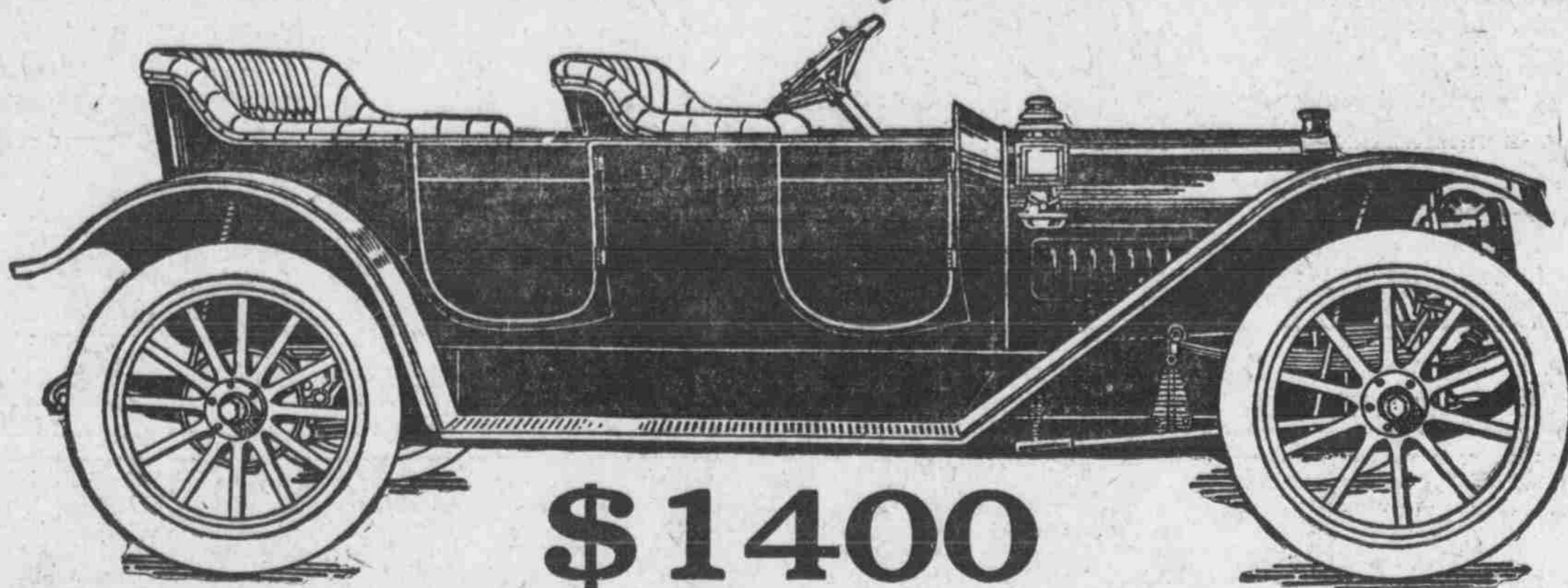


THE BIG SURPRISE IN QUALITY AND PRICE

1912



1912

\$1400

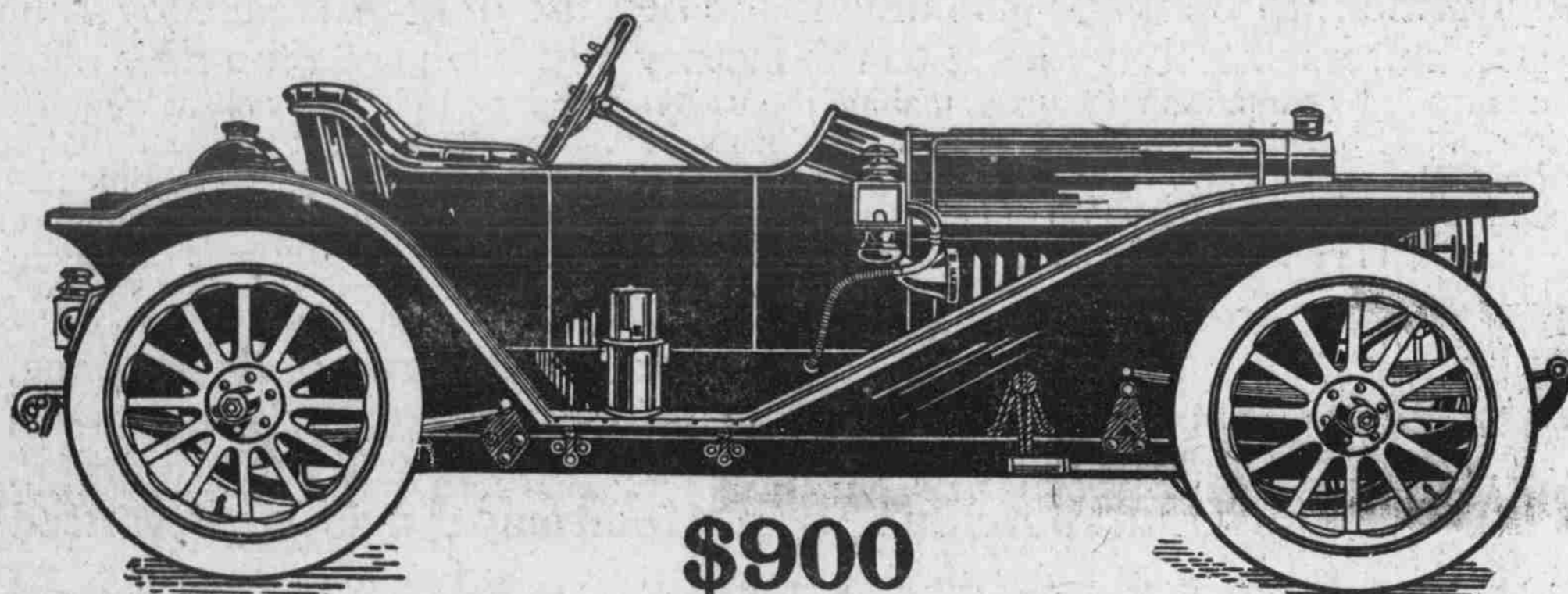
Regal "35" Underslung Touring Car

Here is a cut of the first car that carried the underslug method into the realm of really big cars. This is the most talked-of car in the country today, because it embodies a remarkable advance in automobile construction—a correct engineering principle applied to motor cars. Underslung

construction has been recognized as the ideal way to build a car. But manufacturers fought shy of it because it cost so much more to build.

We are manufacturing underslung cars, nevertheless, because we know the wonderful advantages and are determined to secure them for the Regal '35.' **We Welcome Comparison**

The Day
of the
Underslung
Has
Arrived



\$900

Regal "20" Underslung Roadster

"Underslung"
a New
Conception
of What
Comfort
Really Means

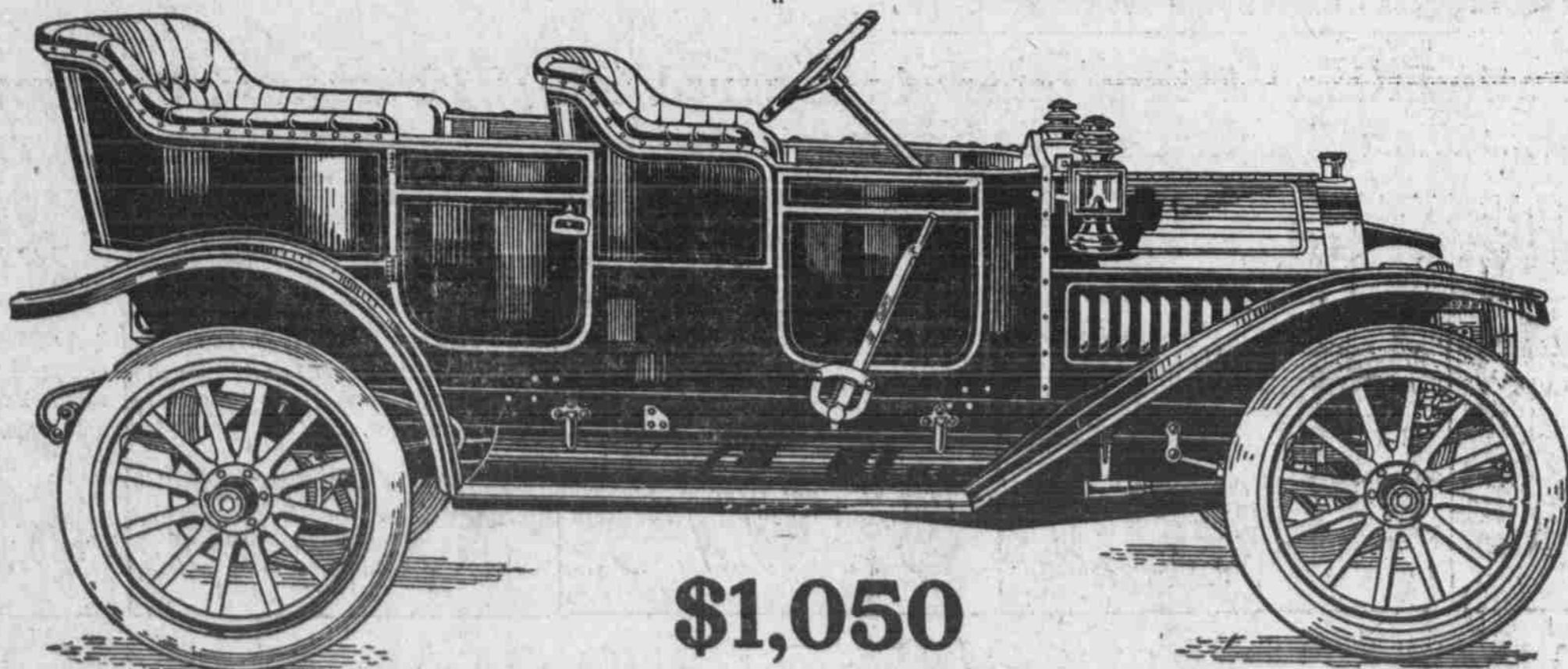
The Underslung is the safest car. The weight is "slung" below the axles, not balanced above them. The road clearance is a full ten inches. No "TURNING TURTLE" with the Underslug. Skidding practically eliminated.

Then comfort. No sideways. You ride "straight" in an Underslug. Shock-absorbing springs take up the bumps before they reach you.

Economy. Underslung eliminates side-lash on springs and tires. It prevents vibration because the frame is in a mathematically perfect normal position. Besides, the power plant being placed very low, the maximum horse power by a straight line drive is delivered from motor to rear axle. A big saving in gasoline. This construction also means accessibility and perfect lubrication.

You have never seen amore beautiful car. **IT'S THE CAR YOU WILL BUY.**

The First
"30" Horse
Power, Five-
Passenger
Touring Car
Sold at This
Remarkable
Price



\$1,050

We Have
Sold 15,000
of These
Thirties

The Regal "30" Fore-Door 5-Passenger Touring Car

15,000 men, each with a different reason, will tell you why they bought Regal "Thirties". They saw the car, tested it, made comparisons and found by common business sense that steel is steel, brass is brass, rubber is rubber, and that the difference in price between this car and other cars could not be found in the absolute and necessary essentials of the car. No car could long be sold that did not meet the modern requirements of service and reliability which are built into every good automobile.

Our policy has always been to let a man do his own reasoning and thinking—to find out for himself the "why" and "wherefore" of this difference in price in the face of uniformity in values.

We have succeeded in getting a pretty large share of the country's automobile business for the simple reason that the cars we have built have been built for Regal owners to recommend. After all—the car is the thing. You, naturally, want the soundest investment for your money—and the best investment, in this instance, means the best car you can get for the expenditure of a certain sum—as low a figure as is consistent with your judgment and your need.

Here is a car with 15,000 recommendations behind it—a car that toes the mark of completeness, practicability, endurance, speed, comfort, economy and greatest of all reputation. Only \$1,050. It's the best way to invest the money.

Nebraska Regal Sales Company

Direct Factory Branch

2129 Farnam Street, Omaha, Nebraska

A Little Good Territory Still Open for Live Dealers in Nebraska, Colorado, Wyoming and Western Iowa.