



For Those Who Know
and Appreciate the
Finest in Motor Cars

CHRYSLER has wrought in the 112 h.p. Imperial "80" an entirely new kind of performance, style and appearance in the field of the finest cars . . . ¶ Its engine is unmatched for smooth power. It has an extraordinary reserve to achieve further marvels in speed, acceleration and hill-climbing . . . ¶ Its bodies are remarkable for their long, graceful lines, their fine upholstery and fittings, charm and diversity of chromatic colorings, and are indeed luxurious without even a hint of over-ornamentation . . . ¶ Ownership of a Chrysler Imperial "80" indicates appreciation of the finest in motor cars.



THE NEW 112 H.P.
CHRYSLER
IMPERIAL "80"

Roadster (with rumble seat), \$2795; Five-Passenger Sedan, \$2945; Town Sedan, \$2995; Seven-Passenger Sedan, \$3075; Sedan-Limousine, \$3495; also in custom-built types by Dietrich, LeBaron and Locke. All prices f.o.b. Detroit, subject to current Federal excise tax.