

Merrill's Third Annual Auto Show Opens Tomorrow

Event Will Be Held In Conjunction With The Gala Opening of Merrill's New Shoe Factory

Merrill's third annual automobile Show will be held tomorrow and Sunday in conjunction with the "J. C. C. Shoe-Bang" celebration at the new Weinbrenner shoe factory building.

The latest 1937 models will be on display throughout the entire two days on the first floor of the building.

The capacity crowds that attended the shows in 1935 and 1936 demonstrated that the public likes the idea of being able to go to one place and see all of the new cars at one time.

This year the spaciousness of the display space will enable the visitor to carefully inspect the outstanding features of the leading manufacturers' models. The show will start at 1:30 p. m. tomorrow.

Music will be brought to all parts of the huge industrial building by a loud speaker system and the very elaborate program arranged for the two-day opening festival will provide a practically continuous round of entertainment.

The display of cars and trucks will enable the public to see at first hand the improvements made in body design and structure, power plants, ignition systems, chassis design, carburetion, ventilation, braking systems, comfort, safety, convenience, etc.

Merrill automobile dealers who are exhibiting cars at the show are: Seidell Motor Co., Harry Seidell, Pontiac-Buick-International Truck; Zimball Bros. Garage; Herb and Walt Zimball, Dodge Plymouth; Merrill Motor Sales, W. I. Nohr, Chevrolet; Knudson-DuTeau Sales Corp., N. E. Knudson, E. J. DuTeau, Ford; Alft Garage Co., Clement and Lawrence Alft, Chrysler-Plymouth; DeSoto-Plymouth Garage, Fred Peterson, DeSoto-Plymouth; and Merrill Motor Sales, John Petzka, Jr., Oldsmobile.

ed for the European market. There it has been an outstanding success.

The engine was developed primarily to give the American motoring public maximum fuel economy. Its introduction marks an important deviation from the continuous trend during recent years toward higher horsepower and extreme performance. It permits a lighter car with resulting greater economy.

All the refinements of the big engine are incorporated in the smaller unit—cylinder blocks and crankcase cast integral, new cast alloy steel pistons, cast alloy steel crankcase, cast alloy iron camshaft, high chrome nickel alloy valves with high-tungsten chrome alloy steel valve seat inserts, floating connecting rod

bearings, dual downdraft carburetor, high compression head, air cleaner, directed-flow crankcase ventilation and new cooling system.

Controlled Brakes

Operated through cables in conduits, the brakes have controlled self-energizing action. Rotation of wheels assists in increasing the braking force, once the brakes are applied. This action is controlled effectively, giving the driver at all times complete control.

The third important mechanical improvement is "finger-tip" steering. This is accomplished by two refinements in the gear design. One is to give the driver greater leverage through the wheel by increasing the steering gear ratio to 18.2 to 1. The gear is also of a new worm and roller type, reducing friction. The combination gives the driver a pleasing new ease of steering. Front axle "geometry" also has been improved to give still greater ease in handling the car, particularly while parking.

The new all-steel body designs are important for the fact that no wood is used anywhere in the body structure. The huge steel stamping which forms the finely-moulded top of closed cars runs from the top of the windshield back to below the rear window and from side to side down to the top of the door and side panels.

Eleven body types are available, including the new de luxe club coupe seating five passengers. The new coupe is closely coupled, with an enclosed rear seat.

The Tudor, Fordor, Tudor touring and Fordor touring sedans and the five-window coupe are available either with or without de luxe fittings and with either engine

size. The roadster, phaeton, club coupe, convertible cabriolet, club cabriolet and convertible sedan are de luxe types, available only with the 85 horsepower engine.

Six Smart Colors

Six smart colors, including four which are new this year, are available. De Luxe cars will be available in all six colors. The two most popular colors, black and Washington blue, as well as a new color, gull gray, are available in both standard and deluxe types. The other three colors—bright vineyard green, autumn brown and bright coach maroon—are available only in de luxe types.

The new body designs permit unusually roomy luggage compartments in all cars. Except in the coupes, cabriolets and roadster the spare wheel and tire is carried in the rear compartment. In these types space is provided back of the driver's seat. The luggage compartments in the sedans are large enough to carry five pieces of luggage of average size, as well as a number of smaller articles. In the single-seat models the compartment may also be reached by tilting forward the passenger seat back.

Beyond the improvements noted in chassis design, such features as "center-poise" design, with car and passenger weight properly balanced and spring suspension properly engineered for greatest comfort; transverse cantilever springs, radius rod and full torque tube drive, double-acting shock absorbers, three-quarter floating rear axle with straddle mounted pinion, X-type double channel frame and large use of anti-friction bearings are all continued.