

ONLY THE 4 CHRYSLER-BUILT CARS HAVE THESE 5 VITAL FEATURES

1. GENUINE HYDRAULIC BRAKES
2. SAFETY-STEEL BODIES
3. PATENTED FLOATING POWER
4. RE-DISTRIBUTION OF WEIGHT
5. AMAZING ECONOMY IN GAS AND OIL



PLYMOUTH DeLuxe 4-door sedan, \$660—other models low as \$510—list at factory, Detroit.

Left: Re-distribution of weight gives you a smooth, gliding ride.

Below: Steel...all-steel!

*They were All Pioneered
by Chrysler Motors!*

TO THE MAN who's going to buy a car this year . . . this advertisement contains facts well worth knowing.

You've heard people say... "You get the good things first from Chrysler Motors—they have the most brilliant engineers."

But do you know what this brilliant engineering means in actual cash savings?

Take Hydraulic Brakes—the safest kind made. Did you know that Hydraulic Brakes need less relining? That saves you money.

Look at the All-Steel Bodies. They're safer . . . that's obvious. But in addition, they wear better, last longer, *save money!*

Consider Floating Power and scientific Re-distribution of Weight, both pioneered by Chrysler Motors. These features alone add tremendously to a car's resale value, for both spectacularly add to riding comfort.

And finally, no cars today can match these four great Chrysler-built cars for economy of operation . . . in savings on gasoline and oil.



ENGINEERED to give you the very maximum gas and oil economy.

YOU GET THE GOOD THINGS FIRST FROM

Chrysler
MOTORS

CHRYSLER MOTORS builds four cars . . . Plymouth, Dodge, De Soto, Chrysler. When you buy a car this year remember both the better service and the actual cash savings they will give you. They're the only cars in America with all these five great engineering features.

CHRYSLER · DE SOTO · DODGE · PLYMOUTH