

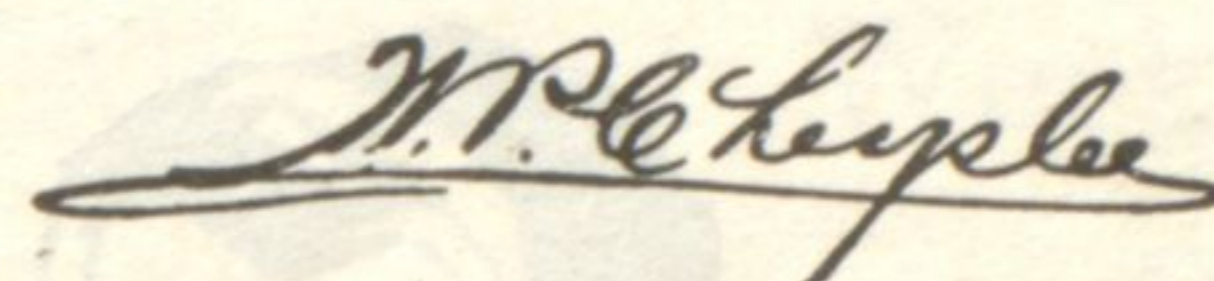
Announcing the Illustrious  
**NEW CHRYSLER 72**

A Statement from Walter P. Chrysler:

In announcing the Illustrious New Chrysler "72," we are confident that our latest product is as great an advance over today's fine cars as was the famous "70" over the best of four years ago.

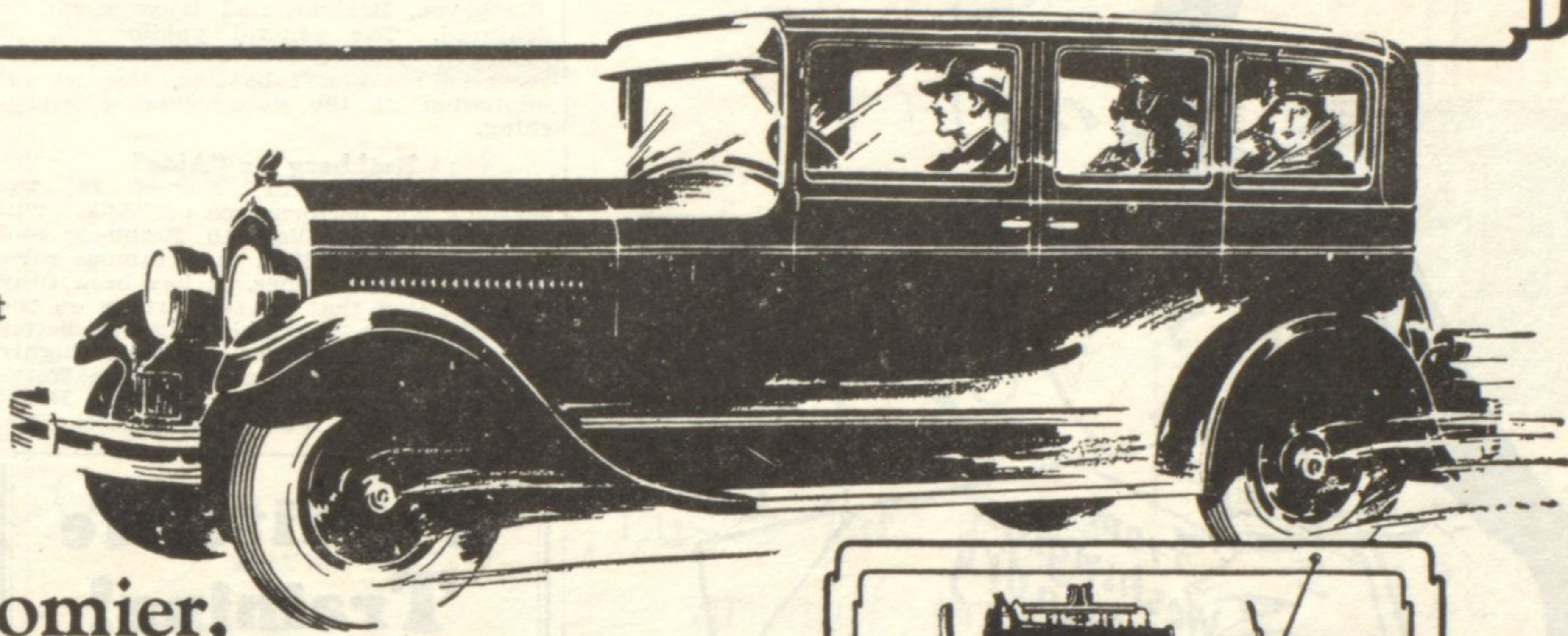
The New "72" is ultra modern — again setting new standards, establishing

new results for the industry to follow. The New Chrysler "72" with the Great, New "62", the New "52," and the magnificent Imperial "80" — are Chrysler's covenant of faith with the public which has so generously demonstrated its faith in us.



**\$1495**

to \$1745, f. o. b. Detroit



**Longer, Roomier,  
 Faster, Handsomer**

The Illustrious New Chrysler "72" — longer, roomier, faster and handsomer—but that tells only a touch of the "72" story.

For the first time, in a car costing less than \$2000, the New "72" gives an engine of 75 horsepower, with counterweighted 7-bearing crankshaft and rubber engine mountings to wipe out every last vestige of vibration.

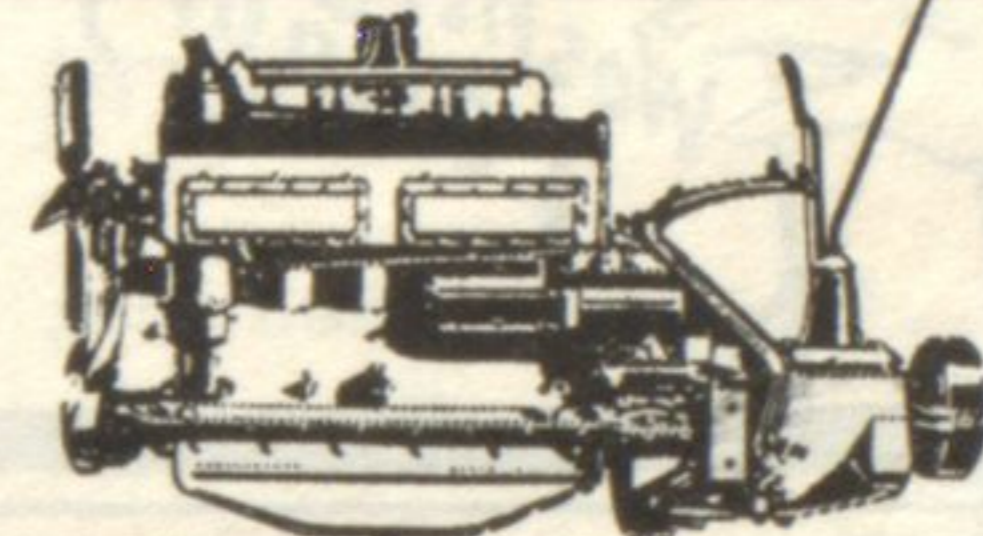
It gives you speed of 72 and more miles an hour, pick-up of 5 to 25 miles in 7 seconds, hill-climbing ability that sweeps you up even mountain grades at constant acceleration.

It gives you rubber shock insulators, pioneered with such great success in the Chrysler Imperial

"80." The spring ends are anchored in blocks of live rubber, eliminating wear, noise and the need for lubrication. These insulators, with the special Chrysler spring suspension result in riding smoothness hitherto unknown.

It gives you longer, more beautiful bodies, tastefully appointed, luxuriously roomy, and fully equipped with saddle-spring seat-cushions and adjustable steering wheel to give you the utmost in comfort.

Test it to your satisfaction in every conceivable manner. Only then can you appreciate just how much wider is the gap which the Chrysler "72" has placed between itself and all others in this class.



**"Red-Head" Sets  
 Chrysler Performance  
 Farther Ahead**

For those who seek supreme performance — speed, pick-up, hill-climbing ability, going beyond even the qualities of its standard sixes—Chrysler furnishes its new "Red-Head" high compression engine . . . . The New Chrysler "Red-Head" will be regular equipment on the Illustrious New Chrysler "72" Roadster, giving even greater speed and acceleration than the standards announced. It is also available for all other "72" body models.



955

*Illustrious New Chrysler "72" prices—Eight body styles, \$1495 and upwards, f. o. b. Detroit. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.*

**EVANSTON MOTOR SALES**

1840 RIGDE AVE.

W. D. Reagan, Mgr.

EVANSTON 2277

**50** CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR **50**