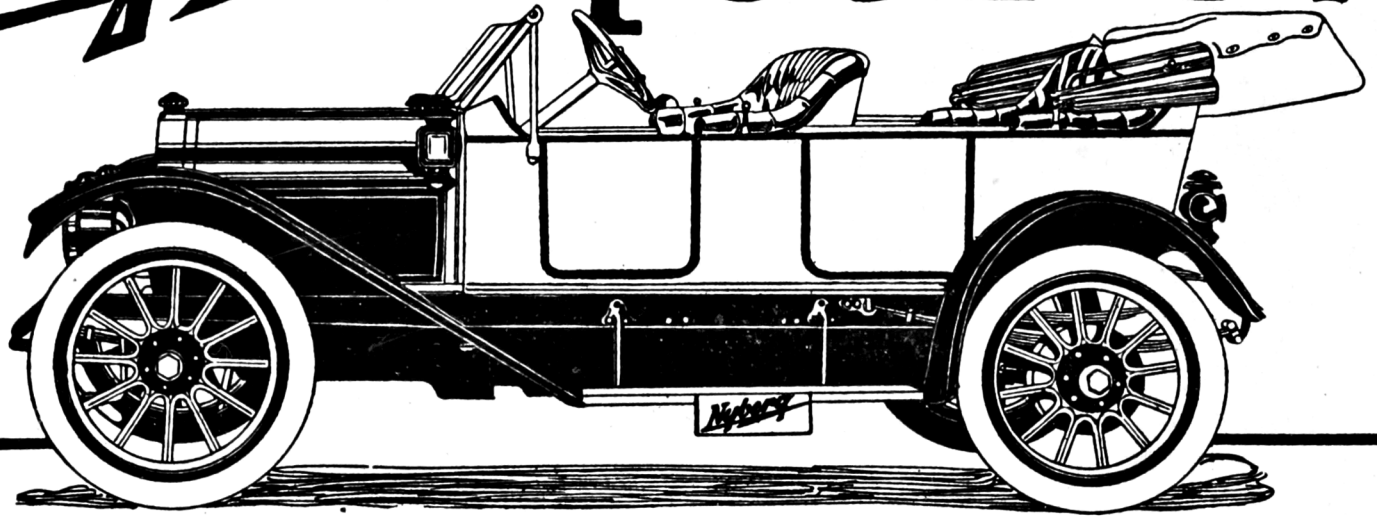


Nyberg FOUR-37



SPECIFICATIONS

Motor: Four-cylinder Rutenber motor, $3\frac{3}{4} \times 5\frac{1}{4}$, offset cylinders, enclosed valves, unit power plant and 3-point suspension. **Transmission:** 3 speeds forward and reverse. Shafts mounted on annular ball bearings. **Clutch:** Multiple disc variety, Raybestos against steel, running in oil or dry, as desired. **Final Drive:** Has two universal joints enclosed and packed in oil. **Rear Axle:** Full-floating with pressed steel housing. Annular ball bearings used throughout, guaranteed against wear for two years. **Wheel Base:** 118 inches. **Tires:** 34"x4". **Equipment:** Top, glass front, Prest-O-Lite tank, five lamps, pump, tools, jack, horn and tire repair outfit.

\$1295 FULLY EQUIPPED

The Car Competition Said Was "Impossible"

\$1295.00 for a completely equipped five-passenger 37-horsepower Touring Car! A four-cylinder, long-stroke Rutenber motor, unit power plant, full-floating rear axle with pressed-steel housing, a Warner transmission, Spicer universal joints, Schebler carburetor; a Remy magneto, 118-inch wheel base and 34x4 inch tires—all combined in one car selling at the unheard of price of \$1295.00! Do you wonder competition threw up its hands and cried: "It can't be done!" Do you wonder that the appearance of this car created such an uproar in the camp of cars selling at watered prices? Truly it was hot shot! *The old Fallacy that Big Price was an infallible indication of Big Value was blown to bits.*

And the Nyberg Four-37 is as handsome a car as you will meet in a day's drive. As much taste is expressed in its outward appearance as judgment is displayed under its hood—in its chassis construction. Comfortable seating capacity, silence in operation, ease of control, generous wheel base—all cater to the enjoyment of the driver and passengers.

The Car For Which There is a Universal Demand

\$1,295.00 is the price limit to-day of more buyers looking for high-class cars than any other. The so-called middle classes that considered an automobile a luxury five years ago, today regard it almost an economic necessity. Farmers who once attempted legislation against it, today are prepared to boom the motor market. They could get cars for less than \$1,295.00 if they wanted them, *but they are vest-pocket models, and a man can't take pride in an undersized car that looks less value than he paid for it.* What the rank-and-file have really been waiting for is a high-class

"regular" car at a reasonable price. In the Nyberg they have it. If you are one of the waiting thousands interested in a car of such unprecedented value, tear out the coupon on the last page and mail it to us for more complete information.

Dealers: The Nyberg Four-37 opens to you a virgin field, the field of the rank-and-file, never before entered by a strictly high-class car at the right price. There is absolutely no limit to your possibilities.

The profits lie where no one else has been. Opportunity knocks!

1913 Here's the Complete Line of Nyberg Cars for 1913

Nyberg

Six-60

Two-Passenger Roadster \$2000.00
Four-Passenger Tourabout 2000.00
Five-Passenger Touring Car 2000.00
Seven-Passenger Touring Car 2100.00

Nyberg

Six-45

Two-Passenger Roadster \$1700.00
Four-Passenger Tourabout 1750.00
Five-Passenger Touring Car 1750.00
Seven-Passenger Touring Car 1850.00

Nyberg

Four-40

Two-Passenger Roadster \$1400.00
Four-Passenger Tourabout 1450.00
Five-Passenger Touring Car 1450.00
Seven-Passenger Touring Car 1650.00

FOUR-37—Five-Passenger Touring Car, \$1295

Limousines, Landaulets, and Coupes to be had in most models. Rutenber motors used exclusively with exception of one, $3\frac{3}{4} \times 5$.

Send for complete descriptive literature of Nyberg cars, supplied on four chassis in eight different body styles. Use the coupon on the last page.