will be convenient to service. The gas tank and its mountings have been stiffened to reduce noises from this source.

In addition to all these features introduced in the models of 1941, the cars retain the outstanding and time-tested improvements of 1940 and previous years. Among these are: floating power engine mountings, full-length water jackets, full-pressure lubrication, equal-pressure hydraulic brakes, safety of all-steel bodies, hardened exhaust valve inserts, four ring aluminum alloy pistons, air-cooled clutch, air-cooled shaft-wound generators, five-way body insulation against heat, cold, vibration and noise, generous luggage compartment, rotary door latches, chair-height seats, to mention only a few.



Best Wishes for the Success of the AUTO SHOW

The Schumacher Lions Club and the automotive dealers of the district are to be complimented on their fine display of the new 1941 models.

J. GORDON CHALMERS
GENERAL INSURANCE ADJUSTER

Sky Block Timmins Phone 1921

Chrysler Plymouth

The Lid's Off on
Luxury in These
Two Fine Cars

See the
NEW
MODELS



**FLUID DRIVE with the
Automatic Safety Control
that's 1941 CHRYSLER**

If you wrote your own ticket you'd certainly specify Fluid Drive. Gear ratios adjust automatically as you drive along... It's so much smoother, easier, safer and simpler that only a ride in the car can give you the true idea. Try it for yourself.

Chrysler's new Spitfire engine will suit your taste right down to the ground. A wonder for flash and go... but it doesn't waste a drop of gas. Carburetors are multiple jet.

**You get 19 GREAT
ADVANCEMENTS in
new 1941 PLYMOUTH**

Sumptuous in design, this Plymouth is a big step up in style, luxury and driving pleasure. You'll be delighted with the new Fashion-Tone Interior... the new, easier Powermatic Shifting... the exhilarating new High-Torque Performance, stepped up 4 ways! Drive America's Low-Priced Luxury Car—built on the principle that what's best for high-priced cars is best for Plymouth too!

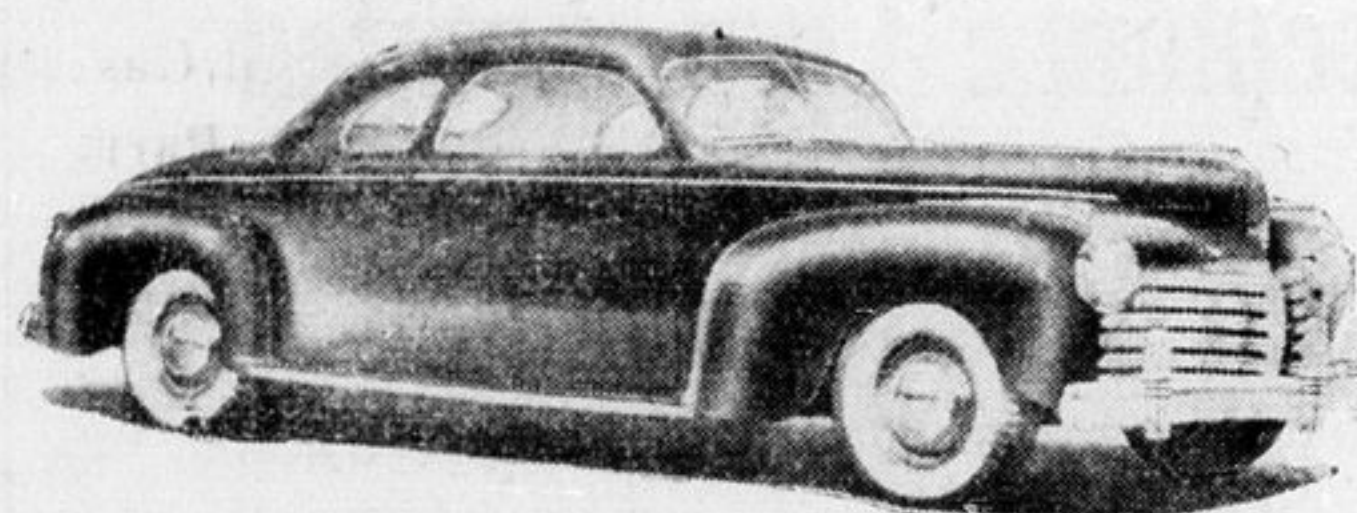
There's so much that is new and better in the new Chrysler and Plymouth cars that the only way to add it all up is to get in and drive. We cordially invite you to try these cars.

Feldman Motor Sales

CHRYSLER — PLYMOUTH

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1941 CHRYSLER ROYAL CLUB COUPE
(Also Available in Royal Windsor)

Auto Show Fashions

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for Value
for Quality



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You are cordially invited to visit our store and see for yourself the many styles suitable to your individuality.

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1941 PLYMOUTH DE LUXE AUXILIARY SEAT COUPE