

REGAL CHRYSLER-PLYMOUTH INVITES YOU TO CELEBRATE "ROYAL WELCOME" WEEK!

COME JOIN US SEPTEMBER 10-15.

Regal Chrysler-Plymouth is your new downtown new car dealer.

Since we're new to Charlotte, we'd like to get acquainted with you. So we're having a "Royal Welcome" Week celebration all this week, from 9:00 a.m. to 10:00 p.m. daily.

We'll look forward to welcoming you.

Bring your family for refreshments. And be sure to register for the daily drawings of beautiful prizes. Nothing to buy; no obligation, of course.



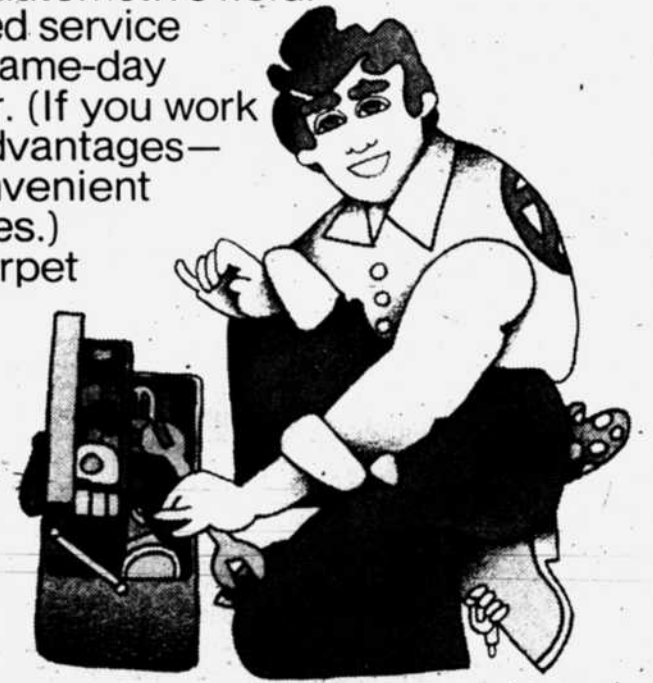
RED CARPET SERVICE!

At Regal Chrysler-Plymouth, you'll be treated like a king or queen.

Our sales representatives have been carefully selected, and can offer you the benefit of their years of experience in the automotive field.

Our completely renovated service department can give you same-day service on any make of car. (If you work downtown, consider the advantages—fast, reliable service; a convenient location; no parking charges.)

Let us roll out the red carpet for you.

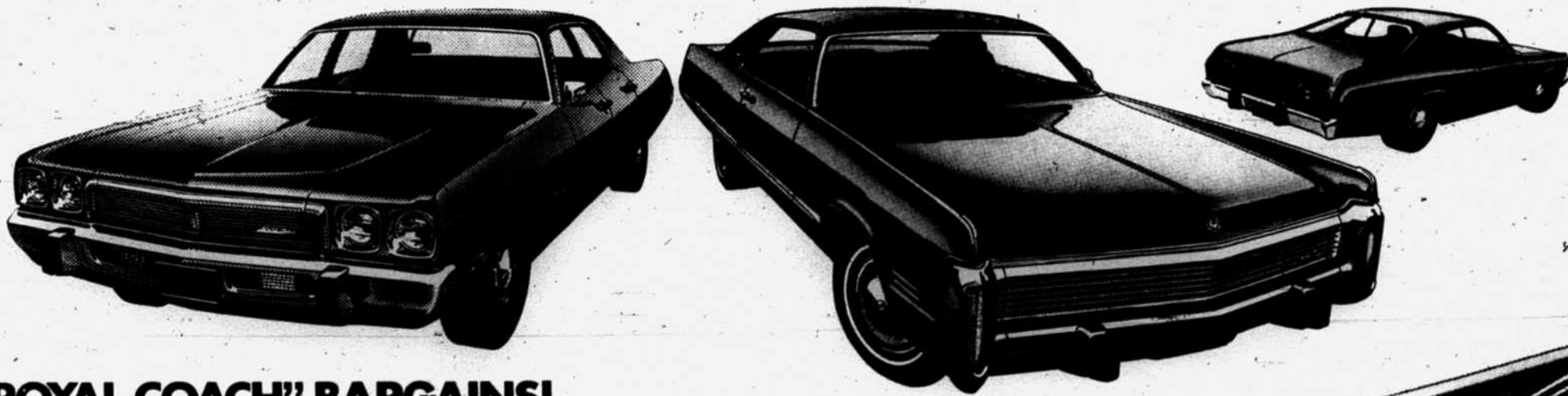


FREE PRIZES DAILY!

Just fill in the attached coupon and bring it to Regal Chrysler-Plymouth.

There will be a drawing at the end of each day during "Royal Welcome" Week. You could win one of these fabulous prizes:

Wilson golf clubs. A shotgun. A professional bounce pool table. An exciting new Polaroid SX70 camera. A Zenith AM/FM stereo radio-phonograph. Or the grand prize—a Zenith color TV set!



"ROYAL COACH" BARGAINS!

You'll find bargains galore on brand-new, fully-equipped '73 Plymouths, Satellites, Dusters, and the magnificent Chrysler.

There's a great selection of low-mileage executive cars and

demonstrators, too.

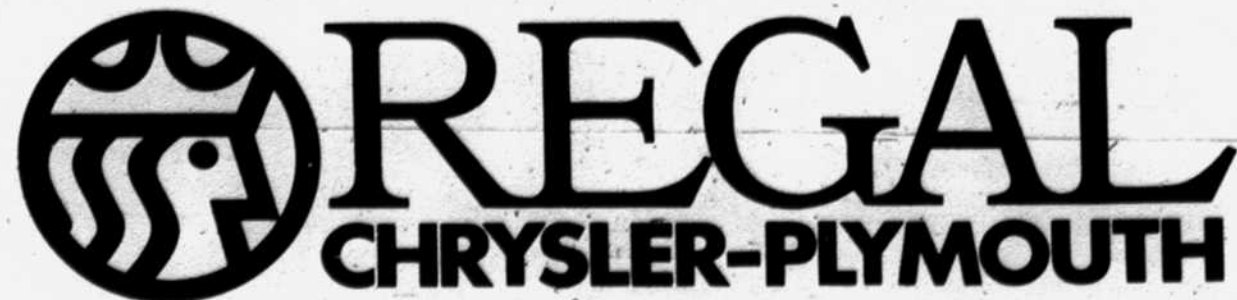
The selection will never be better. So test-drive your favorite now. You'll find our low clearance prices a refreshing surprise.

COME JOIN US!

Joe Cook, President and General Manager, and his entire staff look forward to greeting you during "Royal Welcome" Week at Regal Chrysler-Plymouth.

And be sure to register for the fabulous free prizes. Fill in the attached coupon now and bring it in.

You're always a winner at Regal Chrysler-Plymouth.



Your new downtown new car dealer

615 South Tryon Street, Charlotte, N.C. Phone: (704) 377-3601



PRIZE REGISTRATION FORM

Fill in this coupon, clip and bring to Regal Chrysler-Plymouth, 615 South Tryon Street, Charlotte, between September 10-15, 9:00 a.m. - 10:00 p.m.

Name _____

Address _____

Phone _____

PRIZES: Zenith color TV set, bounce pool table, Zenith AM/FM stereo radio-phonograph, shotgun, Polaroid SX70 camera, Wilson golf clubs. One prize will be drawn at the end of each day; winner need not be present. (You must be 18 or over to be eligible; one prize per family.)