Compare CHRYSLER "72" against the field

. . . Bar none

In all the brilliant chronicle of Chrysler, no car has so keenly delighted a great and growing host of owners as the Illustrious New Chrysler "72"—a car so remarkable in quality and performance that, at its low price, nothing like it or like it can be found anywhere.

In Chrysler's triumphant march from 25th to 3rd place in sales in 42 months, the "72" has played a most significant part.

In the Illustrious New Chrysler "72"—longer, roomier, finer—Chrysler Standard and Quality excels even Chrysler in performance, in comfort, in appearance, in accessibility.

The 78 horsepower engine with counterweighted seven-bearing crankshaft delivers 72 and more miles an hour with ease. It flashes instantly over hills.

Equipped with rubber shock-absorbers in place of metal shackles, it rides with a new measure of comfort, safety and smoothness over the roughest roads.

Use the Illustrious New "72" in every conceivable manner. Then you will appreciate how here much value is the gap which the Chrysler "72" places between itself and all others selling within hundreds of dollars of its price.

In Performance and Value It Stands Alone

FIDELITY MOTORS CO.

Herbert M. Harrison, President

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