

Imperial '67 . . . the newest prestige automobile in a decade.

Le Baron





In ten years no line of American luxury cars has changed so dramatically. Consider . . . A new unitized body. A new engine of 440 cubic inch displacement. A glove compartment in each door. Rare wood lavished throughout. Dual braking system (discs in the front). A new Imperial Sedan. An array of brushed-steel controls concealed behind cabinet doors.

There never has been a prestige car like Imperial '67. A fact which you are invited to verify first-hand.



Consider the front seat of Imperial's four-door hardtops. It is a sofa for three, twin armchairs, or an armchair plus recliner.

The new Imperial is thoughtfulness in every detail. Rare wood is lavished on the interior, and simulated on the exterior with vinyl-clad steel. Impervious to weather.

The new Imperial Sedan will make the stature of Imperial ownership a reality for more fine-car buyers than ever before. On the Sedan, more than thirty luxury features and power assists are standard.

The Crown Coupe's Mobile Director option is shown at the right.

The front passenger seat swivels to face rearward. The armrest pivots and unfolds to become a table. The reading lamp is removed from its compartment and attaches to one of four mountings. And when your conference is over, the board room vanishes again.





If your automobile expectations are exceptionally high, your Imperial dealer has a surprise for you.

IMPERIAL '67

at his showroom Thursday,
September 29.

IMPERIAL DIVISION



CHRYSLER
MOTORS CORPORATION

