



**PICTURE**  
**THE DIFFERENCE BETWEEN**  
**THE 1969 IMPERIAL**  
**and LINCOLN**

The contemporary look ... Imperial  
for 1969! Contoured, aerodynamic  
styling ... each curved line harmonizes  
with this whole new car!





The reminiscent look . . . Lincoln for 1969! Familiar square shapes accent the static appearance of Lincoln's traditional styling.

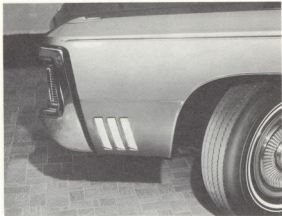
Sequential turn signals . . . Imperial's moving reminder is sure to catch the eye of others in traffic. You don't get them on Lincoln.





Concealed headlights complement  
Imperial's modern, aerodynamic  
styling. Just another feature that  
Lincoln lacks.

Imperial's cornering lights are great for turning into dark streets and driveways.



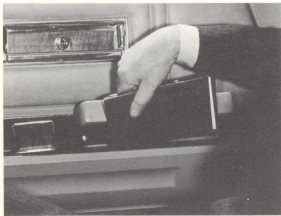


Imperial panel looks more modern --  
and is. It has a full set of gauges  
and a sentry signal. Lincoln has a  
gauge for fuel only.

Imperial buyer gets 4 color choices  
for the optional vinyl roof on the  
Crown ... and it's standard on  
LeBaron in 6 color choices! Lincoln  
offers three vinyl roof colors ...  
all extra cost.



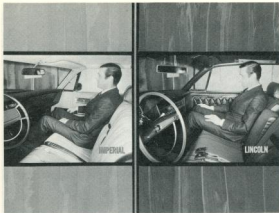




Imperial's luxurious armrest glove boxes ... one in each door ... are a convenience not offered by Lincoln even at extra cost.

Imperial seats passengers more comfortably ... with 2" more hiproom and 3" more shoulder-room, front and rear seats, than Lincoln!





You can stretch out in an Imperial  
... with more legroom than Lincoln  
in both front and rear seats. And  
Imperial gives the driver more hat-  
room, too!

Imperial has the most luxurious ride  
on the road ... with chrome-steel  
torsion-bar springs up front ...





... and 7-leaf, rubber-cushion-mounted rear springs. It's a ride you must experience to believe!

Lincoln can't match it with its coil-front, 5-leaf rear suspension.

### Test Your Knowledge of the 1969 Imperial and its Advantages Over the 1969 Lincoln:

- What is apt to impress prospects most about Imperial's front bumper?
- Fender-mounted turn-signal indicator lights are standard on all Imperials. On Lincoln they are . . . standard, optional at extra cost, not available. (Underline the correct answer)
- In the parked position, Imperial's windshield wipers are concealed. Where does Lincoln park its wipers?
- Imperial has a sentry signal that Lincoln doesn't offer. What is the purpose of the sentry signal?
- Explain the difference in instrument-panel lighting in Imperial and Lincoln.
- What feature does Imperial's optional tilt steering wheel have that's lacking in Lincoln's optional tilt wheel?
- With doors locked, why is it easier for the driver to get out of an Imperial than a Lincoln?
- Name two standard LeBaron features, one for comfort and the other for convenience, that are now available on any Lincoln.
- Compare brakes and brake sizes on the Imperial and Lincoln.
- Why is Imperial's power steering more desirable than Lincoln's?

REVIEW YOUR 1969 IMPERIAL-LINCOLN COMPARISON COLOR  
SLIDEFILM TO CHECK YOUR ANSWERS TO THE "TEST YOUR  
KNOWLEDGE" QUIZ ON PAGE 14. MANY OTHER IMPERIAL  
ADVANTAGES OVER LINCOLN ARE ALSO SHOWN IN THE FILM.  
KNOW YOUR CAR, KNOW YOUR COMPETITION . . . AND YOU'LL  
KNOW HOW TO DEMONSTRATE THE '69 IMPERIAL'S ADVANTAGES  
BETTER!

CHRYSLER - PLYMOUTH DIVISION



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