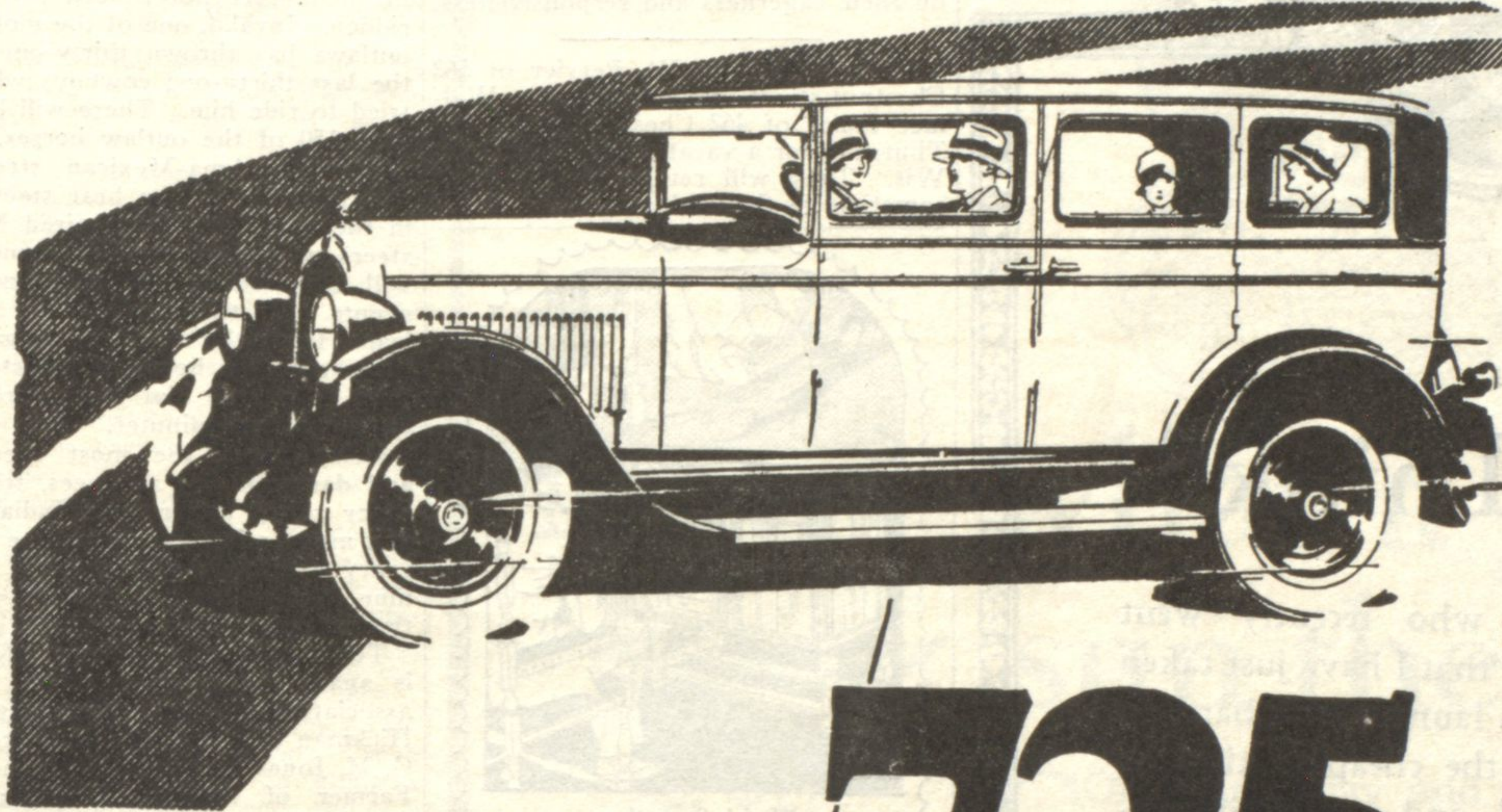


NEW CHRYSLER "52"



52
miles per hour

5 to 25
miles in 8 seconds

Full Sized
bodies for adult
passengers

*Still higher quality
—yet lower prices*

\$ 725

TO \$875 F.O.B. DETROIT.

HERE again in this new "52" is another one of those vivid Chrysler demonstrations of greater value which tell their own striking story at a glance.

You need only see the Chrysler "52"—contrasting it in your mind with everything offered in its field—to realize that once more Chrysler Standardized Quality has yielded more to the buyer than money has ever been able to buy before.

Here in the new Chrysler "52" is true beauty far above previous standards in its class.

Here is vigor of performance far greater than you have ever been able to buy before at this money—52 and more unvarying miles per hour, delivered with a smoothness no other low-priced car can even approach.

Here, in the new "52", are ample space and comfort

with long, roomy bodies, staunchly constructed of wood and steel.

See it, and above all, drive it—for once you have experienced its performance we are confident that you, too, will agree that in the new "52" Chrysler has passed beyond all accepted limits of what \$725 to \$875 have been able to buy in motoring performance, comfort and luxury.

New "Red Head" Available

The new Chrysler "Red-Head" engine, giving extra speed, pick-up and hill-climbing ability, assured by the use of high-compression fuels, is now made available for the new Chrysler "52". Any Chrysler dealer will gladly give you full particulars and an impressive demonstration of the "Red-Head" engine advantages.

NEW CHRYSLER "52" PRICES—
Coupe \$725; Roadster (with rumble seat) \$725; 2-door Sedan \$735; 4-door Sedan \$795; De Luxe Sedan \$875. All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

932

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