

The Saturday Evening

# POST

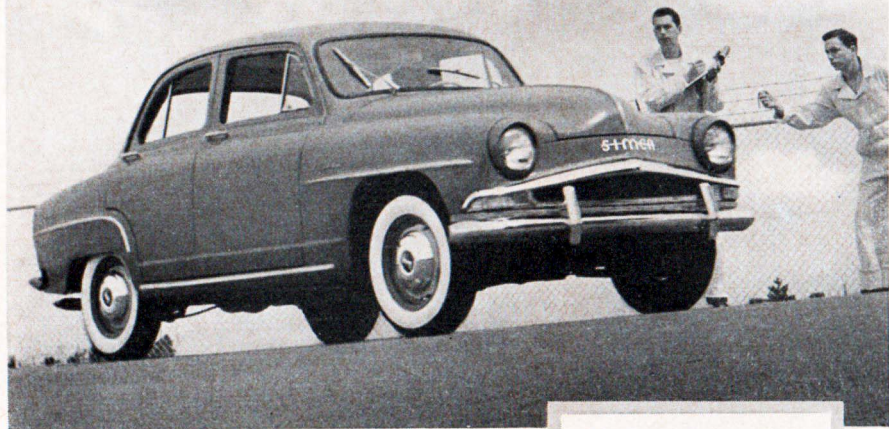
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JOHN FALTER

**SIMCA IS  
THE WORLD'S  
ALL-TIME CHAMPION  
FOR HIGH SPEED  
ENDURANCE**

# SIMCA Official Report No. 3: New World's Endurance Record



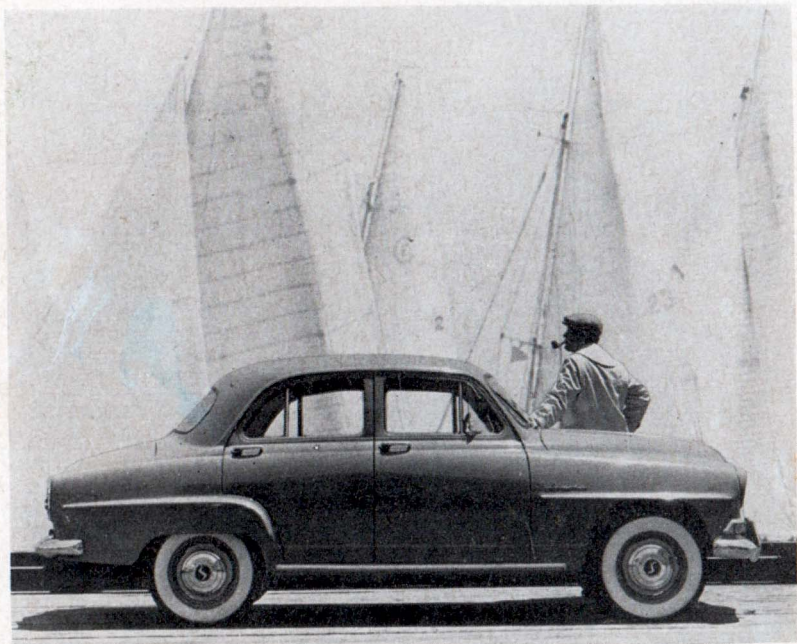
**70.02 MILES PER HOUR, FOR 887 HOURS**  
62,137 consecutive miles at flying speed. No other car, regardless of engine size, without supercharger, has ever driven so far, so fast. Proof that SIMCA, the Economy King, outperforms them all. And you can own the same car. The family-size, 4 door SIMCA that delivered 42.6 MPG in actual tests. And the price? A happy surprise!

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Throughout America.  
Overseas Delivery, too!*

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**Only Simca has them all:**

Proven 42.6 MPG Economy  
Full 4 door, 5 passenger room  
Ball-Joint Suspension  
SAFE Engine-Buffer Structure  
Unitized Construction  
12-Volt Electric System

Electric Windshield Wipers  
Reclining Plush Foam Seats  
4 Speed Transmission on  
Steering Column  
Chosen "Best Import Buy"  
by Mechanix Illustrated  
Both 4 cyl. and V-8 Engines