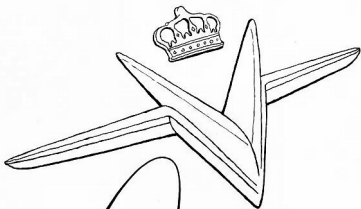


Knowledge
of the product
is the first
requirement of
salesmanship

ROSS ROY
BULLETIN
FOR RETAIL SALESMEN

NUMBER 12
•
CUSTOM IMPERIAL
VS.
CADILLAC 60 SPECIAL



Imperial
by **CHRYSLER**

In a Careful Comparison with
the Cadillac 60 Special . . . The
'54 Custom Imperial by Chrysler
Maintains Its Position As
America's Finest Automobile

What Does the Luxury-Car Buyer Want?

Obviously, the luxury-car buyer wants the *best possible combination* of benefits that money can buy. *Styling* he can take pride in. *Over-all performance* second to none. *Ease of handling* that is unsurpassed. *Safety* in every possible detail. *Luxurious comfort* beyond comparison. Every manner of *convenience*. And maximum *dependability*. And *those are the benefits you offer your prospect* in fullest measure in the Custom Imperial by Chrysler!

You Can Welcome Comparison with Cadillac! Only by comparison can you effectively evaluate the many Imperial benefits for your prospect. And Cadillac is the only American-made car you can use for a fair comparison, because it comes closest to the Imperial in the luxurious benefits it offers. Thus, if a prospect mentions an interest in Cadillac, he is actually inviting you to use the best yardstick available to convince him that the Imperial provides exactly what he is seeking—that *true luxury available only with the finest.*

With Chrysler, Styling Leadership Means More Than Beauty Alone

Stand back a distance from the Imperial and take a really good look. You see the peak of modern automotive beauty in dignified good taste. You see a sleek, streamlined beauty that matches the prestige of *any* prospect.

Yet, with Chrysler, styling leadership means far more than beauty alone. It means providing the utmost in personal safety, convenience, comfort, and car protection. Here are just a few examples that will interest your prospects when weighing the Imperial against Cadillac:

First, Let's Take Cadillac's New Wrap-around Windshield!

It is easy for the prospect to get the impression that the Cadillac wrap-around windshield eliminates "A" post blind spots. In fact, all it does is relocate them. Only the slant of the post has been changed. The bottom is a little farther back, the top has been moved forward, and the middle is about where it was. Because the top is farther forward, the Cadillac driver has a *brand-new blind spot* when he is watching for a traffic light to change.

In bad weather, when rain or snow or road film is hitting the windshield, Cadillac's wrap-around windshield can be a source of danger. Each corner of the windshield can become opaque, cutting down the side vision so important to safety. Chrysler's gently curving windshield is more completely cleaned by the wipers, and the vent wings stay clean to provide additional lateral visibility.

Just ahead of the Cadillac front-door vent wing is a ledge which is a natural place to rest the hand. But serious and painful finger injury can result if the door is closed while the hand is resting in this spot. Chrysler designers make a point of *not* having such traps in Chrysler cars.

The Custom Imperial rear vent window can be reached and adjusted without straining and stretching. To operate the Cadillac rear vent window, the passenger must twist to reach over his shoulder.

Now look closely at the Cadillac front bumper and grille. What happens if, in a parking lot, another car backs into the Cadillac front end at an angle, striking the center of the bumper? There is a very good chance that both the bumper and the grille will be damaged because protection is not adequate. The sturdy Chrysler bumper provides protection all across the front.

And speaking of grilles, consider this question: How is the Cadillac owner going to keep his grille clean? Dirt will collect in the *lattice-work* very quickly. Few car washers will take the time or effort to clean these small openings. Even if paid extra, it is difficult for the washer to do a good job. But the modern grille bars of the Custom Imperial keep their new-car beauty with a minimum of maintenance.

As you can see from the illustration, the Custom Imperial's rub rail protects most of the side of the car from damage from other car doors being opened. The Cadillac rub rail protects only the front part of the car.

Now consider the styling of the rear deck locks. The Imperial has a push button to release the latch. However, the Cadillac deck lid can be opened only with a key. This can be very inconvenient at times.

Both cars have cowl air vents. But the Imperial vent can be closed to keep rain and dust out of the system. Cadillac's vent extends across the entire cowl, and the air entrance is always open. The control door is inside the car. The screened entrance can be sealed off by sleet and snow. In the summer, the entrance can become loaded with dust, which will blast back into the car when the control door is opened.

The Custom Imperial instrument panel is styled for easy reading. Some of the important instruments on the Cadillac panel are confined in a narrow strip, making them difficult to read.

The Custom Imperial is designed with approximately 23 per cent more road clearance than Cadillac. This is very important when going up a steeply inclined drive, and it is greatly appreciated by sportsmen who must travel over unimproved roads.

Here is a final point to consider about styling. The majority of people who can afford the finest of automobiles are the type who reject anything that is false or artificial. Yet, Cadillac still uses the chromium "air-intake" on the leading edge of each rear fender for decoration.

Point Out Chrysler Interior Luxury Advantages

Both the Custom Imperial and the Cadillac 60 have spacious, luxurious interiors. But Chrysler provides two floor hassocks for extra comfort, while Cadillac has none. Chrysler has a folding center armrest in both the front and rear, Cadillac in the rear only.

On each door escutcheon, the Imperial has a chromium handle. This makes closing the door from the inside easier, and also serves as an extra assist handle when getting in or out. Cadillac has no such handle. The Chrysler front seat will adjust a full five inches, while the Cadillac has a four-inch adjustment. Chrysler uses foam rubber padding on both seats and seat backs. Cadillac on the seats and front seat back only.

1954 PRICE COMPARISON

CUSTOM IMPERIAL BY CHRYSLER vs. CADILLAC 60 SPECIAL

Even the luxury car buyer wants to know that he is getting honest value. When both cars are comparably equipped as below, the Custom Imperial by Chrysler has a price advantage over the Cadillac 60 Special of almost \$500!

SIX-PASSENGER SEDANS*

	<u>Custom Imperial</u>	<u>Cadillac 60 Special</u>
Factory-Delivered Price	\$4,259.50	\$4,683.32
Automatic Transmission	Standard	Standard
Power Steering	139.75	Standard
Power Brakes	Standard	47.70
Radio and Antenna	101.00	131.95
Heater and Defroster	78.25	128.85
White Sidewall Tires	Standard	49.10
Undercoating	Standard	30.00**
Total	<u>\$4,578.50</u>	<u>\$5,070.92</u>
Price Difference		<u>492.42</u>

THESE QUALITY EXTRAS ADD EVEN MORE TO THE CUSTOM IMPERIAL VALUE ADVANTAGE

You can't put a price tag on these gilt-edged value-plus features that only Custom Imperial owners can enjoy:

Chrysler Air Conditioning--greater capacity, faster cool-down, simpler controls...Independent Parking Brake--a "second braking system" operating on the drive shaft (the Cadillac hand brake simply works the rear service brakes)...Superior Insulation--both in quality and quantity (the entire Chrysler top is insulated, while Cadillac insulates only the front half)...Safety-Rim Wheels--designed to hold the tire safely on the rim in case of failure (Cadillac has conventional wheels)...Electric Windshield Wipers--constant-speed, always reliable (not erratic and unpredictable as are the vacuum-operated wipers of the Cadillac)...Shorter Turning Radius--44 feet compared to Cadillac's 46.3 feet...More Durable Finish--baked enamel that stays better looking longer, with less attention (Cadillac uses lacquer finish)...Larger Luxury-Ride Tires--8.20 x 15, compared to the 8.00 x 15 tires of Cadillac...Coil Spring Seats--Marshall type, with each coil individually wrapped (Cadillac springs are the zigzag type, like Chevrolet's)...Oriflow Shock Absorbers--for a positive road-tailored ride (Cadillac uses ordinary shock absorbers).

*The Cadillac 60 Special is available only in the six-passenger sedan.

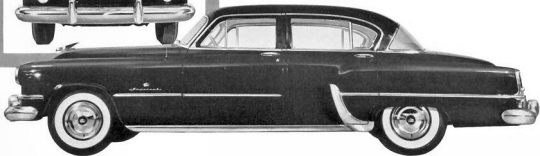
**Estimated dealer charge.

1954 Custom Imperial by CHRYSLER

Beauty with Good Taste



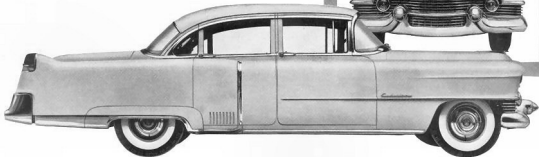
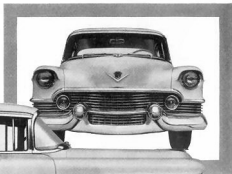
The 1954 Custom Imperial by Chrysler is truly the automotive pace setter for modern, distinctive beauty in good taste. The grille and front bumper are just one example of how Chrysler styling can combine massiveness and simplicity to add to the low, sleek appearance of the new Imperial. Whenever possible, Chrysler styling *does something* for the owner.



1954 CADILLAC 60 Special

Will It Be Copied?

Here's the 1954 Cadillac 60 Special which claims it is "styled to be copied for years to come." But is it? As this bulletin points out, there are features about 1954 Cadillac styling that will not even be *acceptable* to prospects, once they know about them. For example, the easily damaged, hard-to-keep-clean grille lattice.



CHRYSLER LEADERSHIP IN ENGINEERING . . .

Means Greater Performance, Ease of Handling, and Safety

Your *luxury-car* prospect naturally *expects* his car to be a good performer . . . to be easy to handle . . . to be safe. So, he is not likely to be interested in the ordinary engineering details that provide these benefits. But, because

he is searching for the finest, he *will* be interested in *how* the Custom Imperial brings him these benefits in *greater* degree than any other car. As always, you get the best things first from Chrysler.

CHRYSLER FIREPOWER . . . America's Finest, Most Modern Automobile Engine

With its hemispherical combustion chamber, *balanced* valve arrangement, and many other features—the Chrysler FirePower engine is the most modern and efficient American automobile engine. It has a compression ratio of 7.5 to 1 and provides 235 horsepower.

Naturally, the Chrysler Imperial owner can take pride in the fact that he is operating America's most powerful stock automobile engine. But of greater importance is the fact that he has the power for brilliant performance—and a bank of reserve power to draw on in emergencies. Further, he will enjoy the fact that his engine is *so efficient* that it will give him sparkling performance on regular gasoline. He will appreciate this engine that does not require *frequent removal of carbon* to assure continued new-car performance.

In contrast with Chrysler FirePower, the Cadillac engine with its conventional engineering features develops 230 horsepower with an 8.25 to 1 compression ratio. Be-

cause of this high compression, the engine must use premium fuel for acceptable performance, and a 12-volt electric system is required. Furthermore, carbon must be removed frequently to maintain engine efficiency.

To sum up the difference, both engines have the same displacement. But the FirePower engine is so efficient that it turns out *more* horsepower than the Cadillac engine with its higher compression ratio—compression that creates the problems just mentioned.

The *luxury-car* buyer naturally expects the greatest dependability modern engineering can devise. Here is just one example of how he gets it with the Imperial. The Chrysler Oilite fuel filter, located in the fuel tank, removes water and dirt *before* it can get into the fuel lines. The car is never stalled because of ice or dirt in the lines. This *can* happen to the Cadillac because the fuel filter is located at the engine. And this example can be multiplied a score of times!

CHRYSLER POWERFLITE . . . the World's Finest Automatic Transmission

Amazing performance plus the easiest, smoothest operation of any automatic transmission . . . *that is what Chrysler PowerFlite provides!* And that is exactly what your prospect *expects* of America's finest.

Chrysler PowerFlite provides 4.47 torque multiplication at breakaway in Drive Range. Once the driver places the selector lever in Drive position, he need not touch it again until he wants to park or back up. The torque converter provides smooth power multiplication, and the *one* automatic shift of the transmission to direct drive is imperceptible.

By contrast: Cadillac's Dual-Range Hydra-Matic provides

a maximum of only 3.82 torque multiplication at breakaway. But, for maximum efficiency *and* performance, the driver must shift back and forth from "City" to "Country" Drive positions, depending on traffic and road conditions. Since the Hydra-Matic fluid coupling does not multiply torque, all multiplication must be by gears . . . four sets of them. The result is that the transmission shifts *three* times in "Country" range and *two* times while in "City" drive position. It is obvious that the operation cannot be as *smooth* as the gradual, automatic ratio change of the torque converter, with only *one* shift of gears.

CHRYSLER SAFE-GUARD POWER BRAKES . . . the Industry's Best

Chrysler power braking, standard equipment on the Custom Imperial, eliminates approximately 50% of braking work. Power assists the foot to operate the Safe-Guard hydraulic brake system which has *two* hydraulic cylinders in each front wheel brake. Braking action is *smooth* and stops are *predictable*.

Power brakes are optional on the Cadillac—the first year they have been available. The Cadillac brakes have a *single* hydraulic cylinder for each wheel. They operate with a "wedging" action, and stops are not always pre-

dictable. Because power brakes are available this year, Cadillac has reduced its lining area from 258.5 square inches to 211 square inches. This is no advantage to the Cadillac owner who does not have power assistance in braking.

The Custom Imperial brakes have Cyclebond linings, while Cadillac has ordinary riveted linings. Cyclebond linings increase lining life about 50% and provide about 10% more usable area because there are no rivet holes or tapered ends.

CHRYSLER POWER STEERING Eliminates Practically All Steering Effort

Chrysler power steering operates with only the *touch* of a finger. Cadillac power steering requires from *three to eight pounds of pressure* before it goes to work, which means it is a *part-time* system. Chrysler front wheels

will travel from extreme left to right with only three turns of the steering wheel. Cadillac requires four turns. Also, unlike Cadillac, Chrysler power steering absorbs all road shocks before they reach the steering wheel.