

The New CHRYSLER IMPERIAL

*A*T long and rare intervals men are able to produce objects of art or utility which they instinctively know to be superior to any that have preceded them.

They know instinctively, too, that the conquest of public opinion will be complete and instantaneous.

Such periods of high achievement are moments of deep elation—but they are moments which move the creators to remain silent rather than to pile words of praise upon their own accomplishments.

Walter P. Chrysler and his associates are experiencing an hour of profound satisfaction in presenting to you the new Chrysler Imperial.

They are reluctant to stress their own satisfaction in this announcement by endeavoring to arouse your expectations in advance.

They have striven to create in the Chrysler Imperial such prodigies of performance and such a strikingly new and unusual expression of motor car beauty that the car would literally proclaim itself at first glance.

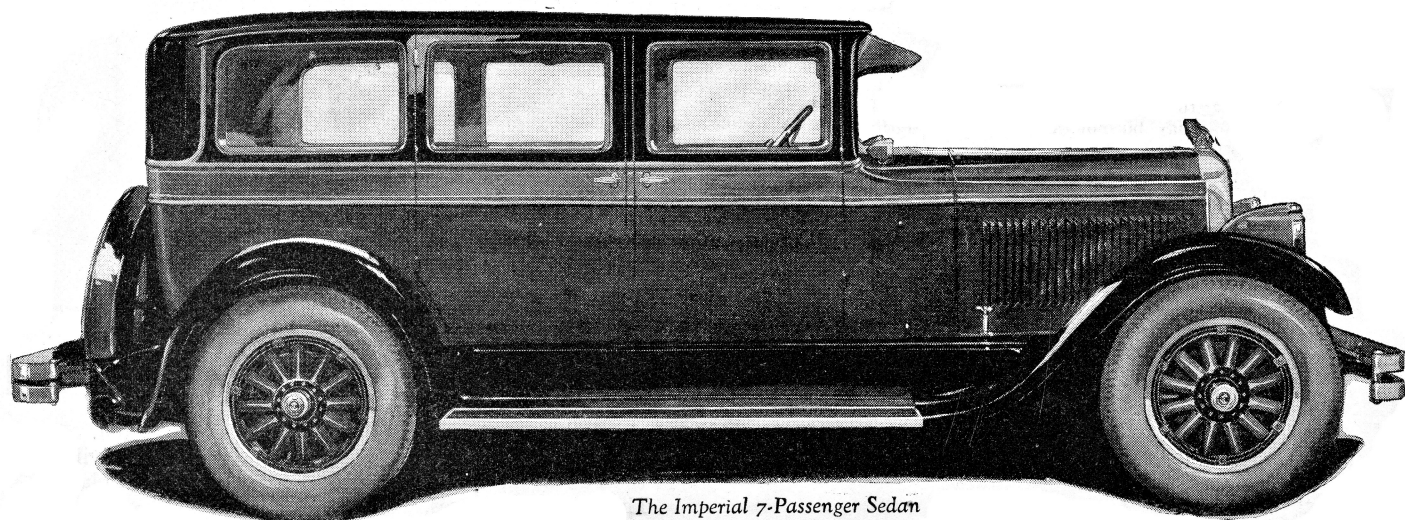
They are confident that you will see in the Chrysler Imperial one more mile-stone in the evolutionary progress of the motor car toward a higher sphere of efficiency and saving.

AS FINE
AS MONEY CAN BUILD

UTMOST LUXURY
FOR 2 to 7 PASSENGERS

92
HORSE-POWER

80
MILES PER HOUR



The Imperial 7-Passenger Sedan