



What are you doing Saturday morning?

*We suggest you
gather some facts
about the three fine cars.
Visit each showroom.
Ask questions.
Listen closely.
Remember the answers.
Drive the cars.
Inspect them carefully.
Before noon, you'll have
exploded some popular ideas
of which is best.*

SOME people think that the best fine car is the one with the highest sales. Or the one most of their friends drive. Or the one that's advertised the most. Valid as these reasons seem, a thorough comparison of all three will show you that Imperial leads in the truly important questions of fine-car value.

Which is roomiest?

You'll find that Imperial has noticeably more space between steering wheel and seat back, more leg room, more shoulder room and a cavernous luggage compartment.

Which rides best?

Imperial is the only American fine car with a torsion-bar suspension, which absorbs road shock more efficiently than conventional coil springs and provides more stability on curves.

Which performs best?

Imperial's engine is the most powerful of the three fine cars, yet led its class in five of the six most recent economy runs.

Which handles easiest?

Imperial's power steering works full-time. It's "on" and operating the instant the engine starts. In traffic, power steering maneuvers Imperial as if it were a thousand pounds lighter than it is, but is designed so you can retain the "feel of the road."

Which is most luxurious?

Imperial interiors are sumptuously elegant, durably fashioned and wonderfully comfortable — almost as if your own gracious living-room furnishings were somehow fitted into its spacious passenger compartment. Upholstery fabrics, the finest available, are cut, tailored and shrink-fitted smoothly into place by hand.

And Imperial is the only American fine car in which deep-pile wall-to-wall carpeting is installed in the passenger compartment and in the trunk, as well. Such thoughtful details as thick rubber inserts on the door sills, for sure-footed entry, will also impress you with the consideration this magnificent car has for its driver and passengers.

Which stops best?

Imperial power brakes are the largest on any fine car. Bonded linings allow more usable thickness, and two cylinders in each front brake assure total contact between lining and drum. Result: Imperial's brakes work more positively, wear longer.

Which has more conveniences?

Imperial pioneered such fine-car luxuries as Auto-Pilot, the first automatic control to let you drive on turnpikes without touching the

accelerator . . . simplified pushbutton controls which activate the transmission, heater and door locks . . . and Imperial's alternator which is capable of producing enough power at "idle" to operate the radio, wipers and heater without strain on the battery.

Which is built best?

Imperial is built in one of the world's most modern, highly automated assembly plants. Yet much of the important finished work is done patiently by hand. And no other car is so critically inspected. One in ten men at Imperial is an inspector. Each Imperial must pass hundreds of checkpoints during assembly alone — and an exhaustive road test before it leaves the factory.

After your fact-finding tour of the three fine cars, we think you'll want to see your Imperial dealer again before he closes — to sign your name to a good morning's work.





IMPERIAL

IMPERIAL DIVISION OF CHRYSLER CORPORATION

Dear Fine-Car Owner:

If you're planning to trade in your present car soon, I am sure that this informative and thought-provoking brochure, developed from an Imperial advertisement which appeared recently in the Wall Street Journal, will help you make the most satisfying fine-car choice.

Its message is based on this single, all-important premise: the major differences between this year's three fine cars make a point-by-point comparison more necessary...and more rewarding...than ever before, particularly if you plan to base your decision on true automotive merit and not on habit.

This brochure has explained Imperial's more notable superiorities in luxury, in performance, in riding quality, in drivability, and, more important from an investment standpoint, it has described the patiently skilled way Imperial is manufactured. It also has invited you to spend an hour with this most carefully built of all American cars, and to compare it in detail with its rivals, so you may clearly evaluate its superiorities for yourself.

Your nearest Imperial dealer has an Imperial ready for your inspection next Saturday morning...or at any other time most convenient for you. Drive it. Give it a complete inspection. You'll discover that this brochure has touched only on a few of the good things you get only in Imperial...America's most carefully built car.

Very truly yours,

A handwritten signature in cursive script, reading "C. E. Briggs".

C. E. Briggs
Vice-President, Chrysler Corporation
General Manager, Chrysler and
Imperial Division



IMPERIAL LE BARON FOUR-DOOR SOUTHAMPTON

AMERICA'S MOST CAREFULLY BUILT CAR



IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON



IMPERIAL

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