



Four Great Motor Cars in

27th in 1924

18th in 1925

9th in 1926

4th in 1927

3rd in 1928

FIGURES PLACED BY AUTHORITY OF NATIONAL AUTOMOBILE CHAMBER OF COMMERCE

CHRYSLER

In 42 months Chrysler, due to public endorsement, has come from 27th place to 3rd place. All but two makes, far longer established, have been outsold by Chrysler.

The order of precedence at the National Automobile Shows is determined by the dollar volume of sales in the year ended July 1st. In these 12 months, Chrysler sold 193,750 motor cars—a volume of \$275,000,000 paid by the public.

Even this remarkable pace is exceeded by the sales record of the second half of 1927. No

other make of car has ever recorded such phenomenally rapid progress.

In three and one-half years, production and sales have increased six-fold over the original record-breaking first year of Chrysler.

There can be no more impressive public endorsement of Chrysler performance, Chrysler long life, Chrysler quality, Chrysler value, supplied in four great price fields by Chrysler's four great cars—the New "52", the Great New "62", the Illustrious New "72", and the New 112 h. p. Imperial "80"—America's most powerful motor car.

40 Body Styles Priced from \$670 to \$6795 f. o. b. Detroit

52 - 62 - 72 - Imperial 80



Chrysler

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