

Why More and More Wilmette Car

Chrysler Standardized Quality

New Standard of Smoothness

Never before was there a motor in which all sense of vibration was so completely eliminated—not merely smothered or tapered down or broken up.

That has been attained by uniform power impulses; by a large, completely-machined crankshaft, supported on seven big shimless bearings, in a specially-webbed crankcase cast as a unit with the cylinder block, for rigidity and long life; and by perfectly balanced, light-weight reciprocating parts.

Never before could a car of such size, and such weight be comfortably driven at high speeds on cobbled street or rutted road. That is what Chrysler lowness and scientific distribution of weight achieved.

Never before was there a car in which sidesway and road-weaving were absent—which can be driven around turns at 50 miles an hour. That is what a spring mounting close to the hubs and parallel to the wheels accomplished.

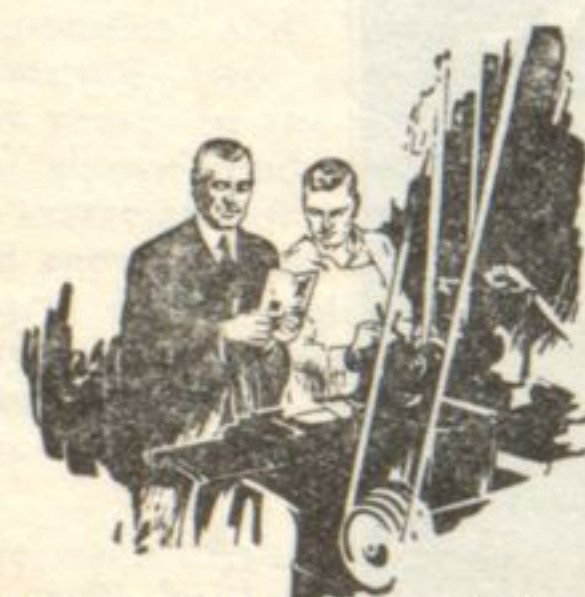
The attainments, however, of Chrysler engineering would never have been possible but for the Chrysler plan of Standardized Quality.

For the engineering genius that has produced the four Chrysler cars—the "50," "60," "70" and Imperial "80"—demanded manufacturing standards of quality previously unknown in the industry—and the inflexible maintenance of these standards.

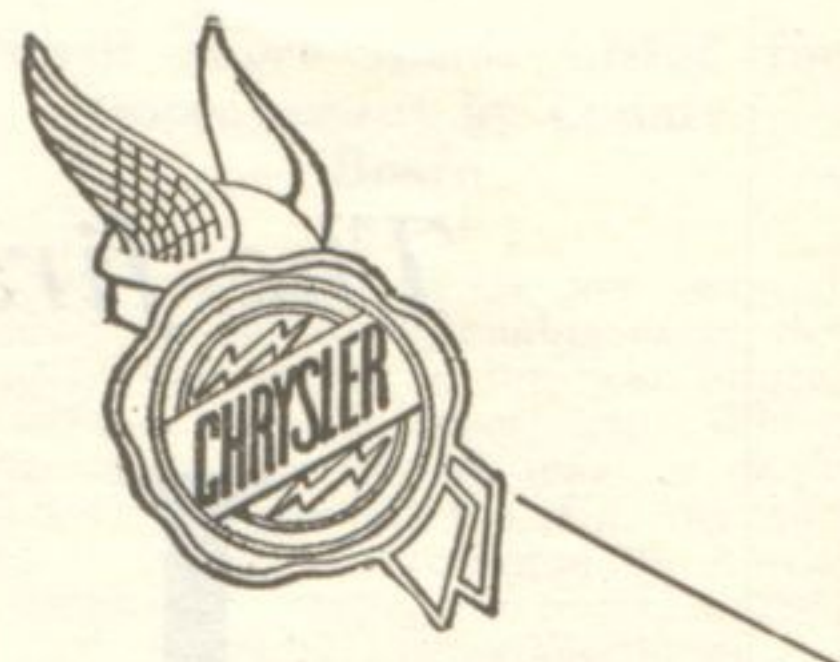
FOR three years it has been increasingly obvious that—with the first Chrysler—there was initiated in the automotive industry an entirely new and vital application of the fundamental principles of engineering—an advanced school of engineering thought.

The brilliant performance, the unvarying dependability, the enduring life, the new measure of riding comfort, the ease of handling, the supreme safety, the smart appearance, typically Chrysler's from its very beginning three years ago, were the product of this advanced engineering.

Never before that first Chrysler was there an engine of its size capable of producing such horsepower and such speed—with such amazing fuel economy.



That is what Chrysler engineering attained in the way of new perfection of gas distribution, specially-shaped combustion chambers for greater efficiency, and valve mechanism scientifically designed for utmost performance and endurance.



Metallurgists were obliged to develop for Chrysler new and better alloys to pass the tests of Chrysler engineers.

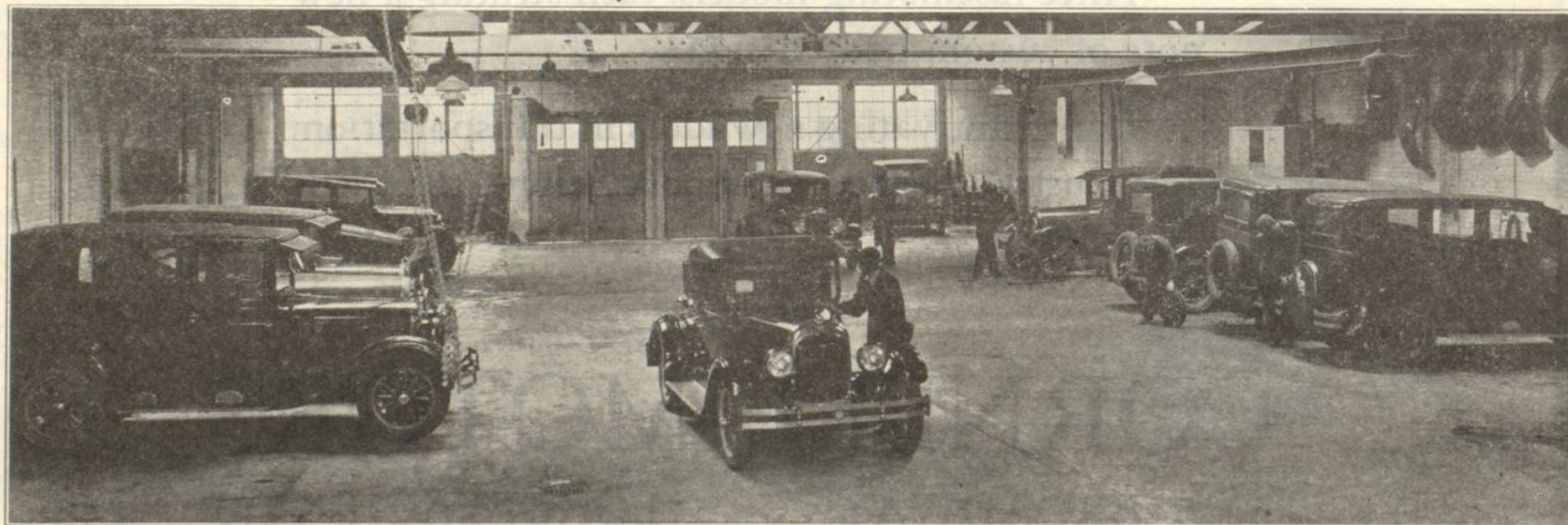
Specially constructed testing apparatus had to be devised to gauge to Chrysler engineers' requirements of exactitude. Special machinery and tools had to be built to Chrysler engineers' standards of precision.

Ordinary factory workers had to be specially re-trained to Chrysler limits of unvarying accuracy.

Others Emulate Chrysler Design

Chrysler is proud to have developed and contributed to practically every current motor car of importance features of benefit to the public, which were inspired by Chrysler design and practice, Chrysler performance and appearance.

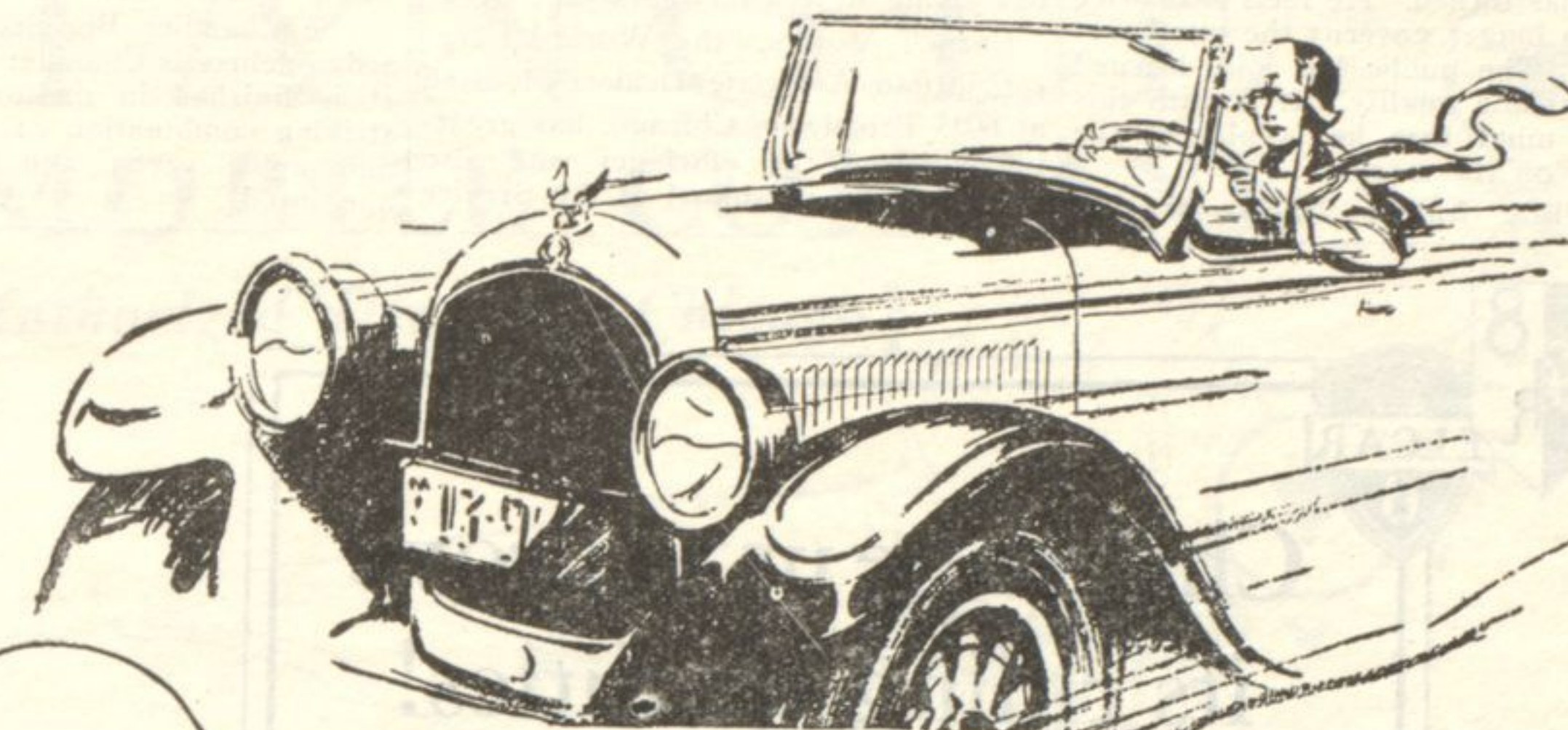
And just as that first Chrysler of three years ago was years in advance of the rest of the industry so today's four great Chrysler cars—the "50," "60," "70" and Imperial "80"—continue to set the pace for the rest of the industry, through their inherent superiorities of engineering, craftsmanship, performance and long life.



Owners Are Choosing CHRYSLER!

CHRYSLER
"50" 60 70
Imperial "80"

Model numbers mean miles per hour



Superior Chrysler Service in Evanston

AT 1840 Ridge Avenue, in the heart of Evanston's new Motor Row of exclusive cars, Chrysler brings to every owner, present and prospective, superior advantages and convenience difficult to equal anywhere.

Here a beautiful new building of Spanish Renaissance design houses a sales and service station built to care for every requirement of the present and those of the future.

In the huge service department, with more than 150,000 square feet of floor space, 80 cars can be accommodated at one time. Every modern mechanical aid for prompt and thorough servicing of cars is provided.

In the creation of these facilities, to give the utmost benefit to Chrysler owners has always been the uppermost thought. To own and drive a Chrysler now becomes more than ever a matter of pride, of satisfaction, of good judgment, of good business!

"50"— From \$880 to \$1020
Fully Equipped Delivered
Five Body Styles

"60"— From \$1205 to \$1415
Fully Equipped Delivered
Six Body Styles

"70"— From \$1648 to \$1990
Fully Equipped Delivered
Nine Body Styles

"80"— From \$2820 to \$4195
Fully Equipped Delivered
Twelve Body Styles

Chrysler's Used Value

Any car looks like real value on the display room floor. The real test of a car's worth is its value after it has seen service at the hands of the owner.

It is only necessary to note the prices being paid for used Chryslers to appreciate Chrysler's used value. Chryslers of last year and the year before are being bought and sold for more because they are worth every dollar of the price scale asked and paid.

Chrysler **E V A N S T O N**
1840 Ridge Avenue W. D. REAGAN

M O T O R S A L E S
Manager Tel. Wilmette 2277