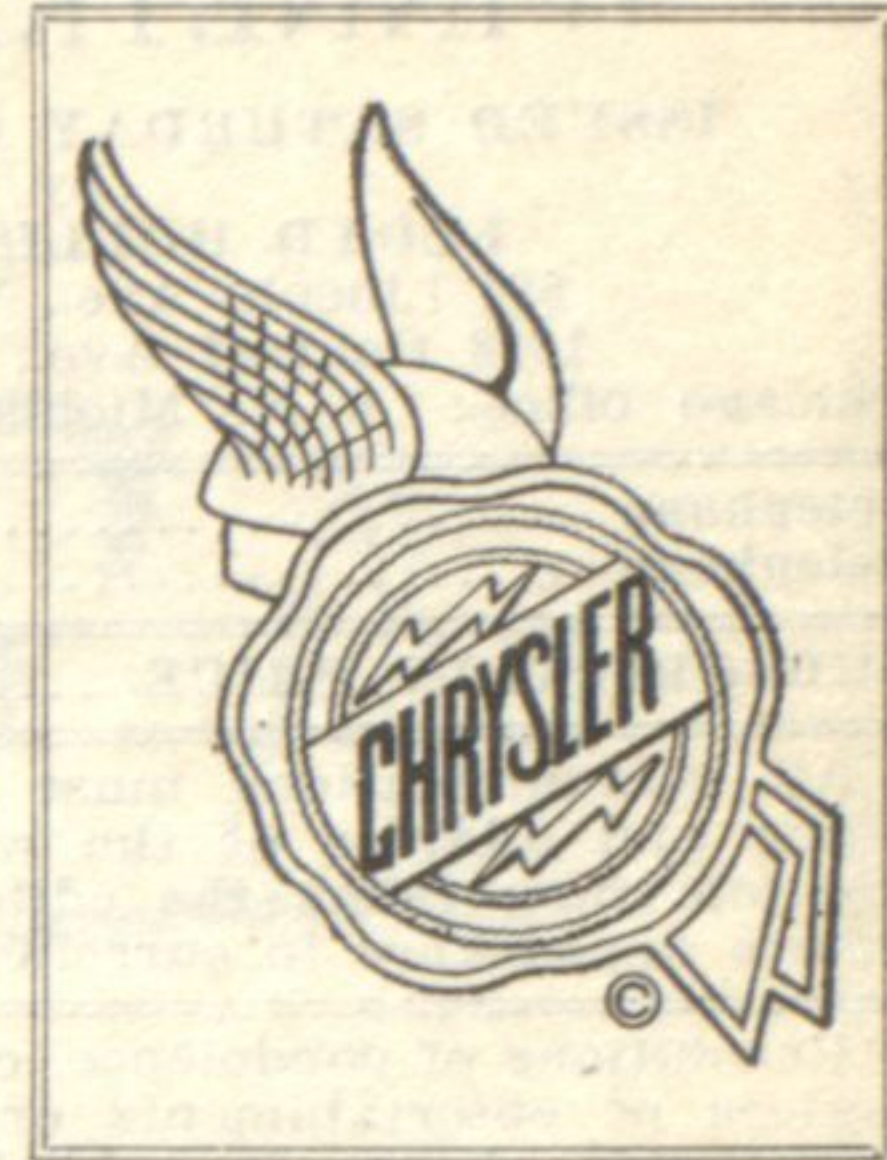


CHRYSLER

Standardized Quality



Guarantees Greater Value to the Car Buyer

Chrysler manufacturing, like Chrysler engineering, is different from ordinary manufacturing—radically and immeasurably different in principle and practice.

Building several cars as separate units is one thing. Building four lines of cars under one name and one management in one unified group of plants on a rigid system of quality standardization is a totally different thing.

Quantity production has long been standardized—quality standardization has been accomplished for the first time in motor car manufacturing by Walter P. Chrysler.

50, 60, 70, 80—These car numerals attached to the name Chrysler mean miles per hour and they mean something vastly more important than that in creating value.

Quantity production has long been standardized—quality standardization has been accomplished in motor car manufacturing for the first time by Walter P. Chrysler.

At one step this eliminates "purchaser's risk" and makes possible the purchase of either the lowest or the highest priced Chrysler car with the positive assurance that the quality in each is equally unquestionable.

They mean a common basis of quality for all four lines of cars—a rigid system of close measurement and fine manufacturing applied alike to each and every one of the four lines—a common source of engineering skill—a division of overhead and operating costs into four parts—a combination of buying resources—a magnificent system of special ma-

chines and special processes devised to insure invincible accuracy in the manufacture of all four lines of cars—a positive protective process of guaranteeing the owner exactly the same basic quality no matter what price he pays or which Chrysler car he buys.

Certainty of unsurpassed performance is thus built into every Chrysler car, no matter what its price classification.

The Chrysler plan makes possible greater value for the investment than has heretofore been dreamed by the automobile buyer.

At one step it eliminates "purchaser's risk" and makes possible the purchase of either the lowest priced or the highest priced Chrysler with the positive assurance that the quality in each is equally unquestionable.

EVANSTON MOTOR SALES

W. D. Reagan, Mgr.

PHONE WILMETTE 2277

1840 RIDGE AVENUE

CHRYSLER

"50 - 60 - 70 - 80"

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR