

STYLE---Paris for Clothes; Chrysler for Cars

IT IS not too much to say that even Chrysler has never found a parallel to the admiration and enthusiasm which has greeted the new Chryslers—"75" and "65."

The public, ever eager to reward originality and merit, has welcomed them wholeheartedly as the forerunners of an entirely new and vastly superior motor car style, just as it welcomes enthusiastically the dictum of Paris in matters of clothes.

Everywhere, it applauds Chrysler's striking new style. It acclaims Chrysler's splendid new vitality of performance. It commends each and every one of the countless betterments of Chrysler's artistic and mechanistic design.

You should see this epochal development. You should ride in and drive the new Chrysler—whether "75" or "65"—to appreciate just how emphatically Chrysler again has jolted outworn traditions in appearance, performance and value.

New Chrysler "75" Prices—Royal Sedan, \$1535; 2-Passenger Coupe (with rumble seat), \$1535; Roadster (with rumble seat), \$1555; Town Sedan, \$1655. (Wire wheels extra.)

New Chrysler "65" Prices—Business Coupe, \$1040; Roadster, \$1065; 2-Door Sedan, \$1065; Touring Car, \$1075; 4-Door Sedan, \$1145; Coupe (with rumble seat), \$1145.

Chrysler Plymouth Prices—Coupe, \$680; Roadster (with rumble seat), \$675; 4-Door Sedan, \$730; 2-Door Sedan, \$695; De Luxe Coupe (with rumble seat), \$730; Touring, \$695.

All Prices F. O. B. Detroit

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