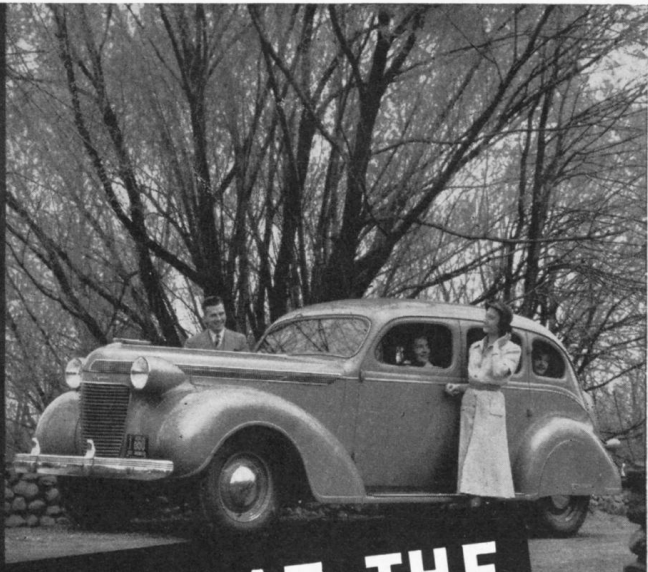


THIS IS THE NEW CHRYSLER ROYAL . . .

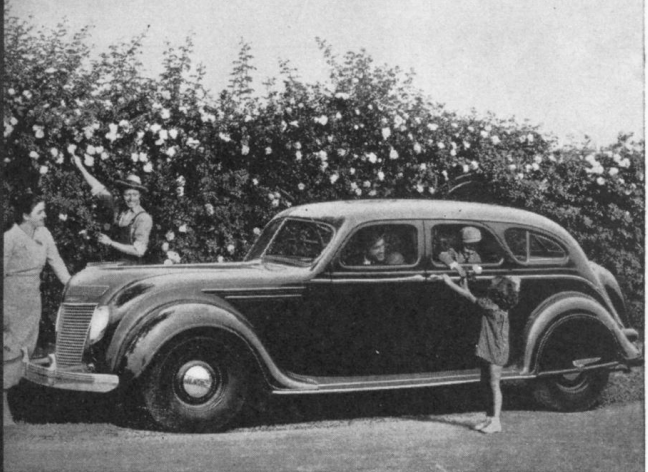
with which Chrysler has invaded the low-priced field. A new and different kind of low-priced car . . . bigger, roomier, smarter and finer . . . yet so economical with its new 93 horsepower Gold Seal engine that owners report 18 to 24 miles per gallon. The most talked about motor car of the year!

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famous for years as the finest expression of Chrysler engineering . . . now available at the lowest price in history . . . well down in the medium-price range. A big, commanding car of 110 horsepower and 121 inch wheelbase . . . exceptionally roomy, and luxurious . . . magnificent in riding comfort.



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largest and most luxurious car to bear the Chrysler name . . . the *only* custom-type car to offer you both a Safety *All-Steel* Body and hydraulic brakes. Magnificently turned out on a wheelbase of 140 inches . . . powered with a great 130 horsepower engine . . . the most spacious and comfortable car you ever saw.

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America's most modern motor car. The car that pioneered modern streamline design . . . scientific weight distribution . . . and unit type of body and frame construction, in which you actually ride *inside* the strong steel girders of the frame. No car in the world excels it for comfort and safety.

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