



CHRYSLER "70" Pioneer of a New Order

Before the advent of the Chrysler "70" two and a half years ago the better cars were on a fairly even footing with practically nothing but price to set one apart from the other.

At that time Walter P. Chrysler sensed the general public dissatisfaction with existing car performance.

He recognized that motoring needs had developed to a point where the public demanded superior, faster and safer transportation; a car with longer life; greater comfort, more easy to handle and quicker to accelerate in the maze of traffic.

Thus the Chrysler "70" became the pioneer of a new order of motoring and today more than ever emphasizes the leadership it then assumed.

For Chrysler was the first stock car to give a speed of 70 miles and more per hour, an acceleration of 5 to 25 miles in 7¼ seconds and gasoline economy of 20 miles to the gallon with such performance.

Other advanced features were a motor with a seven bearing crank shaft in that price class; oil-filter, air-cleaner, an exclusive spring mounting eliminating side sway even at highest speeds, and self-equalizing hydraulic four-wheel brakes.

Coupled with these unheard of mechanical perfections was a newness of design which provided comfort and roadability; a beauty that immediately won the approval of the most discriminating.

So great was the manifest superiority of the Chrysler "70" that it immediately exercised a marked influence on the entire industry—an influence that has grown with each passing month.

But there has not yet appeared a single car, no matter what its outward resemblance to Chrysler, or that has adopted some of the features that Chrysler introduced, which does the things that Chrysler does as Chrysler does them.

CHRYSLER SALES CORPORATION, DETROIT, MICHIGAN

NEW CHRYSLER "70" PRICES

Coach, \$1395; Roadster, \$1525; Royal Coupe, \$1695; Brougham, \$1745; Sedan, \$1545; Royal Sedan, \$1795; Crown Sedan, \$1895. All prices f.o. b. Detroit, subject to current Federal excise tax.

Chrysler Model Numbers Mean Miles Per Hour

EVANSTON MOTOR SALES

W. D. Reagan, Mgr.

1840 RIDGE AVENUE

PHONE WILMETTE 2277

CHRYSLER "70"

