

NEW YEAR'S DAY is CHRYSLER'S BIRTHDAY

New Year's day 1924 began a new era in the automotive industry.

That day saw the advent of the first Chrysler. At that time Chrysler ranked 28th position in the automobile business.

What a change since then. Today—our Fourth Anniversary—we shout from the house-tops "CHRYSLER IN 3RD PLACE."

Think this over—in four short years Chrysler has jumped from 28th to 3rd position in the industry. Such a product must have merit.

A short demonstration plus a talk with any North Shore owner will convince you—Why?

EVANSTON MOTOR SALES

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