

**Newspapers Are BASIC
In People's Lives . . .
And BASIC in Any
Advertising Campaign**

W PROOF
PLYMOUTH IS THE
LT LOW-PRICED CAR!

RES found in most High-Priced Cars...
you'll find in "All 3" Low-priced cars:

CAR #3 **CAR #3**

CAR 2
HAS 9

CAR 3
HAS 7

They cost about the same, these advanced features cost for the money!

Get *Coil Springs*—Standard on *Rear Axle*—“*Leaf*”-less *Pistons*—*Four Rings*—*Universal Joints*—Full *Throttle Adjustment*.

Will gladly show you in the next feature gives you in the “*Leafless*” of 35!

Plymouth has 261

STILL MORE PROOF of Plymouth's
Greater value of the leading low-priced cars, Plymouth is 6 inches longer than 6; 6 inches longer than the other!

Plymouth alone of “All 3” has coil springs standard on *all models*.

And *all Plymouth models* have the same big, 6-cylinder “*Leafless*” engine giving full power with economy. Yet *Plymouth is easy to buy!*

No. 1 in America
IT'S CALLED
SURVIVOR OF THE
LOW-PRICED CARS

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