



112 H.P. AMERICA'S MOST POWERFUL MOTOR CAR

With the new 112 h.p. Imperial "80" Chrysler now introduces into the field of finest motor cars a new modern note of simple excellence.

Powerful, graceful and fleet, this newest Chrysler emphasizes efficient simplicity in engine and chassis, and the charm of simple good taste in body and lines.

The new 112 h.p. "Red-Head" high-compression rubber-mounted engine—a marvel of clean design—is smooth and alert, easy to drive, maintain or control. No less powerful car can approach its flawless performance.

Graceful lines and luxurious custom bodies contribute importantly to Imperial "80" pre-

eminence. In their simplicity of design and correctness of good taste there is not even a hint of that over-ornamentation sometimes mistaken for smartness.

Custom bodies are built by Locke, LeBaron, Dietrich, and by Chrysler in a special plant acquired and equipped solely to produce these fine examples of coachwork.

Men and women, with a wealth of experience with the finest cars the world has produced, are finding fresh delights in the faultless performance, luxurious comfort and exquisite good taste of the new 112 h.p. Imperial "80"—America's most powerful motor car.

Five body styles—Roadster, Town Sedan, 5-passenger Sedan, 7-passenger Sedan, Sedan Limousine—\$2795 to \$3495. Also in custom-built types by Chrysler, Dietrich, Locke and LeBaron, up to \$6795. All prices f.o.b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments.

New **CHRYSLER**
IMPERIAL "80"