



OARSWOMEN OF THE UNIVERSITY OF PENNSYLVANIA—Students of the Women's college work out in a training barge.  
(Associated Press photo.)

# Ask Four Important Questions When You Look At "All Three"

*Here's the Story in Pictures  
of Today's Outstanding Value  
in the Low-Price Field*

TRUST YOUR EYES to give you the story on size and beauty... when you look at leading low-priced cars. You'll see Plymouth leads.

But to get the whole value-story, ask questions... and drive "All Three."

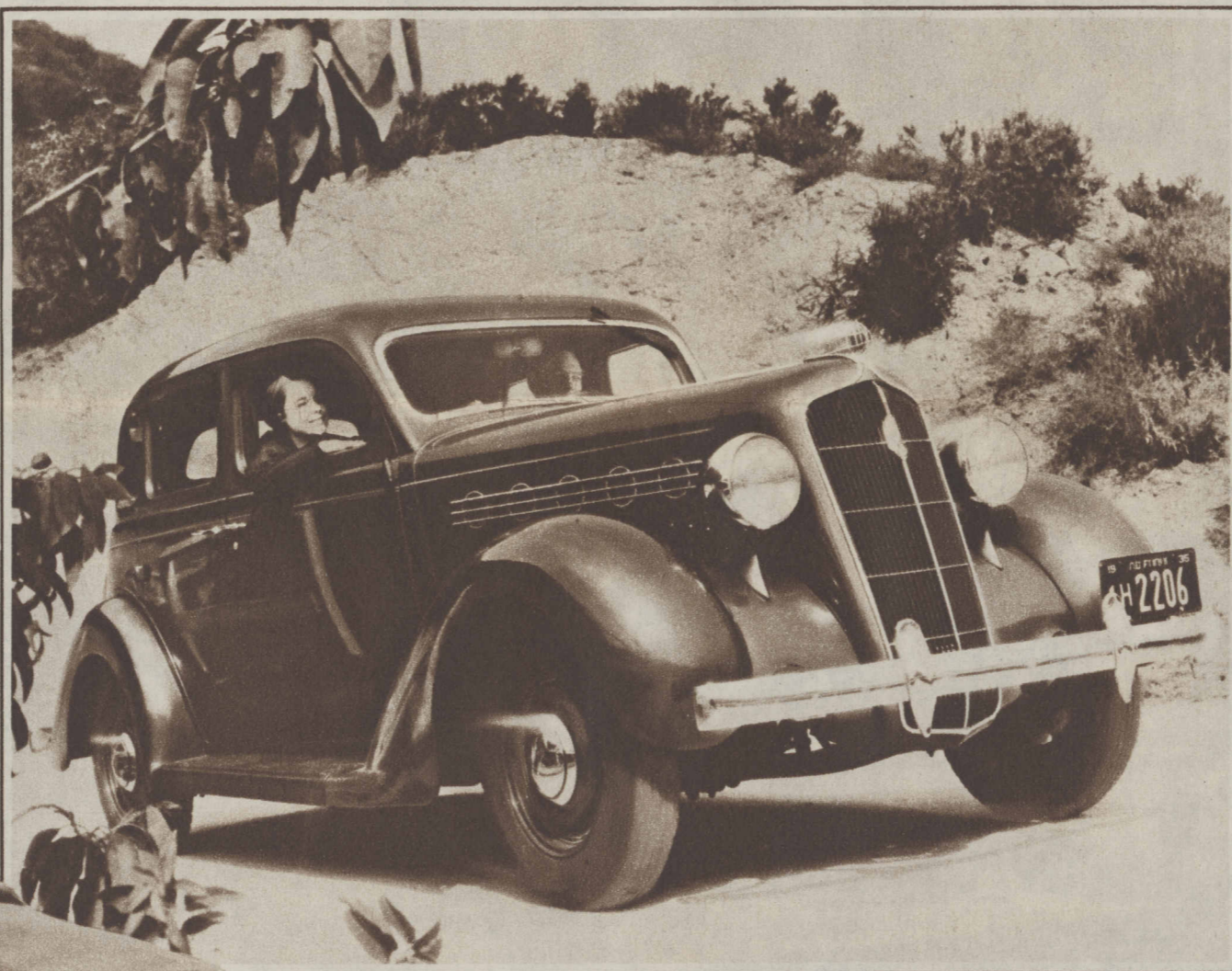
As to brakes, Plymouth is the only one of "All Three" with genuine hydraulic brakes.

And, you'll find, Plymouth has an all-steel body... steel reinforced with steel throughout. It's the world's safest low-priced car!

Plymouth's weight re-distribution is based on the correct principle introduced by the famous Chrysler-built "Airflow" cars. The *Floating Ride* is a miracle of comfort.

The new engine has Plymouth's famed six-cylinder simplicity... and Floating Power engine mountings. It delivers more horsepower... yet because of new cooling and ignition, actually uses 12% to 20% less gas and oil!

Drive a new Plymouth! Ask your Chrysler, Dodge or De Soto dealer about the official Chrysler Motors Commercial Credit Plan.



(Above) ON THE ROAD IT'S THRILLING—a world of effortless, quiet speed and power. Every detail of driving is easy... shifting gears quietly at any speed, steering, stopping smoothly by light pressure on the brake pedal—even the clutch pedal requires 30% less effort. In traffic, you'll be delighted by Plymouth's flashing acceleration... and the safety of its genuine hydraulic brakes.



(Above) THAT'S QUIET... THAT'S SMOOTH! Plymouth's engine is the quiet L-head type. Floating Power engine mountings absorb vibration... even the air is silenced!



SO RESTFUL... SO LUXURIOUS! Plymouth's back seat rides as smoothly as the front—no bumps or bouncing, even on rough roads. Weight is scientifically re-distributed.



(Above) "DON'T YOU EVER NEED OIL?" You do... but far less often! Plymouth's new cooling and ignition reduce gas and oil bills by 12% to 20%.

(Left) WORLD'S SAFEST BRAKES—Of "All Three" leading low-priced cars, only Plymouth has genuine hydraulic brakes. They're fool-proof... always equalized; they always stop you evenly, smoothly, safely, right in your wheel-tracks.

Only Plymouth gives you All Four:

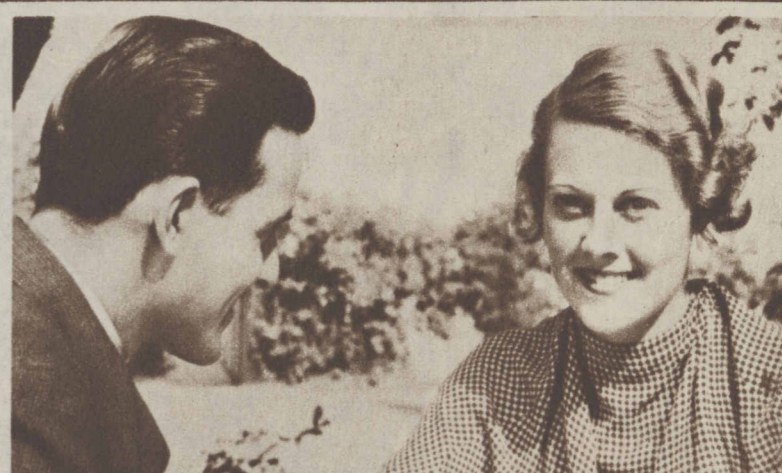
1. GENUINE HYDRAULIC BRAKES
2. SAFETY-STEEL BODY
3. WEIGHT RE-DISTRIBUTION
4. 12% TO 20% LESS GAS & OIL

## NEW PLYMOUTH NOW ONLY \$510

AND UP  
LIST AT FACTORY  
DETROIT



DESIGNED FOR THE ENGLISH KING'S JUBILEE—it's called the "Tanagra" dress by Schiaparelli of Paris, who made it of black satin for Lady Earle.  
(Photo by Georges Saad, Paris.)



ENJOYING HER FIRST REALLY WORRILESS VACATION. Everything made of wool has been mothproofed with Larvex—clothes, rugs, carpets, wool, upholstery, everything. Mothproofing with Larvex is positive prevention of moth damage. This is the new and sure way. Take no chances on old-fashioned methods that so often don't work. Mothproof everything made of wool. Get Larvex at once. Drug and department stores.

NO ODORS; NO PACKING AWAY;  
... ALWAYS READY TO WEAR.

## LARVEX PREVENTS MOTH DAMAGE