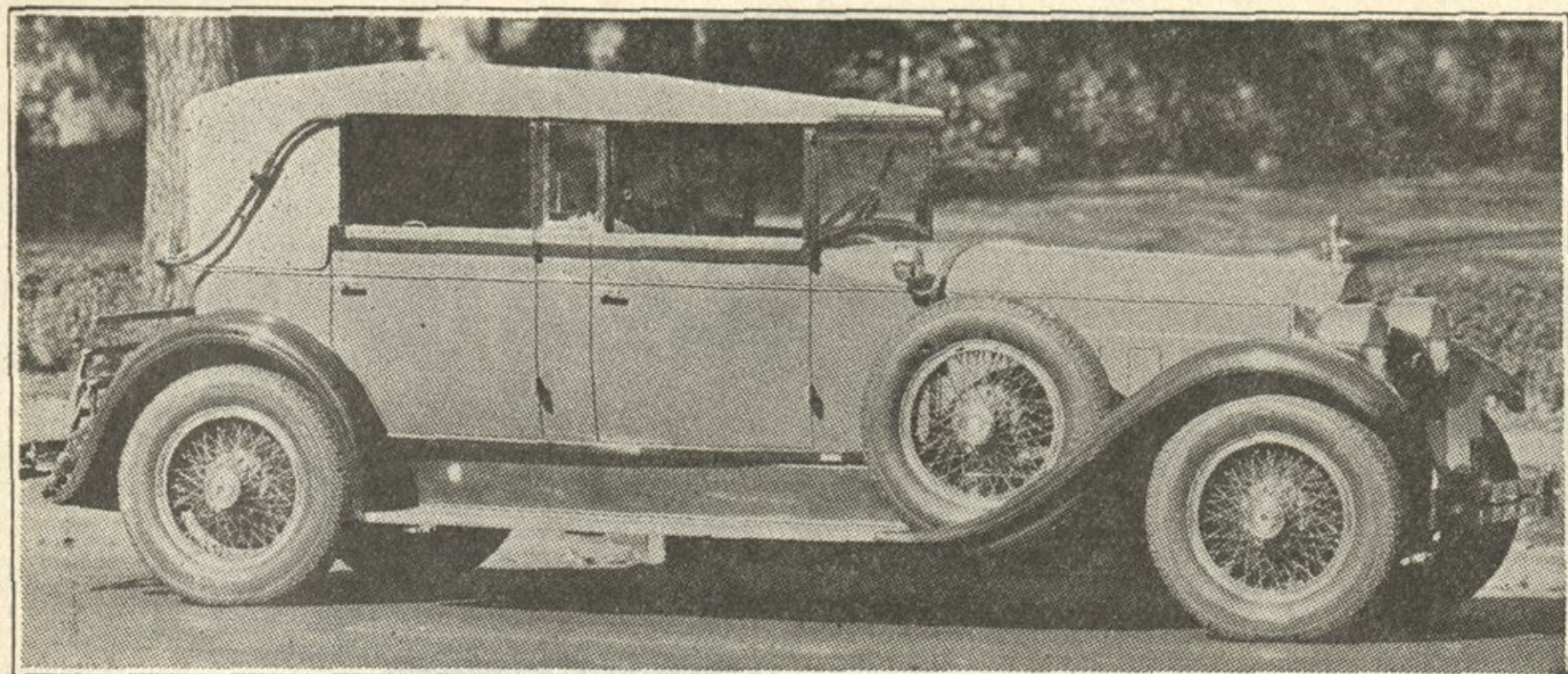


### A Packard Eight Sedan



The body of this imposing Packard eight, convertible sedan is by Dietrich.

### 40 NEW BODY STYLES

#### Chrysler Covers Entire Price Range in Its Four Lines of Cars

In the 1928 line of Chrysler cars there are 40 body styles, including fifteen custom-built creations for its "72" and 112-horsepower Imperial "80," offered on four different chassis—covering the entire motor car market.

Similar appearance, mechanical performance and equipment features are noted in each model beginning with the New "52" through the Great New "62" and the Illustrious New "72" to the 112-horsepower Imperial "80."

Through the workings of the standardized quality principles, every model contains the same advantages in performance, appearance, mechanical excellence and general sturdy construction, as does every other. In other words, points out J. E. Fields, vice-president in charge of sales, the "52" will give the same type of performance, within its scope, as will the "62," "72" or Imperial "80."

Body styles of each of the four lines of Chrysler cars are on display at the automobile show.

#### This Is Complete Line

The complete line of cars now produced by the Chrysler corporation is as follows: "52"—coupe, roadster with rumble seat, two-door sedan, four-door sedan, touring, de luxe coupe, de luxe sedan; "62"—touring, business coupe, two-door sedan, roadster with rumble seat, coupe with rumble seat, four-door sedan, landau sedan; "72"—sport roadster with rumble seat, two-passenger coupe with rumble seat, four-passenger coupe, royal sedan, town sedan, crown sedan, convertible coupe with rumble seat, custom-built town cabriolet. Imperial "80"—roadster with rumble seat, town sedan, five-passenger sedan, seven-passenger sedan, sedan-limousine and fifteen other custom-built creations

by Le Baron, Locke and Dietrich.

The Illustrious New "72" has an entirely new and more powerful engine, mounted in rubber at both front and rear; seven-bearing crankshaft, now counterweighed as in the Imperial "80"; longer chassis, fitted with rubber spring mountings instead of metal spring shackles; five-ring aluminum-alloy pistons with Invar struts, said to constitute one of the most important contributions that has been made in recent years to automobile engine progress; and roomier, more handsome bodies.

In appearance this new "72" is even more attractive than the original Chrysler, which was the sensation of the automobile world when it first appeared, four years ago. Full advantage has been taken of the additional length to provide more inside room.

#### New Chrysler Features

New features of the great new Chrysler "62" include rubber spring mountings, a built-in crankcase ventilating system, larger and heavier transmission, aluminum-alloy pistons with Invar struts, rubber insulated engine supports, ball and trunnion type universal joints and the adoption of a worm and sector steering gear.

Traditional Chrysler beauty and charm of the external contour are enhanced in the car by the use of longer, more sweeping stream lines, as well as by the longer bodies, drum-type head lamps of latest styles, and small road wheels.

Evanston Motor Sales, 1840 Ridge avenue, are the north shore distributors for Chrysler.

At the beginning of 1927 more than \$2,000,000,000 was invested in motor car manufacturing in this country. The wholesale value of motor vehicles, parts and tires manufactured in 1926 was \$4,700,000,000.

## LINDBERGH'S WRIGHT J-5 MOTOR

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### Nash Motors Offers 24 Distinct Models for the New Season

Twenty-four distinct models are being offered this year by the Nash Motors company, which is represented in Evanston by a new concern, the Evanston Nash company, 1735 Benson avenue.

In the large or advanced six cars are ten models, six being on the 127-inch wheelbase chassis and four on the 121-inch chassis. Eight models are on the special six chassis and there are six models on the standard six chassis.

In the advanced six there are five sedan models, among them being the seven-passenger Imperial, a limousine type, and the Ambassador for five passengers. The Ambassador and the two-door sedan are equipped with a trunk at the rear.

In the special six series is a new four-door coupe, which has all the roominess and comfort of the sedan type.

The standard six series comprises three sedans, a coupe, a cabriolet and a touring car. The landau sedan is upholstered in mohair and its equipment includes front bumpers and bumperettes at the rear.

It may be interesting to know how Nash Motors goes about the task of constantly maintaining and continually improving the cars in its line. The program is laid out on a definite basis so that it cannot possibly fail of results. To begin with, there is no abrupt dividing line between the sales and production departments such as is found in many organizations; with more than \$25,000,000 worth of Nash stock held by men in the production department, exclusive of that held by the directing heads, it is only natural, perhaps, that the men who actually build the car are interested in the pub-

### MODERATE PRICED 8

#### Marmon's 1928 Models Mark Entrance Into Volume Production

The Marmon display at the automobile exhibition will include the first showing of the new Marmon "68," a straight-eight in the low price field, which marks the entrance of the company into volume manufacture.

It has a wheelbase of 114 inches and is powered with a 72 horsepower L-head engine. There are three body styles: Five-passenger sedan, four-passenger Victoria coupe and two-passenger coupe. All are equipped with four-wheel brakes and military type windshield visors.

The large straight-eight Marmon on the 120-inch chassis also will be seen in several models. This was brought out barely a month ago.

With the introduction of the two new types comes the announcement that the Marmon company has completed a program of factory expansion resulting in a normal production rate of 300 cars a day.

Ray Metz and Company, 1033 Davis street, sells Marmons to Evanstonians.

"The decision of the Marmon company to enter into quantity straight-eight production was not the result of any individual factor or circumstance," says G. M. Williams, president of the Marmon Motor car company.

"On the contrary, our program for the coming year was formulated and brought to completion after an analytical examination of what we believe to be the intrinsic and fundamental components of the automobile market."

lic that buys the product and, therefore, sales volume has a significance to the men in the factory that would otherwise be lacking.

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