

Milady's Ensemble Principle Applied In Accessory Field

Chevrolet Accessories Make New Cars More Comfortable And Beautiful, Parts Manager Says

Many automobile owners consider accessories as luxuries, but a greater number of them will dress up their cars through the use of accessories during 1937 than ever before. Individual owners have found the secret of finding a personal touch to their cars with extra accessories, despite the fact that motor cars now embody more and more of the qualities which accessories are designed to provide.

Recognizing the demand for accessories, the Chevrolet Motor Company has engineered its special equipment to the Chevrolet car in order to permit the owner to custom-build his automobile to his own requirements.

M. D. Douglas, general parts and accessories manager of Chevrolet, likens automobile accessories to the accessories that a woman wears, such as hats, gloves, or vanity cases.

Dresses, handbags, match covers, and many other accessories are available for each car, he said. "Some require special cost, but they are worth the cost."

Chevrolet accessories make their cars even more comfortable and beautiful.

Chevrolet accessories are all engineered to the car itself.

Increased safety, convenience, comfort and pride are paramount considerations in the production of the various items.

Driving lights, right-hand tail and parking lights, right-hand mirrors and windshield wipers, and bumper guards dress up the car, but they are primarily designed to contribute to safety in traffic.

Even Vanity Mirrors. Beaters, clocks, brake-extension levers, vanity mirrors, and other accessories are designed to add primarily to convenience and comfort in driving, but they also increase the beauty of the car.

The new heaters, for example, are designed to give maximum comfort. The new defroster, designed by Chevrolet, and combined with the heater, is engineered specifically for the Chevrolet car. It assures clear vision even in the coldest weather by preventing frosting of the windshield.

The new Chevrolet for 1937 is a seven-seat sedan embodying several new features that guarantee reception comparable to that of the finest home radio. The national quality service permit the owner to obtain balanced reception at all times. Local and long distance broadcasts may be heard with equal ease. A special innovation is a small resonator set in behind the dashboard to augment the effectiveness of the loud speaker.

Chevrolet has substituted a new and larger master series for the standard line of passenger cars. The two series for 1937 are known as the master and master deluxe.

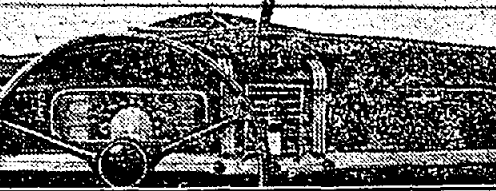
They are identical in wheelbase and in engine, and body design, differing in front spring suspension, rear axle and steering gear, trim and accessory equipment.

The new six-cylinder, high compression, valve-in-head engine, the new Chevrolet for 1937 has a larger body and slacker stroke than previous models. It is capable of developing 85 horsepower.

The need today is less for more roads, than for better roads. Our cars have been developed out of all proportion to the capacity of the highways to accommodate them. Automotive engineering has greatly outstripped road engineering.

Chevrolet Instrument Panel

Entirely redesigned in the modern manner, the handsome new instrument panel of the new 1937 Master De Luxe Chevrolet reveals a skillful combination of decoration and utility. Clear vision dials, chromium and color, controls and fittings, achieve true beauty and practical usefulness. At the center is an ash receiver and provision for radio installation. To the right is the clock, and to the left, a lock. All control knobs are in line at the center.



Sales Manager

W. E. HOLLER of Chevrolet

Lower, Lighter, Stronger Is Keynote Of This Car's Design

As the foundation for the 1937 Chevrolet, the engineering department has produced a chassis which is at once lower, lighter, and stronger, and thereby paved the way for noteworthy improvements in appearance, performance, economy, durability and safety.

The frame employed in both series is the new bridge-span box-section type, introduced in the standard models for 1936 and now

improved in several major respects. It consists of box-section side rails and box-section structural cross members, riveted together into an extremely rigid unit.

This structure is stiffer than the frame formerly used on the Chevrolet, and it is lighter, stronger, and more durable.

Factors affecting the ease of control have undergone much refinement. There is improved steering, better braking through the perfected hydraulic brake system.

Between the numerous safety features offered in the new models and the increased safety factor throughout the mechanical units, the new Chevrolet provides greater security for driver, passengers, and general public than any previous car in Chevrolet history.

Better Ride Provided. Improved suspension contributes much to the new models' stability. The rear springs in both series are directly under the frame, eliminating torsion due to overhang and giving a better ride. Kneecap action, with its accompanying stabilizer, provides maximum front-end stability on the master deluxe, while semi-elliptic front springs, with hydraulic shock absorbers and improved steering, assure excellent roadability in the master model.

One of the most noteworthy refinements in the master series, resulting in a degree of steering ease entirely new in conventional spring cars is a new shock-absorbing drawlink in the steering mechanism. This link is essentially a "floating" member, the ball-and-socket at either end being spring-cushioned on both sides. It resists to shock practically all road impacts before they can reach the steering wheel, thus making an important contribution to safety and to driving ease.

Strength and stability are body cars have been developed out of all proportion to the capacity of the highways to accommodate them. Automotive engineering has greatly outstripped road engineering.

Triple adjustment of the Chevrolet driver's seat is an innovation. A fingertip latch releases the seat, permitting it to be moved over a range of four inches from rear position to forward position. The seat moves forward, its height is increased a half-inch. At the same time, the seat-angle changes, tilting the back forward. Thus, the seat automatically adjusts itself to provide the riding position best suited to the stature of the driver.

Thousands upon thousands have already placed orders. . . . Other thousands are buying at this moment. . . . See and drive this brilliant new car and you will want one, too!

Comfort, Room, Safety And Beauty

IT'S WINNING THE OKAY OF THE enthusiastic preference of the cities, towns and farms of all America, where more than ten million people viewed this new Chevrolet in the first 24 hours.

Where thousands upon thousands of people have already placed orders, . . . and where the demand for new 1937 Chevrolets is increasing with each passing day!

The reasons are plain. This new Chevrolet for 1937 is the only low-priced car, with New High-Compression Valve-in-Head Engine.

Hydraulic Brakes, Improved Gliding Kneecap Action, Ride, and Super-Safe Shockproof Steering. . . . and the only low-priced car which combines Genuine Fisher No Draft Ventilation and Safety Glass All Around an extra cost.

Take a look at this car, take a ride in it, and we are confident that you will follow America's example and give your complete preference to the complete car—completely new. CHEVROLET MOTOR CO., DETROIT, MICH.

THE ONLY COMPLETE CAR—PRICED SO LOW

RAHWAY AUTO SUPPLY & SERVICE CO., INC. BROAD STREET AND MILTON AVENUE, RAHWAY SHOWROOM OPEN EVENINGS

Draws Praise Here

Oldsmobile Cuts New Car Prices



Oldsmobile's announcement on its 1937 cars is featured by a reduction in price on all enclosed four-door sedans and the models in the eight-cylinder line.

"Last prices at Lansing on the new six begin at \$885 and on the eight at \$975," Rabalais, president and general sales manager of the company, said.

"Last prices for 1937 are keeping with Oldsmobile's policy of giving buyers all that is new and better at the lowest possible price."

Accelerate gently, turning the accelerator pump more gas to the cylinders "let's go," he said. "Keep the foot steady."

Always try to coast to a stop. It costs money in gas to stop light and then start on the accelerator. Keep tires properly inflated. Inflate tires three times extra for the engine, which means gas is consumed.

Key the car properly. Turn the key for a long time, but don't turn it for a long time. Turn the key for a long time, but don't turn it for a long time.

For constant engine temperature, keep the radiator filled to the proper level. An overheated engine uses more gas.

See that the pointer of the oil control on the intake manifold heater is in the red. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

At least every 5,000 miles of use, have the oil changed. The oil control on the intake manifold heater is in the red.

THE RAILWAY RECORD

If You Would Save Gas Cost Follow These Simple Rules

Dozen Ways In Which You Can Cut Down On Fuel Consumption Outlined For Motorists.

A dozen simple rules for turning a gallon of gasoline into a maximum of miles show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

THE RAILWAY RECORD

If You Would Save Gas Cost Follow These Simple Rules

Dozen Ways In Which You Can Cut Down On Fuel Consumption Outlined For Motorists.

A dozen simple rules for turning a gallon of gasoline into a maximum of miles show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Gasoline evaporates from the tank. Tests show that as much as 20 percent of the gasoline in a passenger car is wasted in a variety of ways.

Chrysler Offers Dynamic New Cars in 1937 Lines

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.



The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

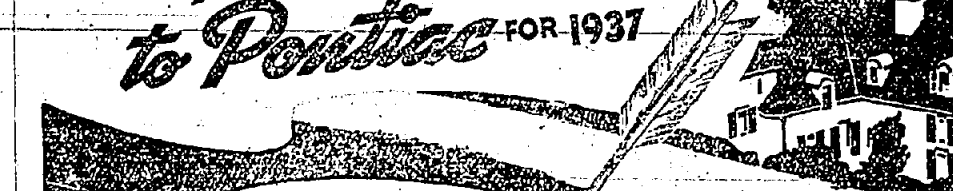
The Chrysler Royal, Imperial, and Airflow. The new Chrysler Royal line of a modern transport plane.

Chrysler has struck a decidedly modern note in the front end of its new Chrysler Royal line of a modern transport plane.

Everything points to Pontiac for 1937

AMERICA'S FINEST LOW-PRICED CAR BIGGER CAR—BETTER VALUE

enriched with more basic improvements than any new car at its price



All America marvels at what Pontiac has done—improved in every way a car that others said "couldn't be better" . . . increased its safety, . . . lowered its price . . . and made it more beautiful than any car at its price.

Not is that the whole story. Pontiac has done all these things yet Pontiac prices are again down near the lowest. Everything points to Pontiac for 1937. On every count it qualifies as America's finest low-priced car. Step inside, take a ride—that's the way to prove it.

SAFETY TRIPLE-SEATED HYDRAULIC BRAKES—LONGER WHEELBASE—17 INCH ON "6" AND 19 INCH ON "8"—LARGER INTERIOR—SAFER THE COMPARTMENT—SAFETY CENTER-POINT STEERING—LARGER INTERIOR—DOORS BY HUBER—ADJUSTABLE SEATING—2-PASSENGER FRONT SEAT—IMPROVED KNEE-ACTION REAR—PRODUCT OF GENERAL MOTORS

BOLAND BROS., Inc. WEST MILTON & ST. GEORGE AVES., RAHWAY, N. J. OPEN EVENINGS PHONE RAHWAY 7-6477

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

CHRYSLER ROYAL CHRYSLER IMPERIAL CHRYSLER AIRFLOW

AN ENTIRELY NEW CHRYSLER IMPERIAL—THE GREATEST OF THE EIGHTS!

New Packard De Luxe Sedan



One of latest Packard models now presented to public. Other styles are also offered for first time

Boland Brothers door touring sedan, four-door sedan and four-door touring sedan although the straight sedan

**Show Full Line
Of 1937 Pontiacs**

Sixes And Eights 14 Body Styles In Seven Color Choices Offered

automobiles, display cases and other items on display at Boland Brothers, Inc. here. They are painted in wheelbase, roomer, even more pleasing in appearance than the standard wheelbase, providing quality, with larger and more powerful engines, faster acceleration, higher top speed and more torque.

Data collected by engineers on more than 100,000 miles of early test runs turned up faster road speeds than the standard wheelbase cars found in the 1937 Pontiac line.

Engine wheelbases; bodies; 100 per cent uni-steeled top; faster bodies; lower wheelbases; 100 per cent uni-steeled; tilting adjustable seats; greater beauty and more torque; faster acceleration; higher doors; more sloping rear wheelbase for better view of the road.

enclosed Duhonnet type; gear

Both lines will offer seven body styles: business coupe, sport coupe, cabriolet, two-door sedan, two-


—ride in—drive
astounding new Pack

THE NEW
PACKARD 120
—Greater Than Ever
Yet Lower In Price!



THE NEW
PACKARD SIX

...the most rickard
Ever Built!



"...the most rickard
Ever Built!"

PACKARD ELIZABETH, Inc.
3331-333-335 NORTH BROAD STREET—ELIZABETH, N. J.—EL. 2-93

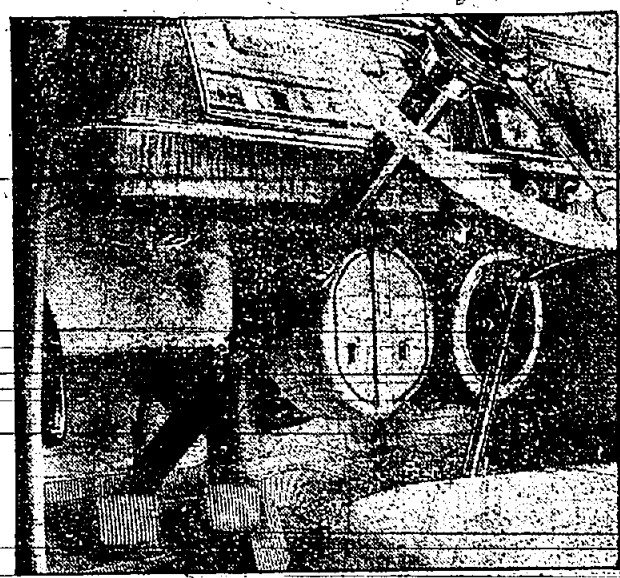
Oldsmobile Has Six And Eight On Display Now

Entirely New Cars Are Different And Original In Body Styling

Two entirely new Oldsmobiles for 1937, each distinctively different and original in body styling, are on display at the Amon Motor Car Company here.

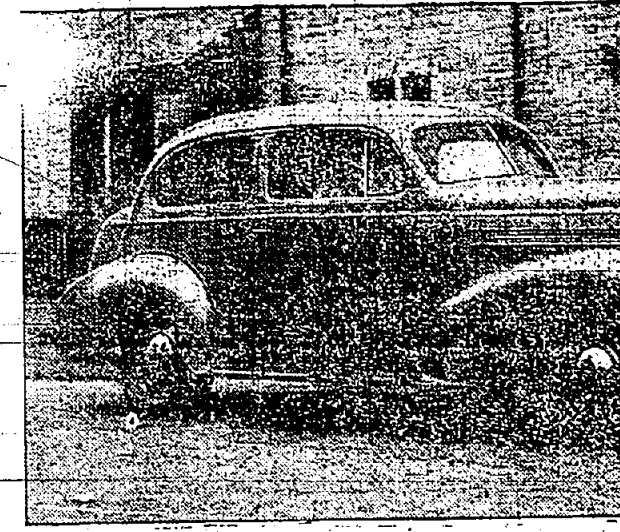
The new Oldsmobile Six and Eight are the latest developments in the Oldsmobile line. The Six is a four-door sedan, and the Eight is a four-door sedan with a trunk. Both cars are built on the new Oldsmobile chassis, which is a complete redesign of the previous model.

Pontiac Driver's Compartment



Below the dash are shown, from left to right, radio, heater and load speaker. The three-passenger gear-shift lever is indicated. Also electric clock and radio control in center of dash, as well as dual type steering wheel with chromium plated spokes.

For Style And Comfort



1937 OLDSMOBILE SIX TWO-DOOR TOURING SEDAN WITH TRUNK

Reviewing The New Oldsmobile



FRONT VIEW OF 1937 OLDSMOBILE SIX

Roominess Featured In The Olds



1937 OLDSMOBILE FOUR-DOOR TOURING SEDAN WITH TRUNK

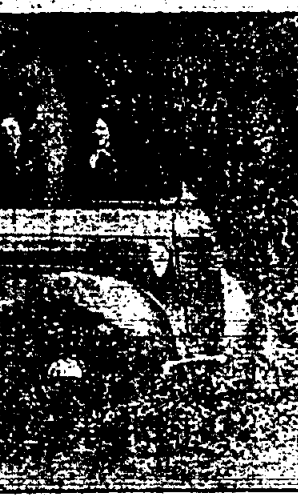
Genius of 100,000 Patents Evolved Into New '37 Cars

Oldsmobile President



C. L. McQueen

Roominess Featured In The Olds



1937 OLDSMOBILE FOUR-DOOR TOURING SEDAN WITH TRUNK

The shining, streamlined cars on display here are the result of more than 100,000 patents and inventions that have entered into the evolution of the new cars over a period of nearly a half century, according to the president of the Oldsmobile division of General Motors.

At least, that number of patents have entered into the evolution of the new cars over a period of nearly a half century, according to the president of the Oldsmobile division of General Motors.

Roominess Featured In The Olds



1937 OLDSMOBILE FOUR-DOOR TOURING SEDAN WITH TRUNK

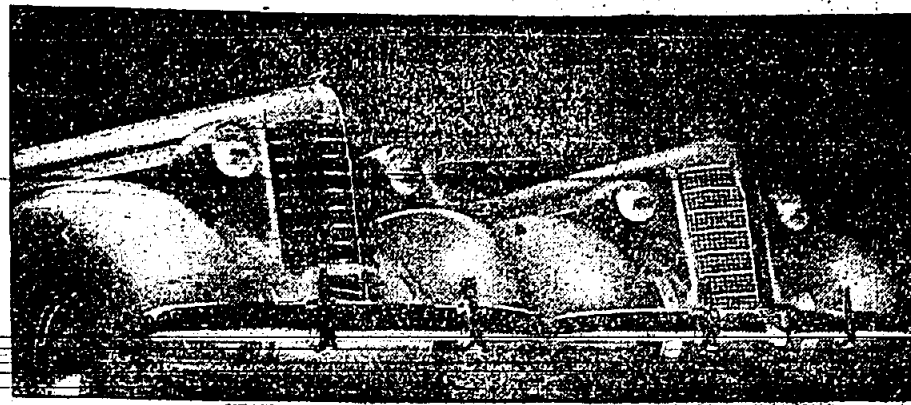
Low Price Packard In New Styles Is Shown This Season

One Twenty Is Beautiful Product Of Hard Work Of Engineers

Packard was the first of the quality car manufacturers to expand a famous name down toward the medium-priced field. Quantity manufacturers have reached up to the top of the field, but Packard has been the only one to expand down.

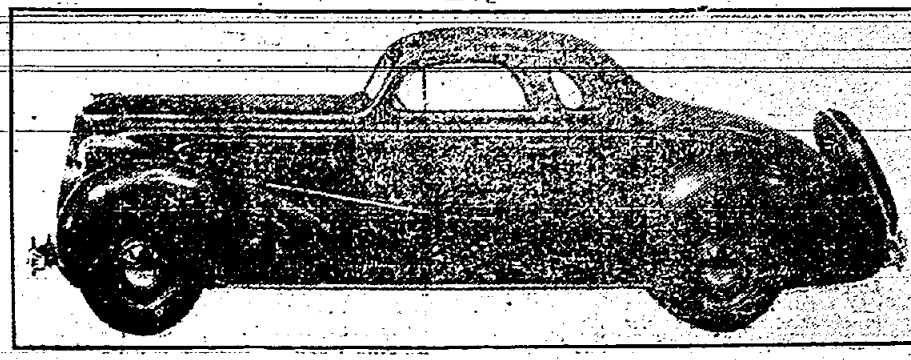
The new Packard line of 1937 is the result of the hard work of the Packard engineers. The new cars are built on a new chassis, which is a complete redesign of the previous model.

Beauty In Design



FRONT END OF NEW OLDSMOBILE SIX, LEFT, AND NEW OLDSMOBILE EIGHT

Speedy And Sporty



1937 CHEVROLET MASTER DE LUXE SPORT COUPE WITH BUMBLE SEAT

Buick Offering 22 Different Types Of Bodies

Streamlined Models Are Shown To Public In Railway Showroom

Four new groups of cars, the Series 40 Special, the Series 40 Roadmaster, the Series 40 Limited, and the Series 40 Roadmaster, are on display at the Buick Railway Showroom.

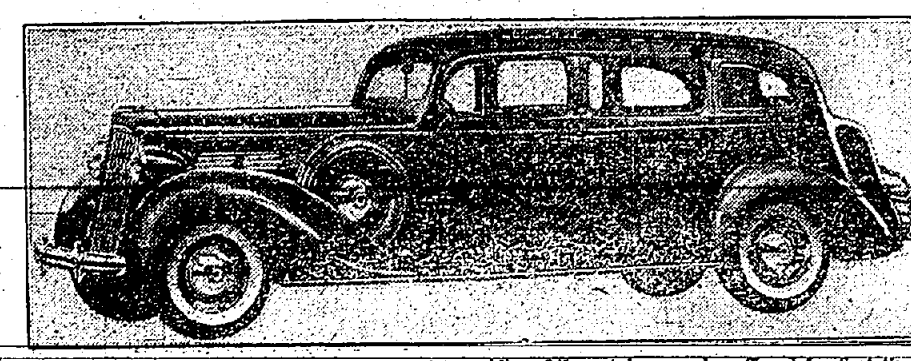
The new cars are built on a new chassis, which is a complete redesign of the previous model.

Chevrolet Appointments

Every comfort, every convenience, is provided in finish and fittings and appointments strikingly beautiful in detail. Inside as well as outside, the 1937 Chevrolet is a complete car—completely new.

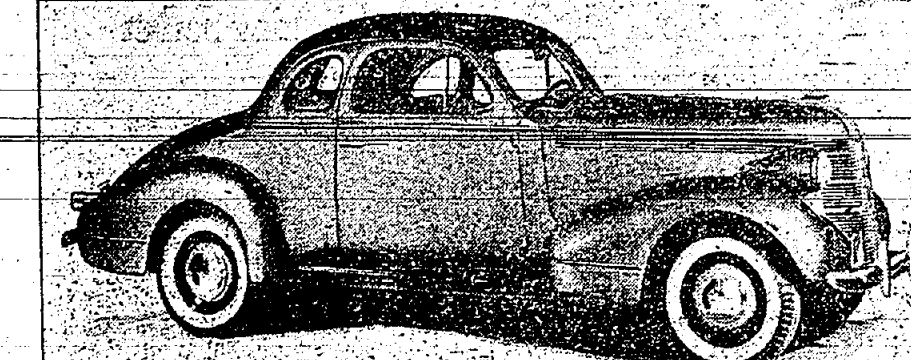
The new cars are built on a new chassis, which is a complete redesign of the previous model.

New Packard De Luxe Sedan



One of latest Packard models now presented to public. Other styles are also offered for first time.

Pontiac Straight Eight Sport Coupe



Wheelbase 122 inches... more power... more economy... lower and rounder... two extra spare wheels and spare tire inside the body instead of behind in an open rumble seat.

The group continues on around the full length of both sides of the hood forming the front end of the car.

Outstanding improvements in the 1937 Pontiac include greater owner acceptance than any car Pontiac ever has built.

Seven Colors Offered

These 14 bodies will be available in seven colors with striping that provides a harmonious contrast.

Basic colors are black, blue, brown, gray, green, maroon and cream.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Upholstery provides a choice of light tan leather or dark brown leather.

Longer wheelbase; larger bodies; 100 per cent unit steel turret top; Fisher bodies; lower cars; lower center of gravity; wider doors; more changes and improvements in design than at any time since the introduction of the new line.

Announcing 2 NEW OLDSMOBILES for 1937

at Prices that Set the Pace in Value!



BIGGER, FINER AND SAFER THAN EVER... EACH WITH A STYLE DISTINCTLY ITS OWN



THE CARS THAT HAVE EVERYTHING FOR 1937

Open Evenings

Telephone Railway 7-2263

Amon Motor Car Co.

1110 St. George Ave. Rahway, N. J.

See—ride in—drive one of these astonishing new Packards!

If you've even half a mind to purchase a car—any car—this year, don't, if you value your money, neglect seeing these two astonishing new Packards for 1937.

The 1937 Packard 120 is proof that a car can be a sensation three times in a row! This car, whose outstanding performance has been the talk of the motoring world, is an even better car this year.

The new Packard Six is arguably the greatest low-priced car America has ever seen! It brings to its field a combination of qualities that no car of this price has ever before possessed—long mechanical life combined with long life life.

But... there's only one way to realize completely what extraordinary motor car values these new Packards are. Come in and see them, feel them, experience them—ride in them and experience their luxurious Packard comfort—drive them and learn how superbly they deliver true Packard performance.

We're eager to turn a set of keys over to you—won't you give us the opportunity?

Heat Feed Airline—every Tuesday night on the Packard Hour, NBC Red Network, 9:30 E. S. T.

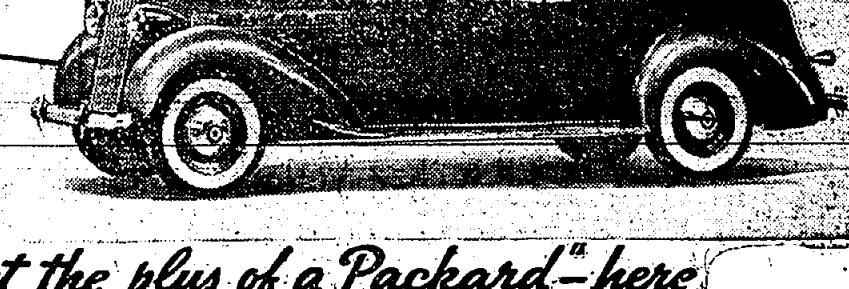
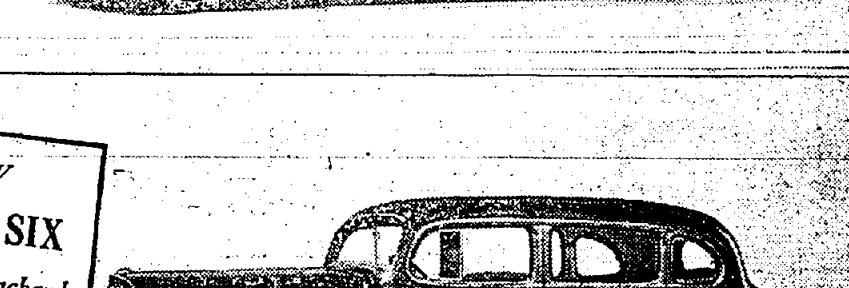
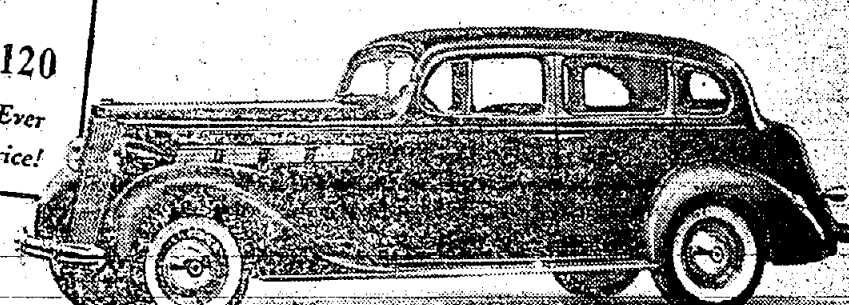
PACKARD 120 \$945 UP

PACKARD SIX \$795 to \$910*

*List prices at factory, standard accessory group. Cash, liberal allowance on your present car—line payments to suit your convenience.

ASK THE MAN WHO OWNS ONE

CAME THE WHEEL. The invention of the wheel was one of the most fundamental and important steps in the evolution of progress.



"get the plus of a Packard"—here

PACKARD ELIZABETH, Inc.

333-123-124 NORTH BROAD STREET—ELIZABETH, N. J. EL 2-3000

New Dodge Being Shown Locally By Frank Van Syckle

1937 Model Stresses Beauty Of Lines, Comfort And Safety

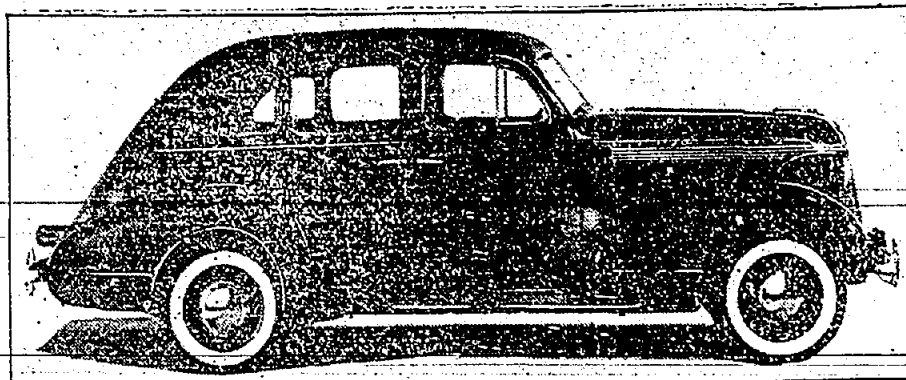
The custom of giving the public full opportunity to take in not only the impressive beauty and interior comfort of new models but also an interesting array of mechanical features, is being followed again by the Dodge Division of Chrysler Corporation.

The most popular of the Dodge models—the complete line includes ten different body styles—of the sedan and the touring sedan, both offered in two-door and four-door types. The sedans provide a spacious "ice box" and "ice chest" compartment, accessible through a hinged lid, in the generously sloping rear body panel, while the touring sedans have built-in trunks integral with the body structure. Also integral with the bodies are the steel rods, and a feature that will earn its blessing in rainy weather—drip moldings expressing over door and windows.

"Facial Expression" Viewing the car ensemble from the front, one is impressed with the streaming effect that has been achieved. The "facial expression" of head-on appearance is beautifully defined by a grille in which a vertical section is asymmetrically flanked by horizontal chrome-plated bars. The fenders, wider than formerly are attractively rounded with light crowns and pronounced fars. Forward and rear lines of the bodies have been given new modern treatment, and doors have been dimensioned with evident regard for passenger comfort.

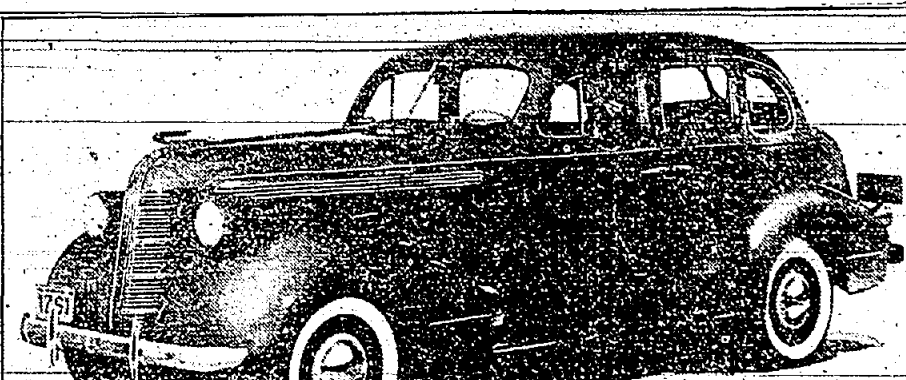
The interior is so roomy as to provide rear seats 45½ inches wide and front seats 47 inches wide. Its exceptionally fine method of trim and upholstery has been given a new treatment. The seat cushions are of a luxurious type, complemented by body-contoured back cushions. The back tops of front seats are upholstered in a novel manner, with a "spoon" rubber-radiated safety roll which protects rear passengers, especially children, in event the car is brought to an abrupt stop. Rear floors are driving and riding ease. Dime level over built-in areas, a rear light is no longer located in the suit brought about by the adoption of the hybrid rear drive with its eyes of rear seat passengers, but lower propeller shaft. "Tilted foot over the slanted rear windows."

Pontiac DeLuxe Six Four-Door Sedan



Beautifully streamlined with modified silver-pipe radiator and hood grille... longer, lower roomier... entire new power and more economical... wheelbase 117 inches, 100 percent Uniflex "Turret Top" Body by Fisher, new chassis frame that is three times more rigid.

Pontiac Eight Four-Door Touring Sedan

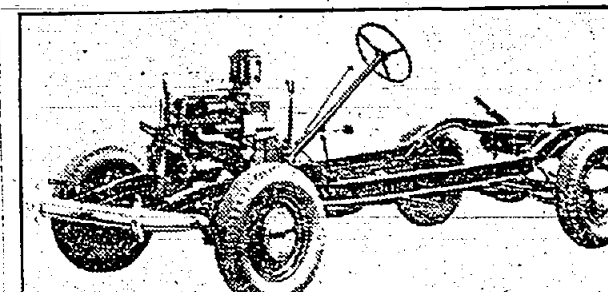


122-inch wheelbase... wider seats... roomier bodies... lower... wider doors... larger trunks... more power... greater economy.

WINTER OIL ADVISED

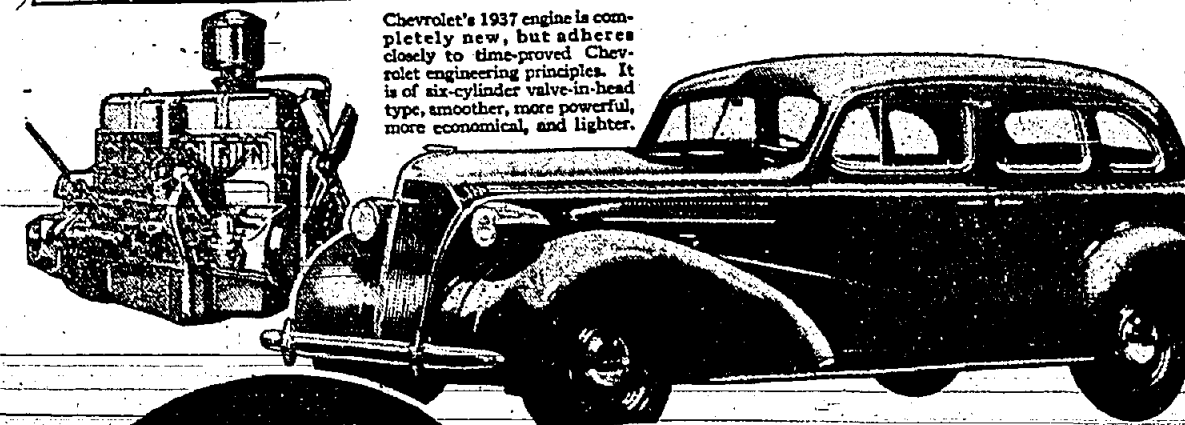
Summer lubricating oils are not suitable for cold weather service. If left in the crankcase during cold weather, they will become too thick and will not provide the necessary lubrication for the engine. The use of winter oil is essential for proper engine operation in cold weather.

Rugged And Dependable



THIS IS THE RUGGED CHASSIS OF THE NEW 1937 MASTER DE LUXE CHEVROLET.

Performance, Beauty and Safety Mark Chevrolet's Completely New Cars



Chevrolet's 1937 engine is completely new, but adheres closely to the principles of the 1936 engine. It is a six-cylinder valve-in-head type, smoother, more powerful, more economical, and lighter.

A representative model from Chevrolet's new line, the Master De Luxe Sedan, with trunk. Note the distinctive "speed line" extending back from the side of the hood.

Unified construction joins the floor, coil assembly, pan, and rear axle into one unit. The wheel is held in place by a single nut, and the entire unit is bolted to the frame at four points, and reinforced and braced for permanent silence and safety.

Beauty and utility mark the new Chevrolet. The wind shield is of greater area, with narrow corner posts, affording better vision.

New power, economy, durability, safety and comfort, coupled with striking new beauty, characterize Chevrolet's new models for 1937. They are offered in two series, Master and Master De Luxe, virtually identical in appearance.

Two Chevrolets In 6 Body Types Show The Latest

Holtzcl Brothers Display 1937 Models Which Draw Big Crowds

Retaining all their previous basic principles, redesigned and improved, with typoid rear axle, an improved ratio of horse power to weight, a new styling of the body lines, all-steel body and a finer chassis frame, Chevrolet's models for 1937 are now on display at the Rahway Auto Supply and Service Company, Inc.

The Master and Master De Luxe models, each in six body types, make up the complete line. Many series are identical, except in front wheel suspension, rear axle and steering gear ratios and trim and necessary equipment. Known action is standard on the DeLuxe models and Master models have semi-automatic front spring. New features that are identical on both the series are improved performance, especially in acceleration and hill climbing; diamond-plate-crown-spring-swinging; all-steel bodies of unit construction; safety plate glass all around; new safety glass; hot-rod chassis frame, made up of box section side rails and cross members, each in six body types, make up the complete line. The 1937 models are available in the sedan, coach, business coupe, sport sedan with trunk and town sedan with trunk. The sport sedan with rumble seat appears in the Master De Luxe line only. The Chevrolet with rumble seat is mounted on the Master chassis and finished with DeLuxe appearance features. All 1937 bodies are lower and longer. The lines are straighter and less rounded than previous models. An entirely new note is given by the high-lighted speed line that extends from the hood into the body and doors. Both the windshield and the rear of the body slope more sharply. At the front, the body is nearly five inches wider at floor level, and one and one-half inches wider at the windshield, and two inches wider between the doors across the front seat. The floor is two and one-

As NEW as Tomorrow!

Millions Will Want To Switch To The Amazing New Dodge

The car that "millions" will want to switch to—the car that thousands have already switched to—the new 1937 Dodge—now on display.

Bigger outside! Roomier inside! New "windstream" styling! Improved safety features! Improved riding features!

Greater all-around economy! Yet costs just a few dollars more than the lowest-priced car!

See it today and you, too, will say "Switch to Dodge and save money!"

DODGE—Division of Chrysler Corporation.

\$640 and up, prices at factory, Detroit.

Switch to Big 1937 Dodge . . . and Save Money!

Frank Van Syckle

220 ST. GEORGE AVE.—At Six Roads

Tel. Rah. 7-0195 Open Evenings

Check YOUR CAR

for these important WINTER NEEDS!

- Tydol Economy Gas
- Veedol Winter 10-20 Oil
- Veedol Greases and Expert Greasing Services
- New Tire Chains
- Auto Heaters
- Battery Repairs and Service
- Anti-Freeze Fluid (Popular Brands)

WINTER driving is a big deal on the life of your car, and it makes a big drain on your pocket book as well—unless you use the opportunity to have your car completely checked and serviced.

USE TYDOL GAS . . . AND SAVE!

You won't wear down your battery while coaxed your motor into a "cold" start. The "Economy" grade for winter will get you off to a fast start every time . . . get you off with only a minimum of choking and practically no waste at all. It saves your motor, battery, pocketbook and temper.

VEEDOL OILS . . . for Protection!

You have to use a thinner oil in winter . . . and Veedol Winter "10-20" is THE oil to use. It stands up under miles of the most trying winter driving . . . doesn't let alternate hot and cold periods keep it from giving dependable, complete protection to bearings, cylinder walls and pistons . . . keeps your motor always ready.

WE HAVE EVERY NEEDED ACCESSORY, TOO!

FIREFSTONE and GOODYEAR TIRES

Schwartz's Tydol Service

IRVING and MILTON. PHONE RAHWAY 7-4145

THE RAHWAY RECORD

New Plymouth Car Gives Hushed Ride and Many Features

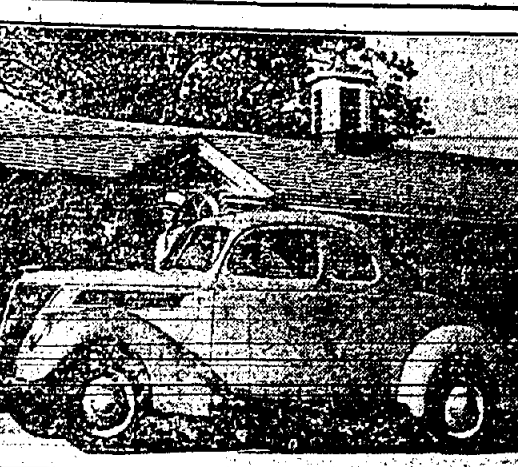
Overall Length of Popular Car Increased in 1937 Models

Massive safety-styled body, covered by rubber pillows that give a new kind of "hushed" ride, is important innovation in the luxury and performance of the new Plymouth.

The 1937 Plymouth's new design, typoid rear axle, unit-type shock absorbers, and improved rear axle, are among the principal features of the new Plymouth.

"Safety First" The smart new front end, with its bumper, starting valve, and hood, is a new feature. The new front end is a new feature. The new front end is a new feature.

New 1937 Ford V-8 Coupe



The new 1937 Ford V-8 Coupe is a new feature. The new 1937 Ford V-8 Coupe is a new feature.

"Safety First" The smart new front end, with its bumper, starting valve, and hood, is a new feature. The new front end is a new feature.

Two Engine Sizes Are Innovations In Latest Fords

Easy Action Safety Brakes Are Also Features Of The V-8s

Representative models of the Ford V-8 for 1937, two new Ford V-8s with 11 body styles are now on display at Dorsey Motors, 211 George Avenue and Six Roads, and characterized by a fresh construction in appearance together with many mechanical improvements.

The new 1937 Ford V-8 Coupe is a new feature. The new 1937 Ford V-8 Coupe is a new feature.

1937 Ford V-8 Tudor Announced



The new 1937 Ford V-8 Tudor is a new feature. The new 1937 Ford V-8 Tudor is a new feature.

The new 1937 Ford V-8 Coupe is a new feature. The new 1937 Ford V-8 Coupe is a new feature.

Ford Offering 11 New Body Styles; Club Coupe New

Designed To Meet Need Of Car Owner Who Carries More Than Two Persons

With the addition of a new de luxe club coupe to its list of body types for 1937, the Ford Motor Company offers an exceptionally wide choice of car designs. The new club coupe is clearly combined with an enclosed rear seat.

The new 1937 Ford V-8 Coupe is a new feature. The new 1937 Ford V-8 Coupe is a new feature.

Pontiac Motor Co. continues its drive for safety on the highway by including the "SAFETY FIRST" plainly on the face of all 1937 sedans as it did last year. This short statement, so full of meaning, is imprinted between the 10 and 40 m.p.h. hour mark and is a permanent reminder to the driver that excessive speeds are one of the chief causes of automobile accidents.

Luxury THAT ONLY EXTRA SIZE CAN GIVE

SENSATIONAL new Ride, greater Size, sparkling Beauty and unmatched Silence in the 1937 Plymouth

If, to you, value in a car is first of all a matter of size and room, you will certainly be interested in the new Plymouth now on display at our showroom. It's a full three inches wider than the old standard car size . . . longer . . . with wider seats, inches more leg room, shoulder room and head room than you expect in a low price car.

Yet extra size is only one of the amazing extra values this 1937 Plymouth gives you. There are new, modern beauty; the greatest ride of any low

WEST END GARAGE, INC.

CHRYSLER and MAPLE AVES.—RAHWAY. TEL. RAHWAY 7-0094

HOUSEHOLD FINANCE CORPORATION

Albender Building, Seventh Floor, Elizabeth 2-2241, 1515 E. Jersey St., Elizabeth

Quick Service—Call today for interview in private home

LOCALLY MANAGED OFFICES IN PRINCIPAL CITIES

You Are Invited To Inspect the NEW FORD V-8 for 1937

On Display Now In Our Showrooms

YOU are cordially invited to come in and inspect the New Ford V-8 for 1937, now on display in our showrooms . . . and learn what the Ford Motor Company has done to bring the most modern kind of motoring within the reach of even a greater number of people.

The New Ford V-8 is more than ever the People's Car because it is offered with two V-8 engine sizes, 85 horsepower for maximum performance, 60 horsepower for maximum economy. The new 60-horsepower V-8 engine brings to the Ford line a car with lower operating costs, and a new low price. Beyond this choice in power and price, the 1937 Ford V-8 is one car—with brilliant new styling, and one standard of size, safety, roomy comfort and quiet performance.

Ford Prices

Start At **\$480**

F.O.B. Detroit

Dorsey Motors Inc.

"YOUR LOCAL FORD DEALER"

296 St. George Ave., Rahway. PHONE RAHWAY 7-0262 OPEN EVENINGS

