



The Logical Successor to the Finest Car of Yesterday

Perhaps it is not altogether fair to the older makes of fine cars to try to compare them with the Chrysler Imperial "80". Q Standards in everything improve, so it is not surprising that the fine car of yesterday is surpassed by the finer Chrysler of today. Q The Imperial "80" is the highest interpretation of Chrysler's *unique* and *novel* engineering and manufacturing plan of uncompromising *Quality Standard-*

ization. Q And you need no one to tell you that Chrysler *Standardized Quality* has initiated something *new* and vital in motor-car manufacture, the effects of which are apparent everywhere in the industry. Q So it is inevitable that the Imperial "80" should be surely and steadily gaining preference not simply with those who demand the best that money can build—but with those who *know* the best when they find it.

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

CHRYSLER IMPERIAL "80"

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

EVANSTON MOTOR SALES

W. D. REAGAN, Mgr.

1840 RIDGE AVENUE, WILMETTE 2277

BUY — YOUR — CAR — IN — EVANSTON