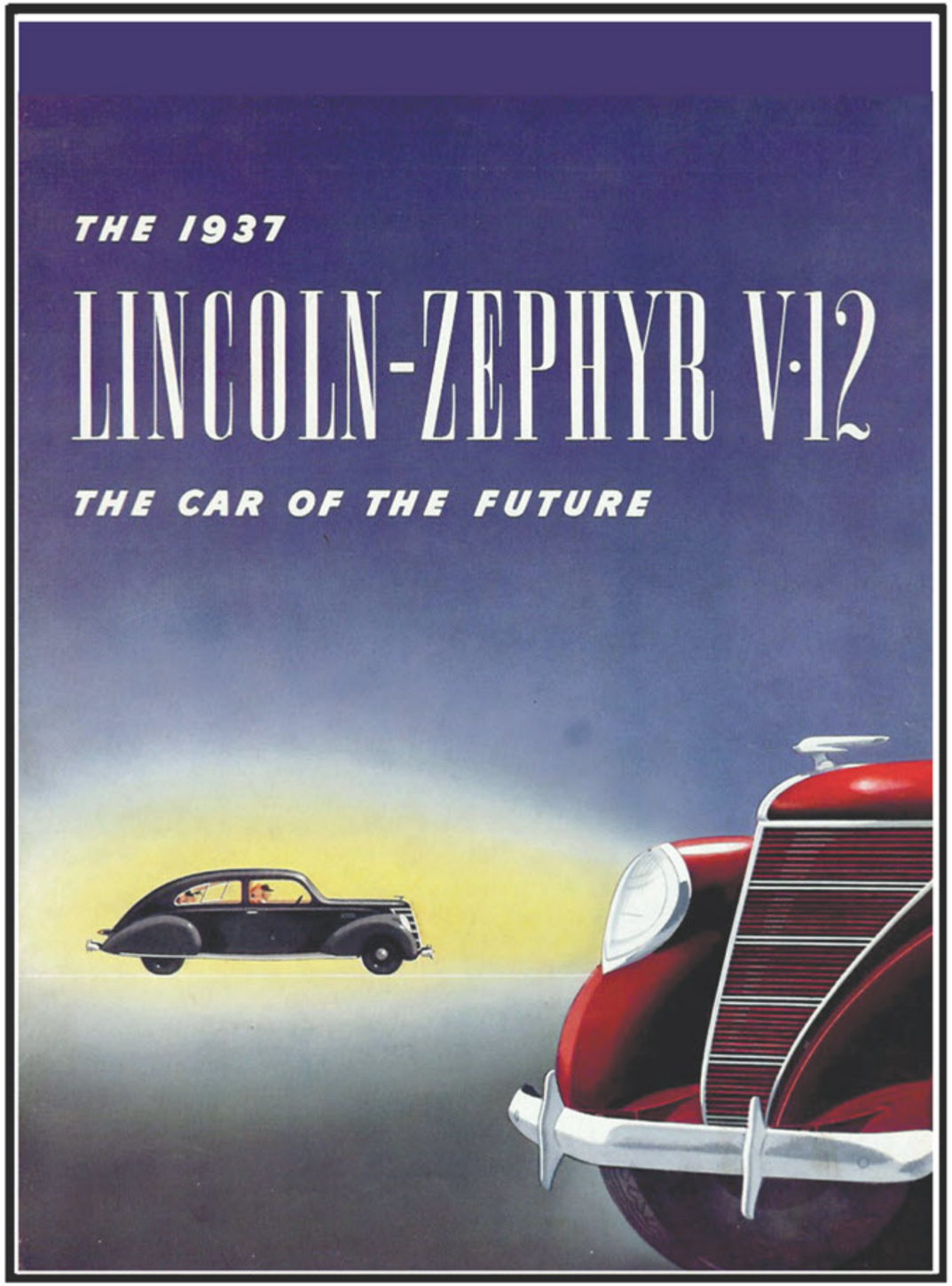
THE 1937

LINCOLN-ZEPHYR V-12

THE CAR OF THE FUTURE



FEATURES THAT MAKE THE LINCOLN-ZEPHYR V-12 OUTSTANDING IN THE MEDIUM-PRICE FIELD

★ V-type 12-cylinder 110-horsepower engine.

★ Body and frame in a single unit—light in weight, great in strength, for greater comfort, safety, quietness.

★ Low center of gravity.

★ Conventional running boards eliminated; body width increased.

★ A "front-seat" ride for everyone—all passengers sit toward the center.

★ 14 to 18 miles per gallon of gasoline—proved in the hands of thousands of owners.

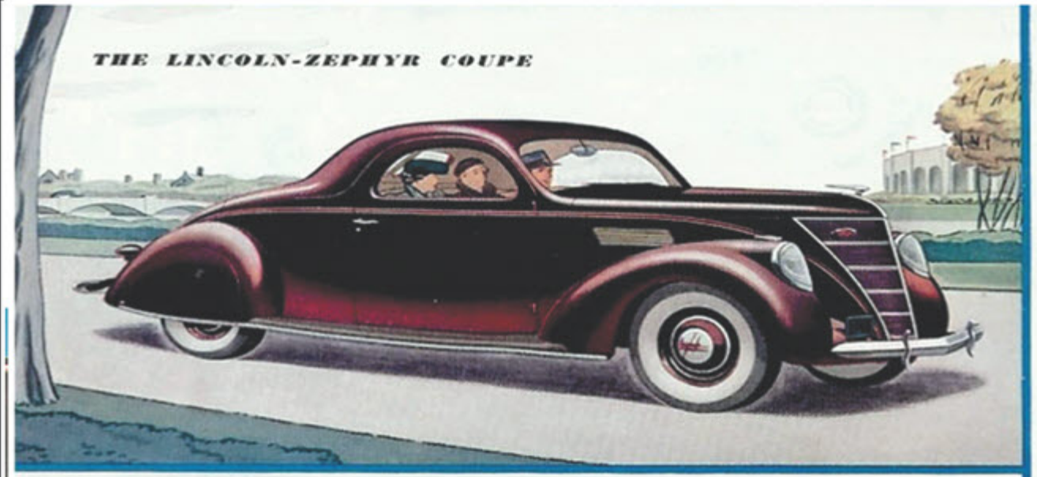
★ Designed by Lincoln engineers—built in the Lincoln plant by Lincoln methods.

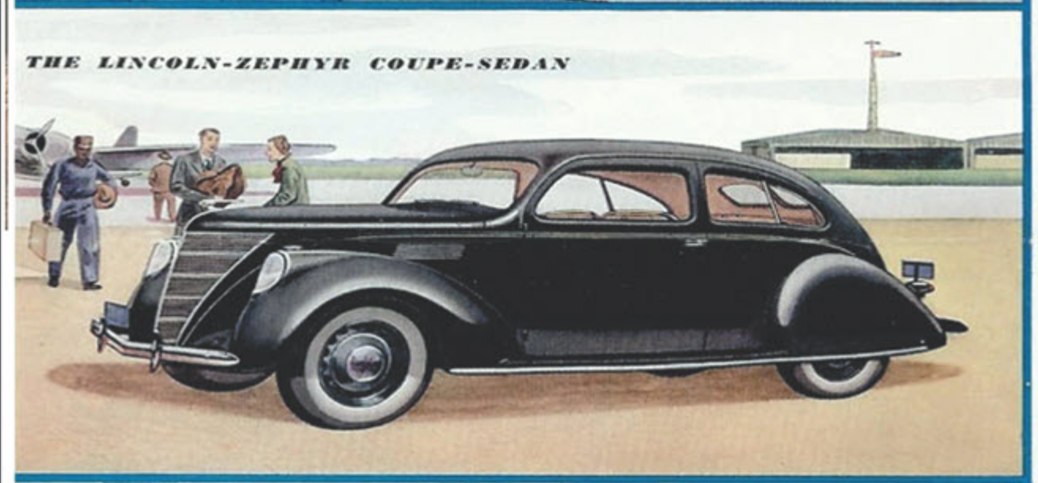
★ Authentically streamlined.

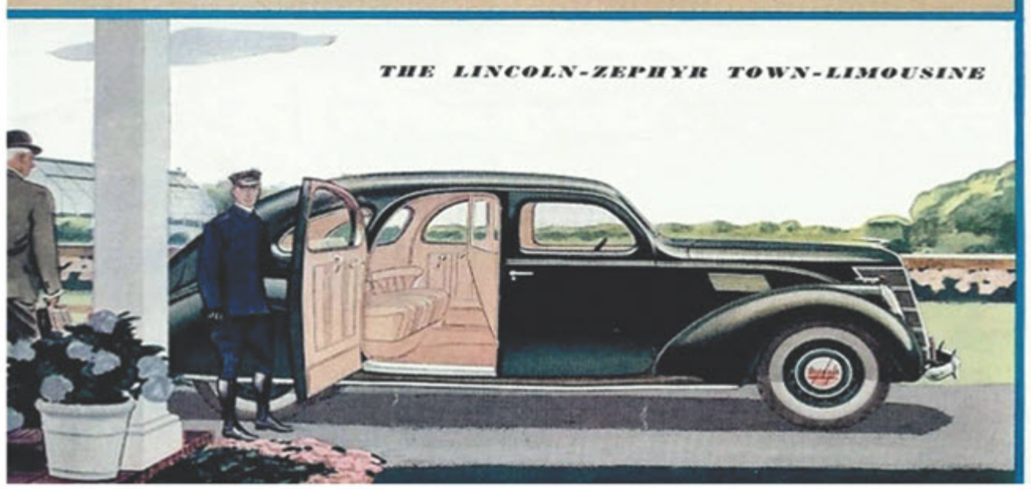
★ The "flowing" ride—a new rhythm of motoring.

★ Wheelbase 122 inches. Springbase 133 inches. Seats like divans. High power-to-weight ratio. Safety Glass throughout. Extremely responsive brakes with cable and conduit control as on the Lincoln. Generous luggage compartment. Exceptionally large windshield. High visibility all around. Engine readily accessible.

Liberal terms through Authorized Finance Plans of Universal Credit Company. This service provides a convenient, economical way to buy your Lincoln-Zephyr car out of income. Ask about the UCC Plans.







THE NEW KIND OF CAR . . . YEARS AHEAD OF THE TIMES

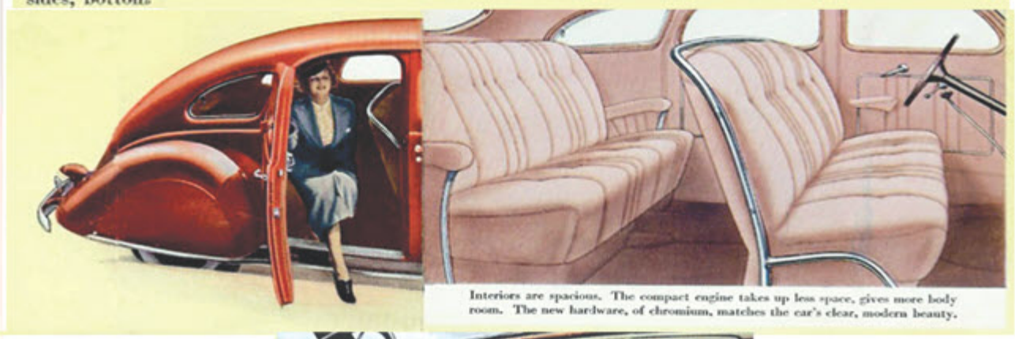
Its *performance* is years ahead. The LINCOLN-ZEPHYR has a V-type, 12-cylinder engine—built by Lincoln precision methods, in the famous Lincoln plant. It develops 110 horsepower.

Its *economy* is years ahead. So efficient is the engine design, so skilfully streamlined is the car, so high is its power-to-weight ratio, that owners report *14 to 18 miles per gallon!*

Its *safety* is years ahead. Body and frame are one, inseparable. Steel paneling is welded to the unit steel framework—light, yet strong—on top, sides, bottom.

Its *comfort* is years ahead. The "flowing" ride of this new car is a thrilling new experience. All passengers sit "amidships," toward the center. The car flows along like a fast ship on a calm sea. Here is the new rhythm of motoring!

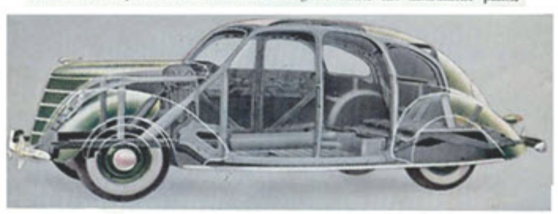
Its *value* is years ahead. Only the Lincoln-Ford background makes this car possible at the price. Thousands of owners say it transforms their ideas of motoring. Why not arrange, for a demonstration in the car built by Lincoln, priced by Ford?



Interiors are spacious. The compact engine takes up less space, gives more body room. The new hardware, of chromium, matches the car's clear, modern beauty.



Notice the electric clock, and the two glove compartments. A radio speaker and heater may be installed behind the grille under the instrument panel.



The famous LINCOLN-ZEPHYR body-and-frame, a single unit of steel girders to which steel paneling is welded. Great strength, for all its lightness, and maximum safety.



DESOTO Brings You *Streamline Styling!*

MODERN AS THE LATEST AIRLINER . . . NEW WIDE-RANGE SAFETY HEADLAMPS SET FLUSH IN FENDERS . . . NEW STREAMLINED REAR END CONCEALS HUGE LUGGAGE LOCKER . . . MORE ROOM FOR PASSENGERS AND LUGGAGE!



FASHIONS CHANGE in car styling as well as Milady's dresses. The old-fashioned trunk "bustle" is as out of date as the bustle, illustrated above. De Soto's rear-end styling for 1939 is the latest word—smart, beautifully styled.

STYLED for beauty? Yes! But that's only half the story. De Soto's Streamlined Styling provides more room for passengers *and* luggage. More comfort . . . with ingenious new controls at your finger tips. Greater safety . . . headlamps set wide apart for safe night driving . . . higher, wider full-view windshield for better visibility.

But find out for yourself. Ride in this great new De Soto! You'll discover it has more of *everything* you have wanted to make driving an exciting new pleasure instead of a chore.





Above . . . NO OLD-FASHIONED "bustle" mars the clean, unbroken lines of De Soto's body. Tapered rear end conceals huge Streamlined Luggage Locker.

Right . . . LOOK AT THAT LUGGAGE! Actually, there are 11 big bags stored snugly away. 23 cubic feet of usable space.

Left . . . MASSIVE NEW FENDERS have a restless forward motion . . . styled to harmonize with the dynamic lines of De Soto's body.

WIDE-RANGE SAFETY HEADLIGHTS set flush in fenders, add to De Soto's powerful, racy appearance. Identify full width of car for safer night driving . . . give added protection.



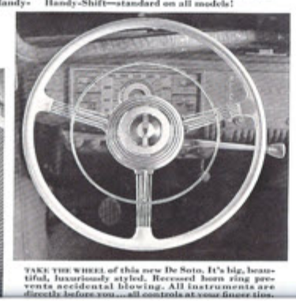




GEAR-SHIFTING'S EASY NOW! De Soto's new Handy-Shift is mounted right on the steering post. You hardly take your hand off the wheel. *There's nothing new to learn!* No change in driving habits necessary. De Soto's new Handy-Shift also employs a new blocker-type synchronizer which keeps gears apart until they are turning at same speed. There is never any clashing. There's no extra charge for De Soto's Handy-Shift—standard on all models!

THE "WOBBLE-STICK" IS GONE! We've eliminated the old-fashioned gear-shift lever which jutted out of the floor, interfering with passenger comfort. There's plenty of leg room now.





TAKE THE WHEEL of this new De Soto. It's big, beautiful, luxuriously styled. Recessed horn ring prevents accidental blowing. All instruments are directly before you . . . all controls at your finger tips.

Good-bye "Wobble-Stick"

HANDY-SHIFT IS HERE

REMEMBER THAT NAME—HANDY-SHIFT! It means the beginning of a new kind of driving experience . . . a kind of driving that's easier, safer, far more comfortable than ever before.

It means, too, that the old type "Wobble-Stick" gear shift is gone forever. In the new De Soto there are no annoying rods or levers jutting out of the floor . . . nothing to interfere with the comfort of front seat passengers.

Instead, you will find a clear, roomy front compartment, with De Soto's new HANDY-SHIFT . . . just below the steering wheel, attached to the steering column. That's where you will shift gears on your new De Soto! Handy-Shift brings new joy to driving.

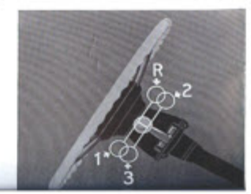
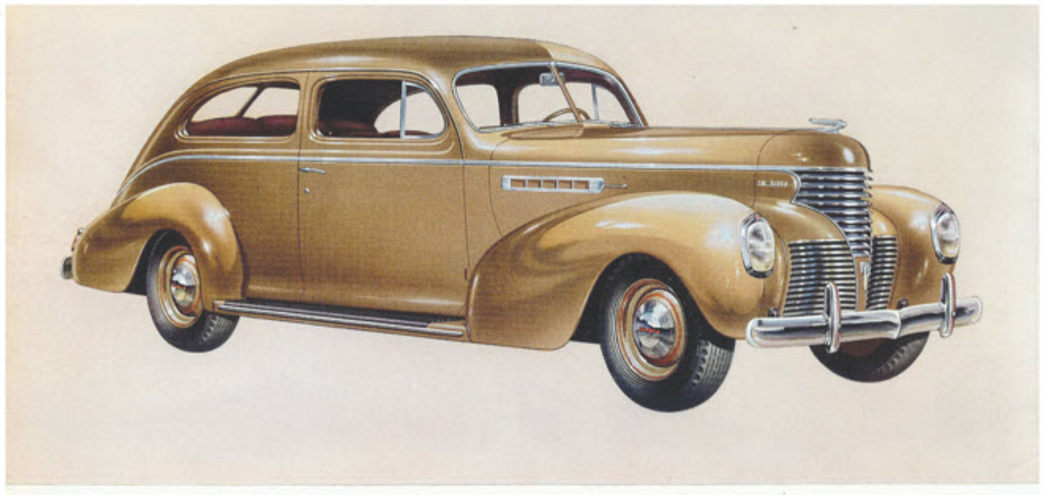


DIAGRAM AT RIGHT shows the gear positions . . . same as before . . . nothing new to learn. Gear-shifting's easier!



DE SOTO
Touring Sedan
FOUR-DOOR

DESOTO PRESENTS TWO GREAT LINES of cars for 1939—the Custom and the DeLuxe. Never before has such luxury been offered at such a low price. Everything about the new De Soto is different. Look at that exciting new radiator grille of gleaming chromium . . . the wide-range safety headlamps set flush in fenders . . . the smooth flowing contours that sweep back to the concealed, streamlined luggage locker. The De Soto Touring Sedan is available in both Custom and DeLuxe models.



DE SOTO
Touring Sedan
TWO-DOOR

MANY PEOPLE WILL PREFER this stunning De Soto Two-Door Touring. Its interior is luxurious. Both front and back seat are of the sedan type—plenty of room for six *big* people. We've made the door extra wide—the rear compartment is easily entered. Note the absence of the old-fashioned "bustle"—thanks to De Soto's Streamlined Luggage Locker which has 23 cu. ft. of usable space. The De Soto Two-Door Touring Sedan is available in both DeLuxe and Custom models. All De Soto models have "Durasheen" finish.

"Sofa-Wide" Seats— ROOM FOR SIX



HEAD ROOM TO SPARE! The man in the photograph is five feet ten inches tall . . . and just look at the extra room above his head. This new De Soto not only *looks* big . . . it *is* big, all over.

FRONT COMPARTMENT 4½" WIDER . . . CLEAR OF ALL OBSTRUCTIONS . . . MORE LEG ROOM . . . MORE HEAD ROOM . . . LUXURIOUS LIVING-ROOM COMFORT FRONT AND REAR . . . CHAIR-HIGH SEATS . . . FINE-CAR UPHOLSTERY AND APPOINTMENTS . . . BIGGEST, ROOMIEST DE SOTO EVER BUILT!



LOOK AT THE ROOM in that big front seat. It's as wide as a sofa. Three can ride comfortably. Note the full-view windshield—you've never looked through one so high and wide.

EASY TO ENTER! Wide doors make it easy to get in or out of this new De Soto. New Rotary Door Locks allow doors to close with finger tip pressure, no slamming.



SOFA-WIDE SEATS! Here's real living-room comfort on the open road. Seats are wider, deeply-cushioned. They're chair-high, too, providing normal, relaxed sitting posture for three big people!



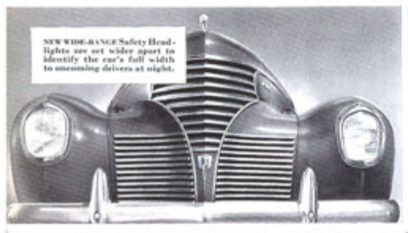


YOU WON'T HAVE TO lean forward or crane your neck when sitting in the back seat of this new De Soto. Windows are where they should be . . . permitting full visibility from natural resting position. Rear window swings open for controlled ventilation.



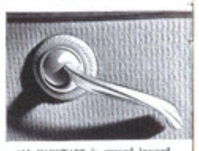
Right—MORE LEG ROOM in the front compartment. Not just for one person, but for three. The gear shift lever is eliminated . . . the compartment is 4½ inches wider! High instrument panel provides knee-room for tall people . . . nothing to bump against.

NEW *Wide-Range Safety Headlights*



NEW WIDE-RANGE Safety Headlights are set wider apart to identify the car's full width to oncoming drivers at night.

SOFTER, MORE POWERFUL, GENUINE HYDRAULIC BRAKES . . . NEW CONSTANT-SPEED ELECTRIC WINDSHIELD WIPERS . . . NEW SAFETY-STYLED INSTRUMENT PANEL . . . SAFETY-STYLED INTERIORS . . . SAFETY STEEL BODY . . . NO OTHER CAR GIVES YOU ALL THESE FEATURES.



ALL HARDWARE is curved inward. Can't catch or tear clothing. It's beautifully designed in keeping with De Soto's smart new styling.



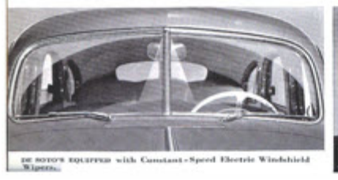
ALL CONTROLS are grouped directly in front of the driver. They are recessed on a sub-panel beneath the dash. No buttons or knobs project to catch or tear.

DE SOTO'S GENUINE HYDRAULIC brakes are time-tested through 15 years of Chrysler Corporation hydraulic brake experience. This year they're improved, less pedal pressure being required to effect quick, smooth stops at all times.





PISTOL GRIP hand brake is mounted just below instrument panel to driver's left . . . off the floor, out of the way of passengers.



DE SOTO'S EQUIPPED with Constant-Speed Electric Windshield Wipers.



A FORTRESS OF STEEL protects you! Safety Steel body, one-piece steel top.



SAFETY! NO SHARP CORNERS . . .



DE SOTO *Coupe*

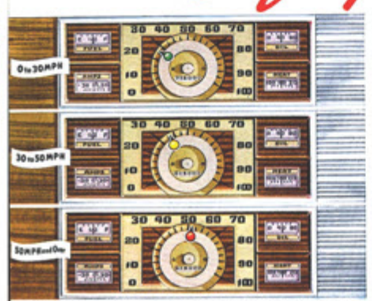
HERE'S A CAR THAT COMBINES sparkling new beauty with ideal utility . . . the luggage deck has 48 cubic feet of usable space!—almost 6 feet long and over five feet wide! . . . this model is smartly styled to appear at home in any kind of company. The roomy front compartment seats three big people. Available in DeLuxe and Custom models.

The De Soto coupe is also available with two auxiliary seats inside the car. They fold out of the way when not in use. Plenty of room for five people when necessary.

The smooth flowing contours of the Coupe, sweeping back in one unbroken line from the long, sleek hood make this model one of the most beautifully streamlined automobiles in the world, regardless of cost.

NEW *"Safety-Signal" Speedometer*

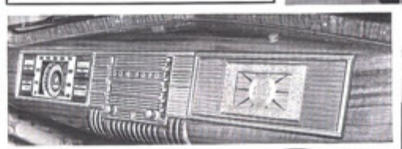
ACTS LIKE A "SILENT POLICEMAN" . . . WATCHES YOUR DRIVING SPEED FOR YOU . . . NEW LUXURIES . . . NEW CONVENIENCES MAKE YOUR DRIVING EASIER, MORE ENJOYABLE!



HERE'S THE MOST INGENIOUS speedometer ever put on a car . . . the Safety-Signal Speedometer. From 0 to 30 m.p.h. it shows GREEN; from 30 to 50, it shows AMBER; at 50 m.p.h. and above, it shows RED. Acts like a "silent policeman" to warn you of your driving speed range. You'll find it an aid to safer driving.



NON-SLAM DOORS equipped with new Rotary Door Locks may be closed with finger tip pressure. Door slamming is completely eliminated.



INSTRUMENT PANEL is Oriental Walnut finish. A Custom-built "push button" radio is available for installation behind chrome grille.



INTERIOR ILLUMINATION is provided by a lamp over the rear window. Prismatic glass gives more light.

NEW SAFETY-CATCH on doors. By pressing a button, door handles are made inoperative . . . can't open accidentally.





A COMFORTABLE FOOT REST is recessed in the back of the front seat. Permits proper resting posture . . . adds inches of leg room.



ASH TRAY conveniently located on shelf above instrument panel. Lid of tray disappears beneath shelf.



NOTE THAT GLOVE BOX door is beautifully ornamented with a perfectly smooth surface. No knob projects.



SPONGE RUBBER ARM RESTS give real arm-chair comfort to back seat passengers. Made softer for safety.



HERE'S THE "INSIDE STORY" of a great new car. In every detail the inside appointments of this new De Soto live up to the smartness of its Streamline-Styled exterior.

Both front and rear seats are "sofa-wide" . . . luxuriously cushioned. Upholstery selection includes Blue-Gray Pile fabric or Taupe Bedford Cord . . . available on all DeLuxe models at no extra cost. A Broadlace pattern adds a smart decorative touch to the rear arm rest and trim.

All window and door controls are finished in Rose-Beige Tenite.

Right—The De Soto Custom models are upholstered in luxurious Blue or Tan Broadcloth. Front compartment is carpeted.



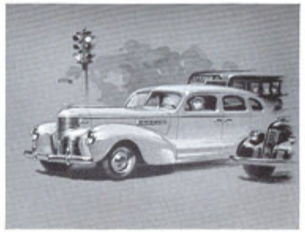
DE SOTO *Sedan*

SEVEN-PASSENGER

THE DE SOTO SEVEN-PASSENGER SEDAN is a car any family can be proud to own. It compares with the most expensive cars built—in everything but price. It has a long, 136-inch wheelbase. Inside, you'll find every fitting you could possibly want. Extra-wide seats front and rear, plus two forward-facing seats in the rear compartment. You get a powerful 100 horsepower motor with aluminum cylinder head. Safety-steel body. Hydraulic Brakes. Airplane-type shock-absorbers. Long-lasting "Durasheen" finish. Many other famous De Soto features *impossible* to get on some more expensive cars. Limousine bodies are also available on this chassis. Seven-Passenger Sedans and Limousines are available in DeLuxe or Custom models.

NOW... *Five Speeds Forward!*

DE SOTO'S PERFECTED AUTOMATIC OVERDRIVE HAS NEW "STEP-DOWN" FEATURE... GETS CAR IN CONVENTIONAL GEAR INSTANTLY... EXTRA POWER FOR PASSING... BRINGS OVERDRIVE ECONOMY TO CITY DRIVING... AVAILABLE AT EXTRA COST



1 AVAILABLE AT MODERATE extra cost on all De Soto models is Perfected Automatic Overdrive . . . the equivalent of Five Speeds Forward! The Powerful low gear gets you away from stoplights quickly.



2 FAST PICK-UP IN SECOND GEAR . . . a smooth, lightning-fast conventional second gear may be used for continued acceleration to get you out of heavy traffic snarls. The New 1939 De Soto's second gear gives sparkling performance.



3 SECOND OVERDRIVE—gives greater performance ability than conventional high gear—gives greater flexibility in mountain driving or in heavy going where you want to combine power with continued acceleration.



4 NEW "STEP-DOWN" FEATURE—you can go from high overdrive to conventional instantly . . . Cruising along in high overdrive . . . you want extra power . . . press accelerator to the floor . . . you're in conventional with plenty of pick-up . . . ease up, you're in overdrive!



5 OVERDRIVE IN HIGH . . . the cruising speed, cuts engine revolutions one third—saves on gas, oil, engine wear. Comes in sooner this year, bringing economy to city driving.

Introducing— A NEW RIDE FORMULA!

SCIENTIFIC WEIGHT DISTRIBUTION BANISHES FATIGUE . . . AIRPLANE-TYPE SHOCK-ABSORBERS SMOTHER THE BUMPS . . . INDEPENDENT FRONT WHEEL SPRINGING ISOLATES SHOCK . . . RUBBER FLOAT BODY MOUNTINGS MINIMIZE VIBRATION . . . YOU GET A "CUSHIONED" RIDE.



DE SOTO HAS AMAZING Ease of Control—You ride so relaxed! Bumps, vibration, and "wheel fight" are gone! It's easy to steer . . . all controls are at your finger tips . . . seat adjustable for tall or short people.



RUBBER FLOAT BODY MOUNTINGS cushion and insulate body from frame. Cut out road rumble and hum. You enjoy a floating ride.



HERE'S HOW YOUR DE SOTO walks right over bumps in the road. Independent Front Wheel Springing permits you to glide smoothly along. A Sway Eliminator prevents



NURSERY RHYMES . . . AT FIFTY MILES AN HOUR! You can read a book, write a letter, take a nap. De Soto's balanced weight distribution has banished vibration. Long trips never tire you. You get a "cushioned" ride that



AIRPLANE-TYPE HYDRAULIC SHOCK-ABSORBERS smother the bumps. Double-acting. Low pressure. Automatically adjust themselves to load and road conditions. A cushioned ride!

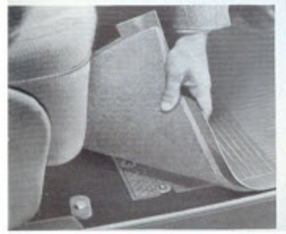
SCIENTIFIC WEIGHT DISTRIBUTION keeps the engine well forward . . . "cradles" both seats between axles. Ride is smooth, even . . . no more "bucking" or bracing. You ride relaxed.



DIRT-NOISE-DRAFTS *Sealed Out!*



SCIENTIFIC WEATHER-STRIPPING keeps dirt and drafts out. De Soto's new heavy rubber door strips, like the one shown above, form a close-fitting seal with the door when it is closed.



HEAVY FELT MATS under the floor carpets deaden sound . . . completely block out underfoot drafts . . . provide insulation against excessive road

INGENIOUS NEW RAIN TRAP IN COWL VENT . . . FRESH AIR AT ALL TIMES . . . NO RAIN LEAKS . . . CONTROLLED INDIVIDUAL VENTILATION FOR ALL PASSENGERS . . . ALL DOORS SEALED AGAINST DRAFTS AND DIRT . . . ENTIRE BODY INSULATED TO SEAL OUT HEAT AND COLD.



NEW RAIN TRAP COWL VENTILATOR—when it's hot and muggy outside during a heavy rain you really need fresh air. De Soto gives it to you with an ingenious rain trap built into the cowl ventilator. No more stuffy ears . . . no more foggy windshields. Leave the ventilator open in rainy weather. Fresh air comes in . . . rain is drained out!



INDIVIDUAL VENTILATION is provided for front and back seat passengers. Air currents are controlled by these chrome-trimmed swing-type wings, front and rear.

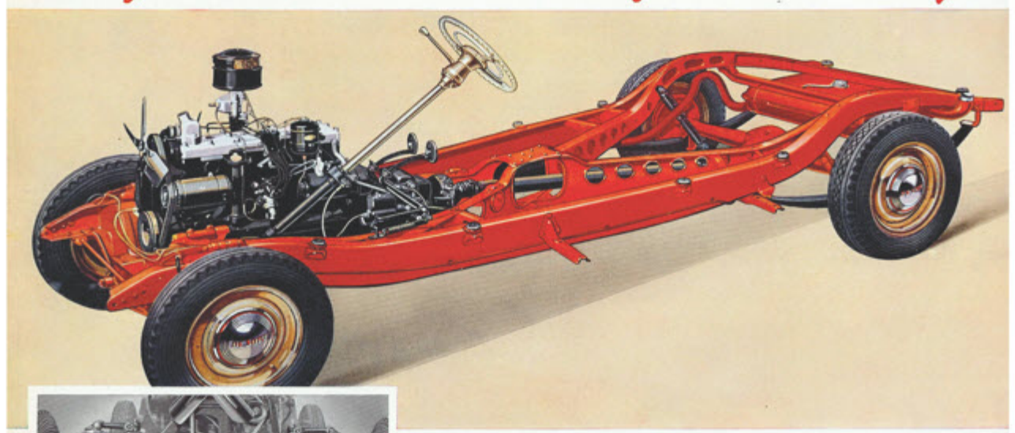


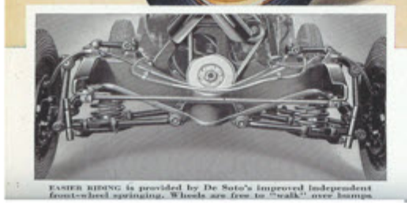
MANY POUNDS OF INSULATING material, used wherever noise, drafts or cold might seep into the car, are used to make De Soto as Sound-Proofed as a modern radio studio!

EVEN THE TIRES have a special tread to reduce objectionable road "buzz." A new design gives longer, more even wear.



Engineered to Save You Money





EASIER RIDING is provided by De Soto's improved independent front-wheel springing. Wheels are free to "walk" over bumps.

DE SOTO'S MASSIVE CHASSIS with its strong, rigid frame contributes much to the stability and ruggedness of the car. Frame side members with a maximum depth of six inches are joined together with a sturdy X-member and rugged cross members.

De Soto's 93 H. P. "Super-Economy" engine is built for years of trouble-free service.

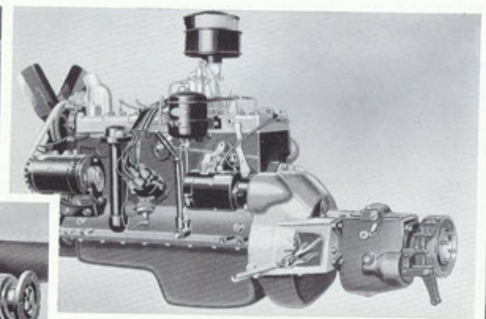
This year the Chrysler Corporation adds another triumph to their long list of firsts—it's called SUPERFINISHING—a new and revolutionary method of finishing metal parts.

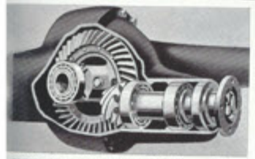
SUPERFINISHING prolongs the life of the car. Engine parts are finished much smoother than before. This new process contributes to the Super-Economy of De Soto's engine.

EVERY MILE YOU DRIVE!



HARDENED HEAT-RESISTING valve seats of steel, used on DeSoto, postpone valve grinding for thousands of extra miles—saves you money.





QUIET HYPOID REAR AXLE, with its use of a larger pinion gear and greater area of gear tooth contact, gives greater strength.

DE SOTO'S 93 H.P. "Super-Economy Engine" gives you the thrifty performance of a six with more power and pick-up than you'll ever need. Built for long years of trouble-free service.

Below—SUPERFINISHING smooths parts to within 3 to 10 millionths of an inch. Shown below are superfinished pistons and a crankshaft, two of the many parts superfinished in the new De Soto to give your car longer life.





SHOCKLESS STEERING is provided by "cushioning" the steering column mounting in live rubber pads. Road shocks transmitted through the frame are absorbed by the "cushions" . . . "Wheel fight" eliminated.



FLOATING POWER ENGINE MOUNTINGS—an exclusive Chrysler Corporation feature. This feature suspends the engine in proper balance . . . dissipates the natural vibrations . . . adds many extra miles to motor life.

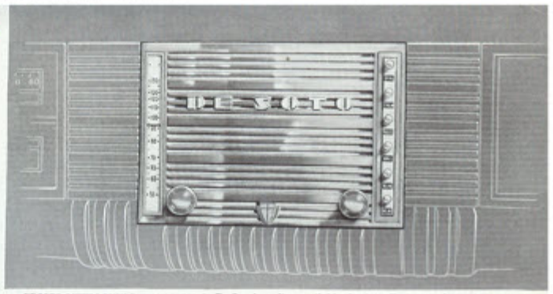
FULL-PRESSURE LUBRICATION on all main, connecting rod, and camshaft bearings, and jet sprays on cylinder walls supply a continuous stream of oil to all moving parts. Engine life is greatly increased, oil economy improved. Another dependability feature!



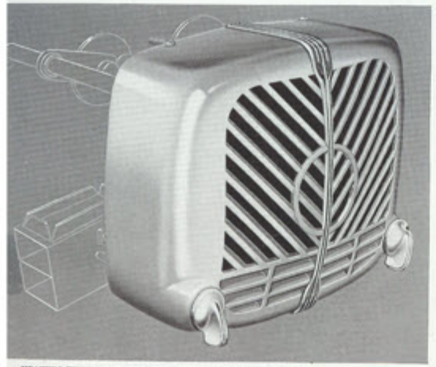
THE ABOVE ILLUSTRATION shows how De Soto's "equal pressure" genuine hydraulic brakes gives smooth, even stops. With "self-energizing" brakes, however, the driver may experience dizzy, uncontrollable steering



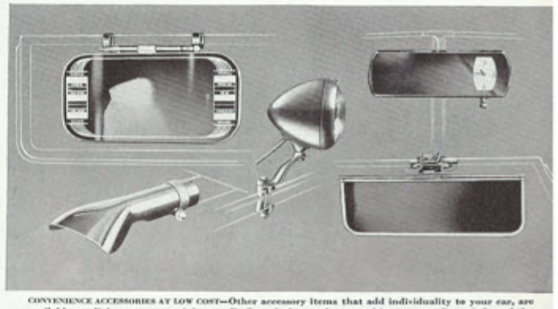
Custom Built ACCESSORIES FOR YOUR DE SOTO



DE SOTO OFFERS PUSH-BUTTON-TUNING—De Soto's radio, available for installation, is designed to blend in with the beauty of De Soto's safety-styled instrument panel. It features "Push-Button-tuning," allows you to get your favorite stations without taking your eyes from the road. Manual control for universal tuning is also a feature. The speaker and set are concealed behind the center of the panel.



HEATERS WITH FRESH-AIR ATTACHMENT—De Soto offers heaters for your car in price ranges to fit your purse. Heaters distribute hot air evenly. A controlled fresh-air attachment, distributing pure, fresh, heated air in your car, is available for De Luxe Airstream, Regular Tri-Airstream and Super Tri-Airstream.



CONVENIENCE ACCESSORIES AT LOW COST—Other accessory items that add individuality to your car, are available at slight extra cost. Ask your De Soto dealer to show you his accessory line. A few of the items available are illustrated above. They include glare shields, sun-visor vanity mirrors, exhaust pipe extensions, rear-view mirror clocks and fog lamps.



NEW DE SOTO

IS NOW ON DISPLAY... TED HUSING TELLS THE STORY!

HUSING'S HIGHLIGHTS OF A GREAT NEW CAR

- ★ **De Soto's Handy-Shift**—on the steering column—old "wobble stick" is gone.
- ★ **Goodbye to "Trunk Bustles"**—the Streamlined Luggage Locker is here!
- ★ **Sofa-Wide Seats**—front and rear—room for six big people!
- ★ **5 Speeds Forward!**—with *Perfected* Automatic Overdrive—optional equipment on all models.
- ★ **Full-View Windshield**—higher, wider—with constant-speed wipers.



1 STREAMLINED STYLING is a fresh new note. Wide-range safety headlights *flush* in fenders. Most beautiful front-end you've ever seen on a motor car.



2 GEAR-SHIFTING IS EASY with De Soto's Handy-Shift mounted on steering post. Safety-Signal Speedometer shows green, amber, red . . . warns you of your speed.



3 NO TRUNK BUSTLE! Here's De Soto's new Streamlined Luggage Locker. Much bigger, 25 cubic feet of luggage space—but no bustle.



4 ROOM FOR SIX! De Soto's seats are as wide as a sofa! Room for big people—front and rear. Plenty of leg room, head room.



5 NEW RIDE FORMULA! You enjoy a cradled ride. Rubber Float Body Mountings absorb vibration. Airplane-type Shock Absorbers smother bumps.



6 DE SOTO GIVES you BIG-CAR performance. Yet it's *priced just above the lowest*. See it at your De Soto dealer's! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

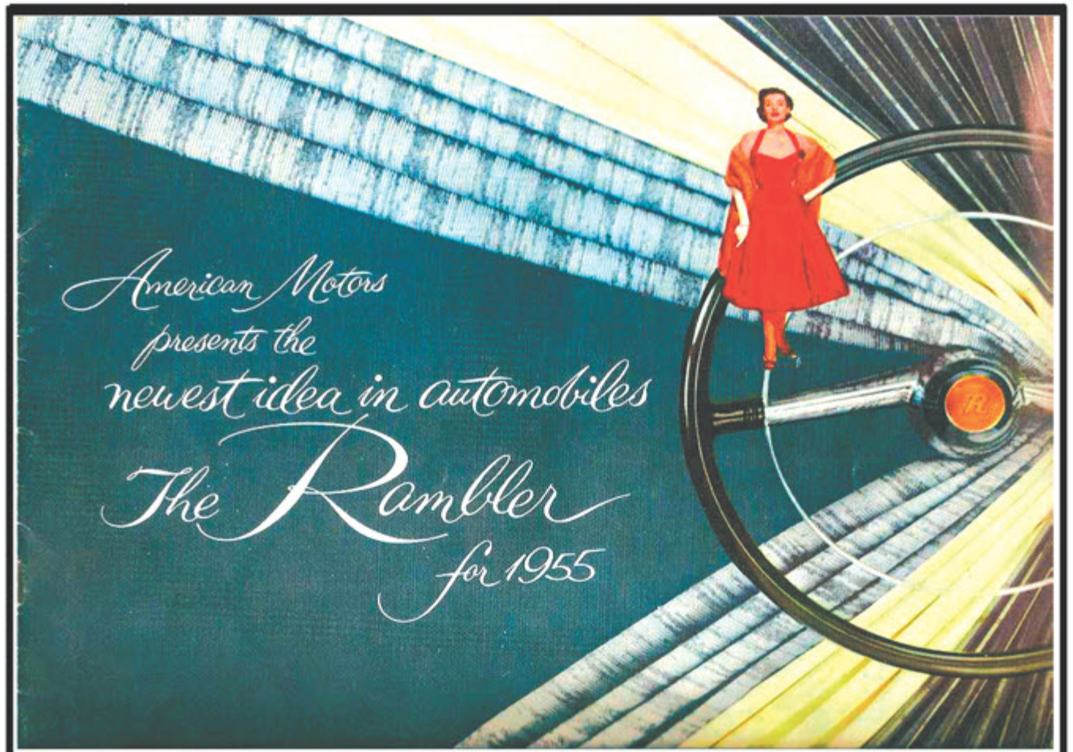
SEE YOUR

DE SOTO DEALER

FOR A GREAT CAR... FINE SERVICE & A SQUARE DEAL

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.





IT HAD TO COME!

We of American Motors believe the time has come for a new idea in automobiles— • • The time has come for nimble, more agile cars, quicker in traffic, easier to park on crowded streets. • • The need is here—for more versatile cars, real work-and-play family cars, better designed for cross-country travel needs... even with complete All-Season Air Conditioning! • • The time has come for greater safety in automobiles . . . stronger in construction, easier to handle, safer on curves.





• • The time has come for lower operating costs . . . for cars that can travel up to 600 miles on a tankful of gasoline. • • And the time is here for a truly fine car, economically priced, built without one single compromise . . . a car that bows to none—in features—in comfort—and in performance. • • We have built that car. It is here today, ready for you to see and drive . . . the Rambler! • • See it. Enjoy it. Then see if you don't agree that this is the start of a whole new motoring trend.





The new 1955 Rambler







RAMBLER CUSTOM COUNTRY CLUB—A "two-in-one" car that offers the fun of a convertible with the snug comfort of a sedan. Combines ultra-smart Continental lines with beautiful interiors designed to harmonize with body colors.

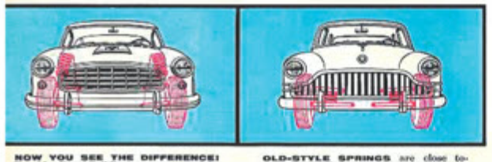
discover something

absolutely **new...**

The *Deep Coil* Ride



BACK SEAT COMFORT as smooth as the front with new balanced springing. Front and rear springs oscillate at the same rate to give you an "even-keel" ride on any type of road. New "tension type" rear spring shackles provide a variable spring effect for uniform riding comfort.



NOW YOU SEE THE DIFFERENCE! Rambler Deep Coil Springs put car weight and center of gravity between and below the springs, instead of above the springs, as in other cars. Note how springs are longer, braced outward like "Sea Legs".

OLD-STYLE SPRINGS are close together, offer little resistance to side-sway. Notice how much shorter ordinary springs are—lacking the length and suppleness to absorb shock. Compare the Rambler ride with any ride you've known before.



It's another "first" by American Motors engineers—the first great improvement in front suspension and springing in 20 years. Rambler springs are longer, softer—and braced *outward* like "Sea Legs" to cushion car sway and give a smoother, quieter ride.

Try it. You'll be amazed at the difference. You turn corners sharper and quicker than ever before—with a safer, "geared-to-the-road" feeling.

Ram it over the roughest road you know. The usual bounce and steering-wheel jiggle are gone. Those long, supple coil springs just "swallow up" road-shock and smother noise. And, for long trips, there is simply not another car—regardless of price—that can speed you 500 miles or more in a day with less effort or strain.

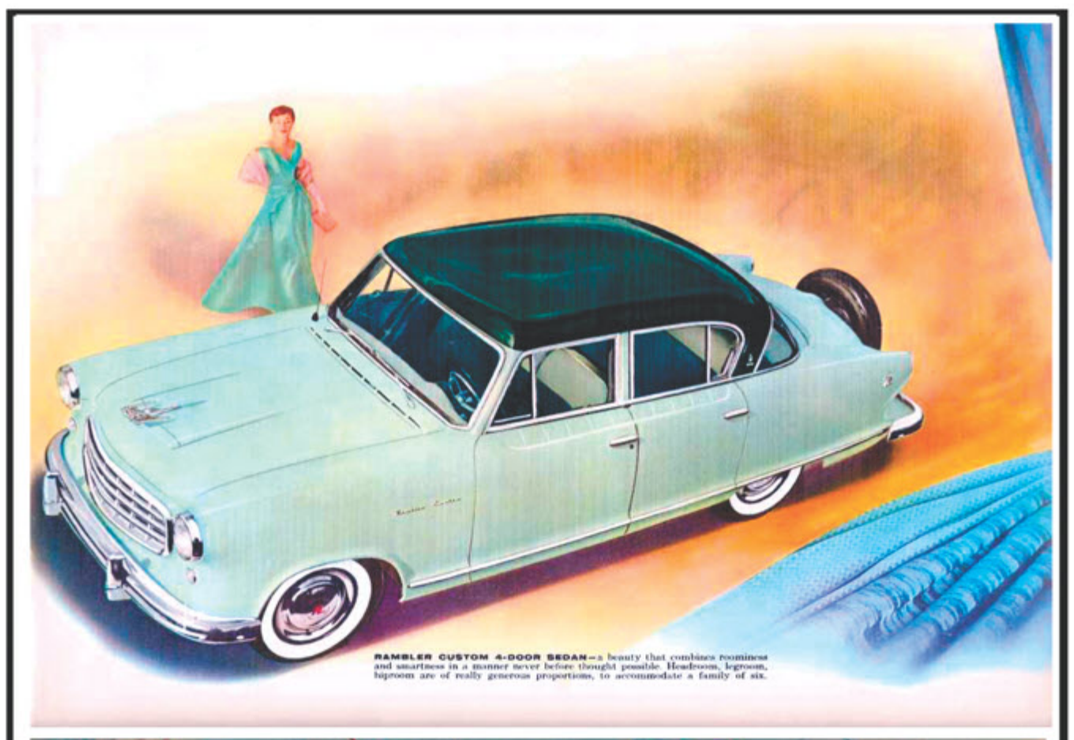
Discover the revolutionary new idea in riding comfort—the Rambler Deep Coil Ride.



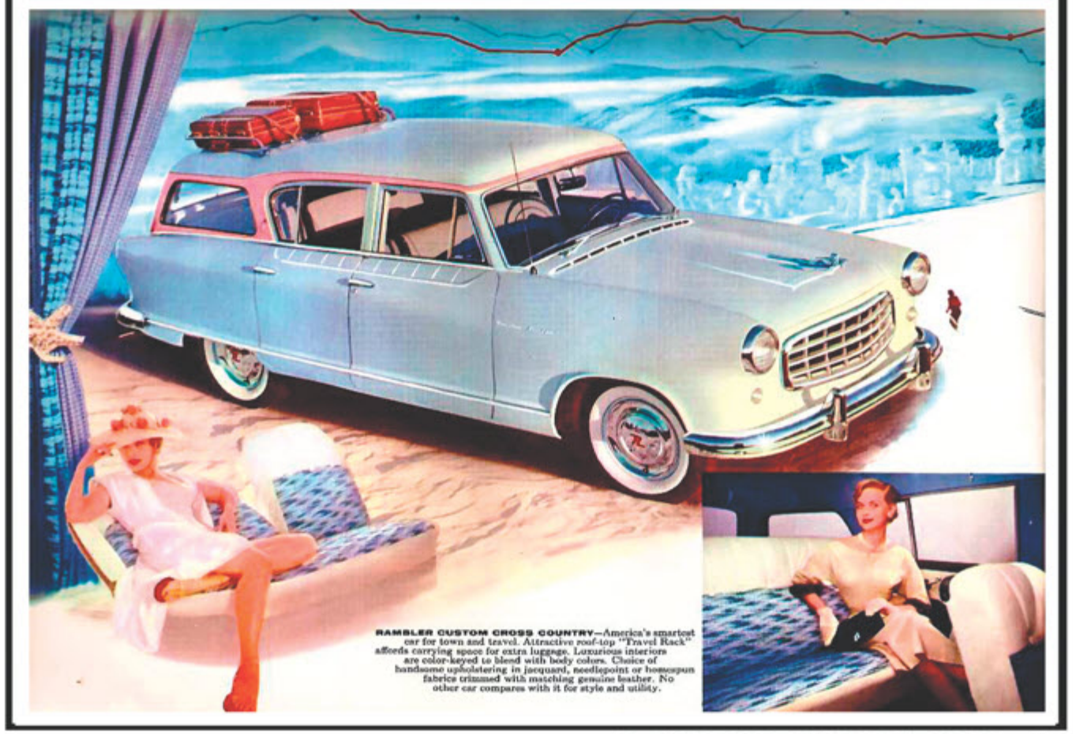
TWIN TRAVEL BEDS. Great for vacation, fishing, hunting and camping trips. Right-hand seat can be made up separately—ideal for resting children and keeping them on their "nap schedule" while traveling. Available in 4-door models.



AIRLINER RECLINING SEATS—another Rambler exclusive. Driver and front-seat passengers can change the angle of seat-backs at lower touch to reduce tension and banish the strain of long trips. Available in all models.



RAMBLER CUSTOM 4-DOOR SEDAN—a beauty that combines roominess and smartness in a manner never before thought possible. Headroom, legroom, hiproom are of really generous proportions, to accommodate a family of six.



RAMBLER CUSTOM CROSS COUNTRY—America's smartest car for town and travel. Attractive roof-top "Travel Rack" affords carrying space for extra luggage. Luxurious interiors are color-keyed to blend with body colors. Choice of handsome upholstering in jacquard, needlepoint or homespun fabrics trimmed with matching genuine leather. No other car compares with it for style and utility.

The New Idea in Station Wagons

The Smartest Thing on Wheels! The Most Practical Car You Can Buy!

Rambler "CROSS COUNTRY"



LOOK AT THE EXTRA LUGGAGE you can carry on your vacation trips with the smart new "Travel Rack"—standard at no extra cost. Plus *amazing* room for other baggage and gear behind the rear seat.

Yes, it's the Newest Idea in Cars for the new needs of fast-moving, far-traveling, do-it-yourself Americans. A large four-door family sedan, smart enough for a Fifth Avenue wedding, yet with all kinds of utility capacity that make it the most practical car you can buy. For long-distance travel you simply can't find its equal. Think of having Airliner Reclining Seats to "nap" the children, Twin Travel Beds for camping . . . and that handy Travel Rack for extra luggage. Inside, you'll see the most luxurious interiors ever designed into a car so practical—the finest fabrics and genuine leathers, blending with the eye-catching exterior body colors. The rear seat folds down flush with the floor to give added "pay-load" capacity.



HERE YOU SEE the vast expanse of interior luggage space *behind the rear seat*. It's the perfect place for stowing parcels when shopping, packing picnic supplies . . . it can even double as a play-pen for the toddlers in the family. See the Rambler Cross Country—America's low-priced 4-door station wagon.

DROP THE TAILGATE, fold rear seats forward, you have a steel platform nearly seven feet long to carry utility loads. With tailgate closed, you have 60 cubic feet of enclosed cargo space.



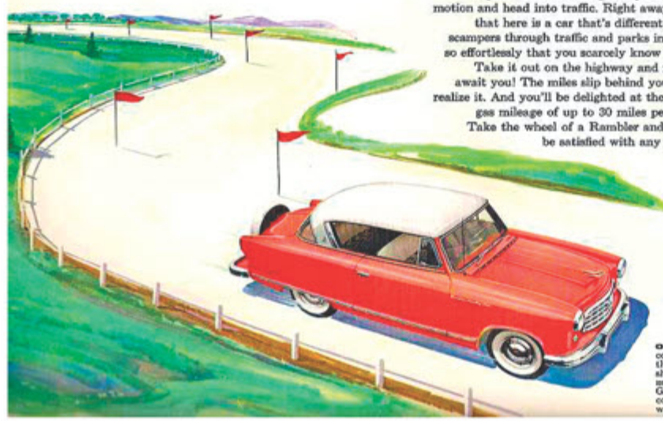
a **brand new** kind of performance

. . . with the shortest turning radius of any family car in America

IT SCAMPERS UP THE HILLS! Drive a Rambler in the mountains. You'll thrill to the way it takes the steepest grades—clings to the curves like a mountain-climber.



Slip behind the wheel and get set for an entirely new experience in motoring. Set your new Rambler in motion and head into traffic. Right away you'll realize that here is a car that's different . . . that scampers through traffic and parks in its own shadow so effortlessly that you scarcely know you are driving. Take it out on the highway and more new thrills await you! The miles slip behind you before you realize it. And you'll be delighted at the money-saving gas mileage of up to 30 miles per gallon. Take the wheel of a Rambler and you'll never be satisfied with any other car again.





80% of driving is in traffic. You get around town so much quicker, so much easier, when you drive a Rambler.

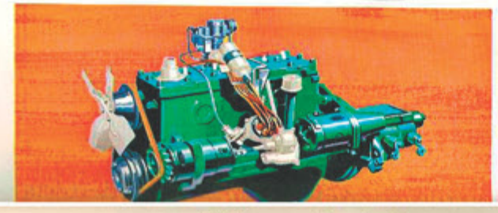


You park in places others have to pass by. And it's so easy to turn too, even for the most delicate lady driver.

OUT-MANEUVERS THEM ALL! Under today's traffic conditions, a nimble car is a virtual necessity. Here again, the Rambler is tops. Its 36-foot turning diameter is the shortest of any family sedan in America. What's more, maneuverability tests at the American Motors Proving Grounds prove the Rambler turns quicker, at the driver's command, than any other car you've ever driven . . . and with finger-tip control, too.



RAMBLER TWO-DOOR SEDAN—the ideal car for those who want the finest transportation at the lowest cost. Every spacious inch speaks of outstanding Rambler quality.



Super Flying Scot Engine
The Heart of the New Rambler

Up to 30 miles a gallon with performance that gives a new thrill to driving. Here is the stout heart of the Rambler, the Super Flying Scot engine, with a compression ratio of 7.3 to 1. This amazing economy is possible with regular gasoline, too. The famous Iso-Thermal intake manifold assures more constant temperature control in all weather. Beneath the hood is the secret of unmatched Rambler responsiveness, performance and gasoline economy.

America's **Most Practical** Utility Car

Designed for Personal, Business and Recreational Use



THE RAMBLER SUBURBAN—Here is the really practical station wagon that doubles as an attractive passenger carrier and a husky working car. Businessmen, salesmen and retail merchants find it ideal for light deliveries and carrying samples. Sportsmen look upon it as the perfect traveling companion on hunting, fishing and camping trips. The rear seat folds down flush with the floor to give ample pay load space or room for beds on trips to the fields and streams. Then—presto—it is a smart, stylish passenger car, equally at home at the opera or club. The Rambler Suburban—today's top-value utility station wagon—is available in striking solid colors and two-tone exterior combinations.

Southern Wheels TECHNICAL SERVICE BULLETIN



VOL. 14 No. 11 JUNE 1, 1940

ARE YOU READY?

For service men, a silver lining of the war clouds is that Packard owners, in larger numbers than ever, are going to spend their vacations and make all of their trips somewhere between the Atlantic and Pacific oceans. More people are going to take to heart this "See America" business and that's just fine for us. People just will take vacations and they will travel and that makes all the more important this matter of the proper handling of the touring owner.

We have outlined on many occasions the things that should be done but we all forget some of those things that we figure we know best. So let's go over this once more.

What do touring owners like in the way of service? In the first place, because they're tourists they don't want to spend a large part of their time inside a service station. The first thing for a service salesman, therefore, is to ask each of his owners when he is taking his vacation and try to sell him on work that should be done to his car that will assure him of a pleasant and safe trip. Get as many of your owners started off right as possible.

When a tourist comes into your service station just assume that he is in a hurry to get on his way and do everything you can to be sure that what work is necessary is done quickly and thoroughly.

Probably he is a stranger in your town. You ought to make sure, therefore, that he can find his way around and he is acquainted with a good place to stay if any delay is to be encountered. Be sure you are acquainted with the best routes out of town, and a few good road maps will always come in handy. Make him feel that yours is a friendly service.

Be sure if his car is inside the warranty that he doesn't have to pay for work you should handle on a labor claim. Never send a tourist on his way with any old parts in his car that you should have handled on a returned goods tag with your Distributer or the factory.

Do only the work on a tourist's car that he wants done or that will keep his car running properly. Leave other than warranty emergency work until the owner returns to his home. There is nothing to be gained by criticizing the work of another service station or the factory, nor is there any advantage in letting an owner think that his particular trouble is common to all cars of that series. Make sure that all tourists leave your place with their cars fixed right and with the feeling that Packard Service in your town is "the best."

For details in connection with handling the service policy affecting tourists, read carefully Service Trade Letters T-2882, October 14, 1937; T-2894, December 15, 1937, and T-2902, March 21, 1938.

Word of mouth advertising does things; Packard tourists travel far and wide. Let's make sure they have only the right things to say about Packard Service.

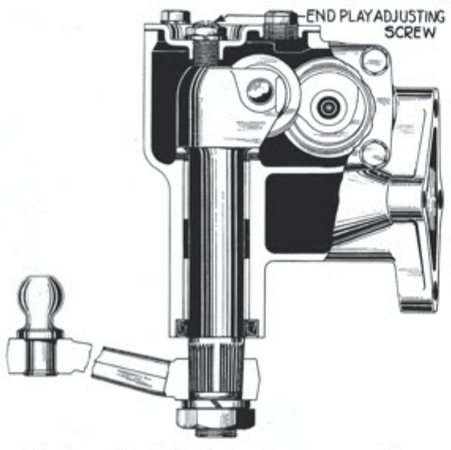
Southern Wheels TECHNICAL SERVICE BULLETIN

WHEEL FIGHT—1801

Wheel Fight, the tendency of the steering wheel to jerk in the hands of the driver when passing over slight road irregularities, is caused by excessive backlash in the steering linkage which permits the wheels to be deflected. When working to correct a condition of Wheel Fight, all steering connections should be checked and adjusted.

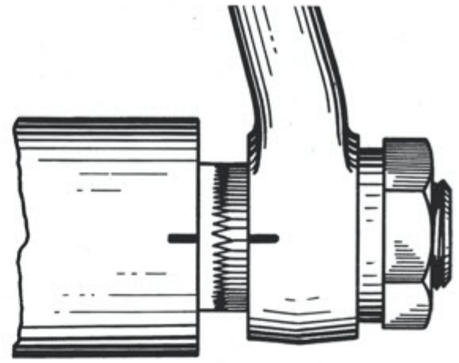
There are, however, two places where excessive play is most likely to develop. These are: excessive end play in the steering gear cross shaft, and the steering gear, not on the high spot in the straight-ahead position.

The first step in correcting Wheel Fight should be to carefully adjust the steering gear for "Up-and-Down Play," "Cross Shaft End Play" and "Roller Mesh" as described in the Shop Manual. If excessive "Cross Shaft End Play" is found in the eighteenth series cars it will probably be due to the cross shaft adjusting screw having worn a groove or recess in the end of the cross shaft.



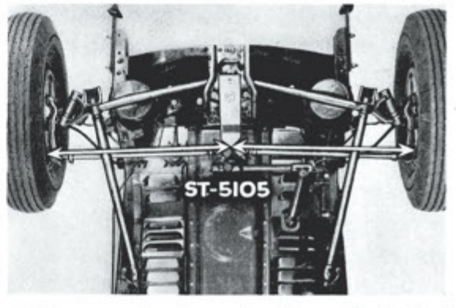
On the early eighteenth series cars a steel cross shaft adjusting screw was used. Later in production the material in the screw was changed to brass to reduce the wear on the cross shaft. When adjusting for "Cross Shaft End Play" the adjusting screw should be inspected and steel screws replaced with the new brass screw. The new screws are carried in service stock under original piece number 213315. When installing the new screw the outside corner of the contact surface should be rounded slightly with a file to insure its fitting into the recess in the cross shaft.

After the steering gear has been adjusted, it should be set on the high spot and the wheels placed in the straight-ahead position. If the steering linkage is correctly adjusted, the steering connecting rod will just reach from the steering crank to the steering lever.



In production, we are now marking the position of the steering lever in relation to the high spot. A mark on the end of the steering lever lines up with a similar mark on the steering gear case when the gear is on the high spot. Do not move the steering gear off of the high spot to bring the steering lever into position with the connecting rod. If adjustment is necessary it should be made by relocating the steering crank. This may be done by holding the steering gear on the high spot and moving the steering crank to the right or left as necessary to install the connecting rod.

Moving the steering crank in this manner will throw the wheels off the straight-ahead position



and they must be relocated and the toe-in checked and reset. Install the Steering Crank Aligning Gauge ST 5105 in the frame cross channel under the steering crank. The point of the gauge indicates the center line of the car. Adjust the cross tube until the distance from the center of the