Verschiedene amerikanische Autoinserate mit den Schlagzeilen:

„Er läuft wie durch eines Zaubers Hand",
„Ein stiller Diener Ihrer leisesten Laune",
„Chrysler Airflow Styling has a brilliant new flair".
(Durch eine Übersetzung dieser Worte könnte der Sinn nicht voll getroffen werden).

Various American motor advertisements with the slogans:

"It works like Magic"
"Silent Servant of your slightest whim"
"Chrysler Airflow Styling has a brilliant new flair"

WHAT difference do you instantly see between this sleekly smart 1936 Pontiac and cars of earlier years?

Look at the top and you will find the answer. Here is a crown of solid steel—gleamingly smooth—sweeping with graceful, uncluttered beauty from windshield to rear window.

The "soft spot"—that vulnerable patch of fabric in old-type roofs—is gone and in its place you find the famous solid steel "Turret Top" which now distinguishes every closed car with Body by Fisher.

That great seamless sheet of metal not only puts vital safety over your head—it also buttresses and reinforces the whole car structure.

And many months of owner experience on hundreds of thousands of General Motors cars has adequately verified scientific tests, which proved the "Turret Top" warm in winter, cool in summer, and restfully quiet all year round.

This newest Fisher contribution to safety takes its place with Fisher perfected No Draft Ventilation in identifying a modern car built to give its owner the latest full measure of security and comfort—in all seasons and in all sorts of weather.

And like Fisher No Draft Ventilation, the solid steel "Turret Top" Body by Fisher is found only on General Motors cars.

BODY by FISHER — GM GENERAL MOTORS

THE SOLID STEEL "TURRET TOP" BODY BY FISHER

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC

AIRFLOW Chrysler

WITH AUTOMATIC OVERDRIVE

Silent Servant

OF YOUR SLIGHTEST WHIM

Chrysler Airflow Styling

HAS A BRILLIANT NEW FLAIR

SLUB Wir führen Wissen.
gefördert von der Deutschen Forschungsgemeinschaft DFG
UNIVERSITÄT ERFURT