



CHRYSLER IMPERIAL "80"

The Supreme Interpretation of Chrysler Standardized Quality

The Chrysler plan of Quality Standardization differs from, and is superior to, ordinary manufacturing practice and methods, because it demands fixed and inflexible quality standards which enforce the same scrupulously close limits—the same rigid rule of engineering exactness—the same absolute accuracy and precision of alignment and assemblage—in the measurement, the machining and the manufacturing of every part, practice and process in four lines of Chrysler cars—"50", "60", "70", and Imperial "80"—so that each individual car shall be the Supreme Value in its own class.

Eight body styles, priced from \$2495 to \$3595, f. o. b. Detroit, subject to current Federal excise tax.

No matter how much you may admire the car you now own, the Chrysler Imperial "80" offers a decidedly *new* and *unique* adventure in joyous motoring.

From the moment of your initial experience in the Imperial "80" you will be satisfied with nothing less.

In speed, power, smoothness, luxury of appointment, riding and driving ease, the Imperial "80" is a challenge to you to be dissatisfied with the conventional and the commonplace.

It is an invitation to know the sheer delight of stepping from the finest car of yesterday to the *finest that money can build.*

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

