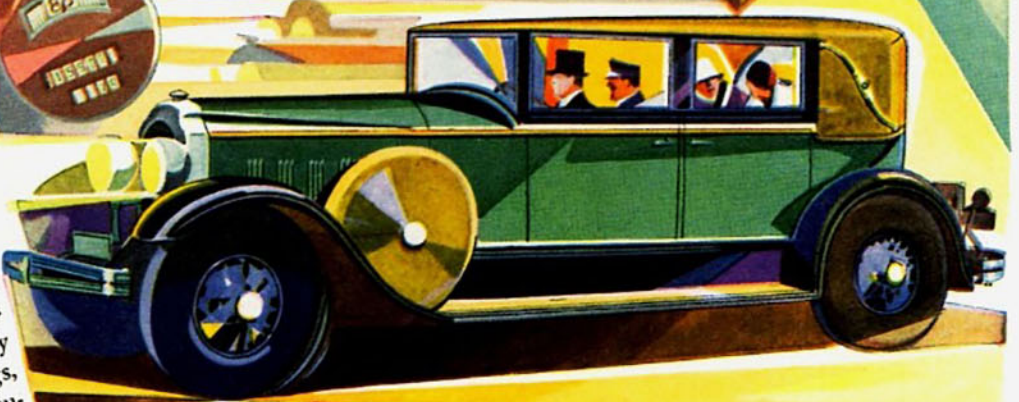


THE NEW
112 H.P.

CHRYSLER IMPERIAL "80"

A car of today for the sophisticated tastes of today! Chrysler's New 112 h. p. Imperial "80" has enriched even the experience of those most accustomed to and appreciative of the finest in motor cars . . . ¶ Not merely by building one of the world's most powerful motor cars, but by translating that power into terms of flawless performance—power that flashes or purrs as the driver demands . . . ¶ Not by excess of ornament but by creating in the hand-built bodies by Chrysler, Locke, LeBaron and Dietrich, that well-defined note of restraint that speaks true smartness . . . ¶ Long-er, wider bodies, finest upholstery and grooming, longer springs, chassis and engine rubber insulated — "Red-Head" high-compression power—the New 112 h. p. Imperial "80" leaves nothing to be desired for performance with superlative comfort . . . ¶ The fourteen custom body types present a wide range, suitable for all town and country uses.



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