

Standardized Quality

makes **FINER PERFORMANCE** *and* **LONGER LIFE**

Mechanically Inevitable

in the

CHRYSLER "60"

The Chrysler "60" is the product of Standardized Quality—a new and higher order of manufacture which actually makes any deviation from its exacting and superior standards *mechanically impossible*.

Obviously, because the Chrysler "60" is a car produced under such a plan, quality is built in and the Chrysler "60" must therefore also stand up immeasurably better under the strain of hard service.

Sixty miles, and more, per hour; get-away of 5 to 25 miles in 7¾ seconds; gas economy of 22 miles and more per gallon; characteristic Chrysler beauty; astonishing riding ease and roadability; the safety of Chrysler four-wheel hydraulic brakes; oil-filter and air-cleaner; full pressure lubrication; seven-bearing crankshaft; impulse neutralizer; road levelizers front and rear; roomy, luxurious bodies.

Come in and see the new lighter six, Chrysler "60". We are confident you'll be convinced that nowhere will you find a six at its price that can begin to compare with this great Chrysler achievement.



Superior Performance Results from Superior Manufacturing

The Chrysler plan of Quality Standardization differs from, and is superior to, ordinary manufacturing practice and methods, because it demands fixed and inflexible quality standards which enforce the same scrupulously close limits—the same rigid rule of engineering exactness—the same absolute accuracy and precision of alignment and assemblage—in the measurement, the machining and the manufacturing of every part, practice and process in four lines of Chrysler cars—"50", "60", "70" and Imperial "80".

ROADSTER \$1285, COUPE \$1335.

COACH \$1380, SEDAN \$1480

Delivered in Evanston Fully Equipped

EVANSTON MOTOR SALES

W. D. Reagan, Mgr.

1840 RIDGE AVE.

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CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

"BUY YOUR AUTOMOBILE IN EVANSTON WHERE GOOD SERVICE IS HANDY"