

Engines Continue to Breathe Much Purer Air Than Average Pedestrian



NEW PLYMOUTH FOR 1935

Many new features mark the new 1935 Plymouth. It boasts the most powerful engine Plymouth has ever built—82 horsepower—and this power increase has been gained without changing the bore and stroke. The 1935 Plymouth is three inches wider and three inches longer than the model of last year. Its All-Steel Safety Body has been made more rugged than ever. Floating Ride has been adapted to the new Plymouth by a complete re-distribution of weight and the result is a new "soft" ride. With its flowing lines the appearance of the new 1935 Plymouth is one of modern beauty.

Plymouth Cars Are Outstanding in 1935

Important Engineering Developments again Feature This Car. Some Points to be Noted.

The 1935 Plymouth, built by Chrysler has important engineering developments to again emphasize Plymouth's claim of being "The Best Engineered Car in the Lowest Priced Field."

Streamlined in design, the new car is the largest and most beautiful Plymouth ever presented. The torpedo-shaped, all-steel body is three inches wider than previous models and the car is three inches longer—189 inches from bumper to bumper.

The new Plymouth introduces an entirely new type of ride, the result of four advanced engineering developments. These four developments that combine to create the sensational ride—balanced car weight, new semi-elliptic (tapered-leaf) springs made of a new steel, double-action shock absorbers and a side-sway eliminator at the front.

A revolutionary High compression engine gives the Plymouth increased power and economy. It is the most efficient and durable of all Plymouth engines. Plymouth is again the only one of the big volume low price cars with Floating Power.

The best of other quality refinements found on the 1935 Plymouth include—calibrated ignition, full length water jackets, directional water circulation, synchro-silent transmission, a new ventilated clutch, a ventilated generator, improved hydraulic brakes, electro-coated aluminum alloy pistons, silent U and rubber cord spring shackles, valve seat inserts, roller bearing universal joints, four-bearing crankshaft, and a double-draw rigid frame.

The new Plymouth is presented in six beautiful body types—The Business Coupe, Two-door Sedan, Deluxe Runabout, Four-door Sedan, Deluxe Four-door Sedan, Deluxe Two-door Touring Sedan and Deluxe Four-door Touring Sedan.

All of the Plymouth models have the same wheelbase—113 inches—the same engine, the same clutch, same transmission and the same "Floating Ride." The entire line has an exciting economy, stacy. With its improved cooling and spark control the Plymouth engine develops 15 to 20 per cent more power with a given amount of gasoline. This means greater gasoline mileage. Engineering refinements including alloy steel valve seat inserts, oil filter, crankcase ventilation, ample use of ball and roller bearings and a host of other features make this New Plymouth an economical as well as a luxurious car.

The two touring Sedan models have built-in trunks in the rear, large enough to hold a steamer trunk or three suit-cases. They were especially designed for long distance travelling as well as city driving.

"Floating Ride"

The most spectacular feature of the new Plymouth, if any of the new features can be said to exceed the others, is the "Floating Ride" an utterly new sensation in the motoring world.

In the past, the great difference between higher priced cars and those of lower price has always been in the matter of ride. The length of the wheelbase was considered the explanation, but the real reason was the fact that the front springs of lower priced cars were shorter and therefore stiffer.

With the development of a new spring material, called Mola steel Plymouth engineers have produced short springs that are not only "soft" and resilient but also long-lived. Mola steel, an alloy pioneered by Chrysler Motors laboratories, has enabled the engineers to make the spring leaves thin enough to give the required flexibility.

The new Plymouth springs have two main leaves, each of which is wrapped around the shackle bolt. The lower leaf is segmented at the center to allow for elongation. The leaves are thinned down at the ends, affording greater softness with greater strength. They are flat rolled so that more area of each leaf-end comes into contact with the adjoining leaves, distributing the spring load evenly.

In the 1935 Plymouth, the front and rear springs carry approximately the same weight and has approximately the same frequency. All parts of the chassis ride the same.

The entire weight of the new Plymouth has been re-distributed, to add to the "Floating Ride." The engine has been moved forward eight inches, over the front axle, and the body has been moved forward six inches.

With these changes, the car weight is the same on both axles. Previously, the rear axle and springs supported 60 per cent of the total car weight while the front axle and springs supported 40 per cent.

Front end bounce is controlled by new double-action shock absorbers, adding definitely to the comfort of the passengers in the rear seat.

Other important development contributing to the new Plymouth ride is the side-sway eliminator or ride stabilizer. The side-sway eliminator is a torsion bar, mounted on the front end of the chassis. It acts as a third spring, to reinforce either spring when needed. The ride stabilizer definitely eliminates sideway and body roll on

the curves. It keeps the car on an even keel all the time and gives the passenger a new sensation of steadiness and roadability.

Other features worthy of special attention are—the Plymouth engine, calibrated ignition, hydraulic brakes, special body construction, and the "style" so evident in the Plymouth.

The "Devil Wagon" Roused Fear Thirty Years Ago

In 1925 there was considerable discussion when a gentleman wrote a letter to The Advance and signed the nom de plume, "Thirty Years a Motorist." At once there was denial by some that a man could then have been thirty years a motorist—out enquiry by The Advance proved that the gentleman actually had been working in a motor car factory as early as 1896. Since 1926 The Advance has on many occasions, just as a matter of interest, referred to proof of the fact that there was motoring more than 30 years ago. Here is a partial proof. It is a despatch from St. John, N.B., referring to the fear roused in some thirty years ago by the "devil wagons" as they were called. The following paragraph is quoted from a St. John newspaper of Nov. 16, 1904—

"A new peril has evidently appeared to menace the lives of citizens and one more deadly than the runaway horse. Last evening between 8 and 9 o'clock those who were walking along Duck Street were startled by the sight of an automobile dashing along at a furious rate of speed. There was no stopping at the crossings, and the lives of at least two men were almost sacrificed to the insane driving of these in the machine. The policeman on the beat tried to find out who they were, but was glad to jump out of the way to save his life.

"It was a two-seating machine, made a great deal of noise, and carried two men. A number of citizens who watched the performance were highly indignant, and one who saw the 'devil wagon' almost knock a man down at the corner of Market Square and Duck Street, complained to police, who tried to interfere with the result stated. He held that every effort ought to be made to find out who was responsible for the 'screeching' of last night and that punishment ought to be severe enough to protect the citizens against any recurrence of the outrage."

AUTOMOBILE BUSINESS IS CONTINUING TO IMPROVE

Domestic and export production of motor cars by General Motors of Canada Limited has been hitting a fast clip. At the end of February, according

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White Rose has been a leader in the Gasoline field for more than 25 years; it is recognized as the quality gasoline throughout the Dominion.

We believe 1935 will be another record year in the sales of White Rose Gasoline because Motorists are looking for quality and value for their gasoline dollar; such as found in

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to a statement released by H. A. Brown, Vice-President and General Manager, production at the company's plant was more than double that of the same period last year. The figure was 10,738 automobiles as against 4,067 produced in the same period last year.

Try The Advance Want Advertisements

All Should Help to Speed-up Recovery

President of Large Auto Firm Gives Straight Advice from the Shoulder. Business Can be Made.

(By Jno D. Mansfield, President Chrysler Corp. of Canada, Ltd.)

You have asked me to review the business progress of the past year and estimate prospects for 1935. But frankly I'm a bit tired of the kind of review that makes dull statistical analyses of business history and trends and cautiously hopeful predictions about the future. What we really need to-day is a stiff jolt that will make us realize that the day of the calamity howler is past and that everyone who has a job or work to do has a part of our business recovery in his own hands—not to-morrow or next year, but now, to-day.

Everybody knows, or should know, if he can read and observe, that nearly every important country in the world has made substantial progress toward better conditions during the past eighteen months, notwithstanding the ups-and-downs which have happened and which will continue to happen. Everyone in Canada should know that this Dominion has made more progress during that period than any other country in the world, except, possibly the Mother Country.

But merely sitting down and congratulating ourselves about this fact will not send the business curves climbing upward as they can and should. Nor will looking for any simple remedy for the many ills that are being discussed too much help us any. No such remedy ever has been found or ever will be found. It never will be found because economic and social life is not simple. It is the result of centuries of painful and slow growth and it is infinitely complex.

There's a lot of talk about the "economic system," and numerous groups seem to think that this imaginary "system" can be taken out and a new one installed just as we would do with our household plumbing. Moreover, most of those groups are quite willing to undertake the job. It is to be noted, however, that this willingness to revamp the whole economic world is greatest in those who have the least knowledge of managing even one small part of an industrial or business operation. In other words, the more theoretical and the less practical their experience has been the more sure they are that they know exactly what should be done. On the other hand, I find really capable operators, carrying big responsibilities in the business world are quite humble about their ability to plan and put into effect worthwhile improvements—although they have the keenest desire and every reason of self interest to do so.

The fact is that there is no economic "system," there is an economic "organism" which is just as much alive as a human body and which cannot be tampered with carelessly. Major operations on the economic organism should not be undertaken lightly lest we strike at the very life of industry and business. The effect of drastic action is seen

in European countries on which Dictatorships have performed major economic operations. Their economic health is in a far more precarious condition than that of countries like Canada which are recovering rapidly from the natural reaction of their own vital forces.

It may be that some sort of planned economy and a greater degree of governmental control of industry must come. There are many shades of opinion on that subject. It is certain, however, that no one can predict with certainty how much good or ill any particular measure of government regulation will accomplish. It is equally certain that drastic action along this line is extremely dangerous and is likely to do much more harm than good.

Automobile engineers can experiment with their improvements in motor cars by means of elaborate and long continued tests in their laboratories and testing grounds before they place the finished vehicle in the hands of owners. But governments cannot do so with economic experiments. Everything they do to alter existing economic conditions must be done while the machine is running, it cannot be laid up for repairs and adjustments. That fact alone is sufficient reason why economic adjustments should proceed very cautiously and by small and slow steps. The economic machinery of life should not be carelessly or rashly tampered with.

Just this moment a copy of "Saturday Night" of date December 8th was placed in my hands. An article on the front page contains this striking and illuminating paragraph, written apparently in the characteristic style of Mr. B. K. Sandwell:

"People think of a depression as ending only when things are put back where they were before it began. They don't think of a war as ending that way, and they shouldn't think of a depression as ending that way, for no depression ever did. A war ends by the two belligerent parties getting together and agreeing to stop making war. A depression ends by all the depressed parties, separately and of their own motion and without any collusion whatever, deciding to stop feeling depressed. What makes them stop feeling depressed is the discovery that the new state of things brought about by the depression is not intolerable, and the thing to do is to make the best of it."

This expresses perfectly the idea with which I began this letter—that all of us who are engaged producing and selling have part of the work of recovery in our own hands. When we cease to remember or think about our economic ills and set ourselves exclusively to the work we have to do, prosperity will increase rapidly. Every means of making better goods, giving better dollar values, will be a contribution to prosperity. We need to cut out useless and aimless talk, reduce lost motion, cut out needless operation and expense—make the product better and take it to its market more quickly and at less cost. When we do that buying will increase, the velocity of the dollar will increase, employment will mount.

There may be other and better means of bringing business to new heights but among the babble of tongues and the multitude of conflicting remedies who can choose. Here is the sure way. Let's all talk it.

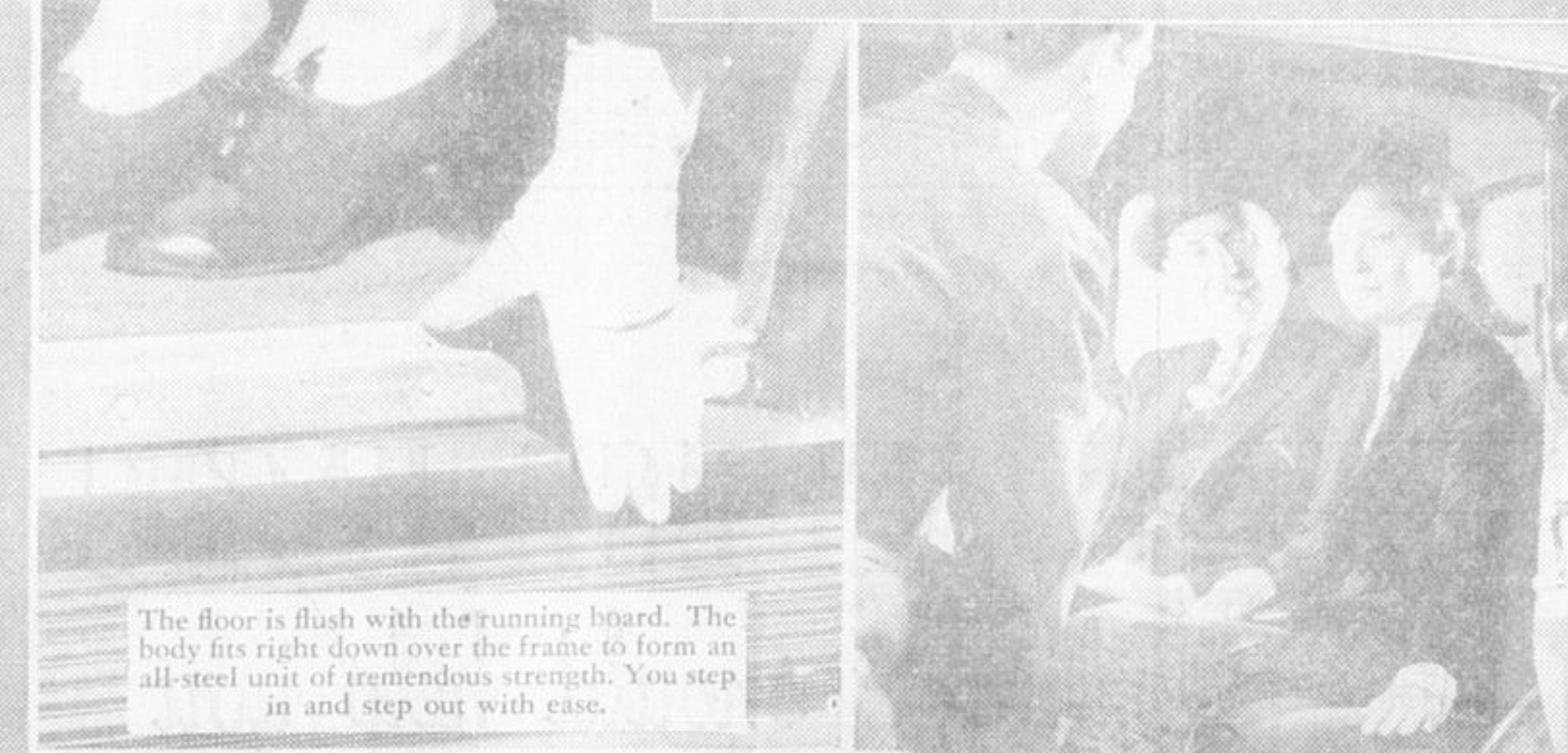
GET POSTED ON THE NEW *Delivered* PRICE OF A PLYMOUTH BEFORE YOU BUY ANY CAR



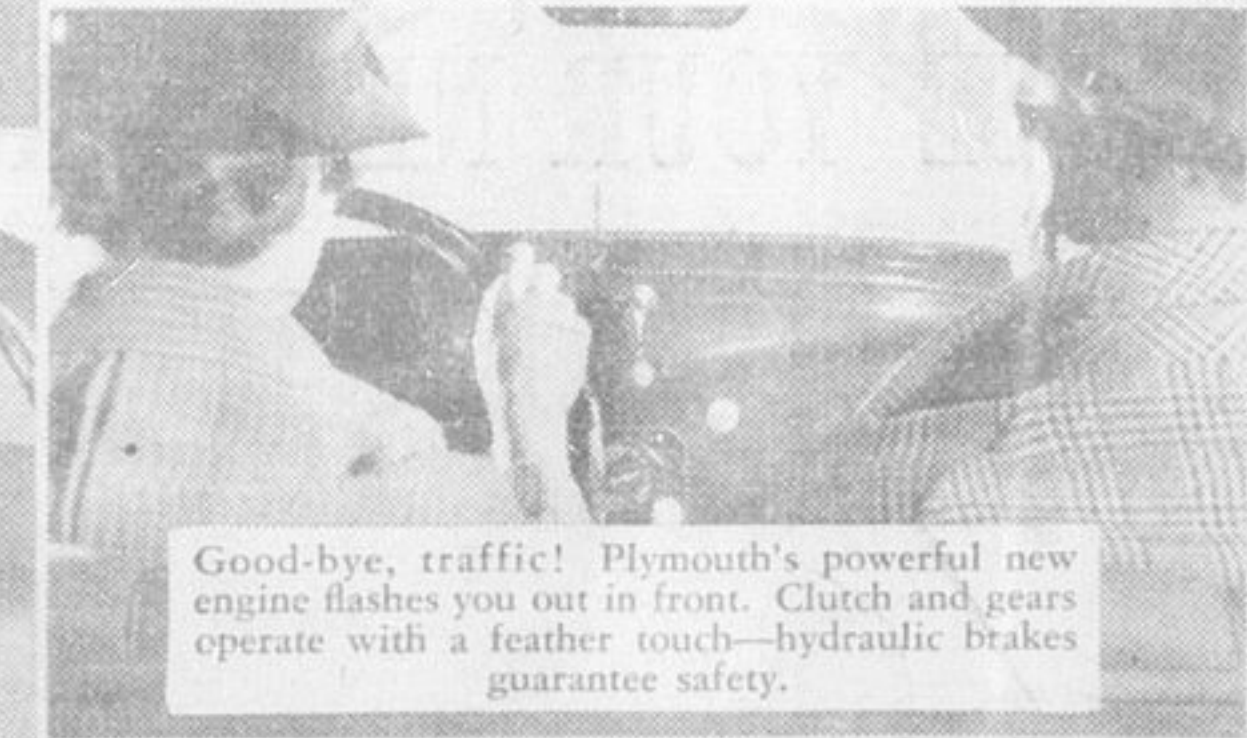
Look how the built-in trunk conforms with the sweeping streamlines of this beautiful new Plymouth touring sedan.

How smoothly you ride with Plymouth's great combination of Floating Power, weight redistribution, super-resilient springs and sway eliminator.

PLYMOUTH IS BUILT BY CHRYSLER



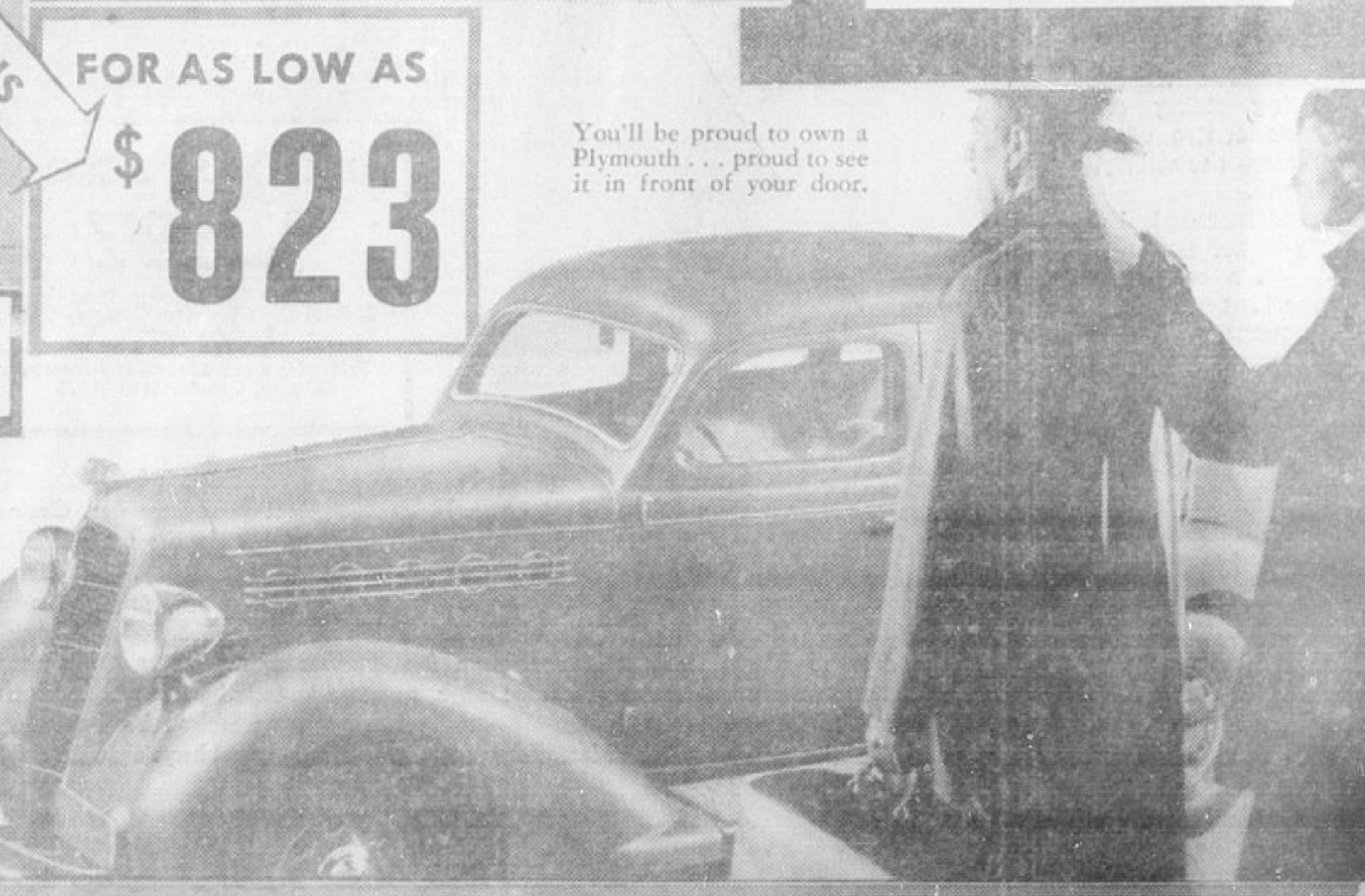
The floor is flush with the running board. The body fits right down over the frame to form an all-steel unit of tremendous strength. You step in and step out with ease.



Good-bye, traffic! Plymouth's powerful new engine flashes you out in front. Clutch and gears operate with a feather touch—hydraulic brakes guarantee safety.



So comfortable! The seat is set at easy chair height—three big people find lots of room to stretch out. All passengers sit cradled between the axles—free from bumps and jolts.



You'll be proud to own a Plymouth... proud to see it in front of your door.

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