

Today every Motor Car Manufacturer is talking about Performance—to the point where the word seems to have no meaning. Way back in 1924 B. C.* a man introduced a car which gave a real meaning to this thing called Performance. This man was Walter P. Chrysler, and still today no car can "out-Chrysler" a Chrysler. For proof call The EVANSTON MOTOR SALES, 1840 Ridge Ave., Phone Wilmette 2277

***Before Chrysler.**