

YOUR
NEXT
FINE
CAR

can mean many things to many people...

To *you* it can mean -

The fulfillment of something you've sought through the years—
a car that expresses the finest that's in you.

The enjoyment of the highest standard of automotive
living the world can offer—and the pride that goes with it.

To *others* it can mean -

A symbol of achievement in *your* kind of living.

An emblem of prestige which you deserve—the fine car
which consistently leads all others in the automotive field.

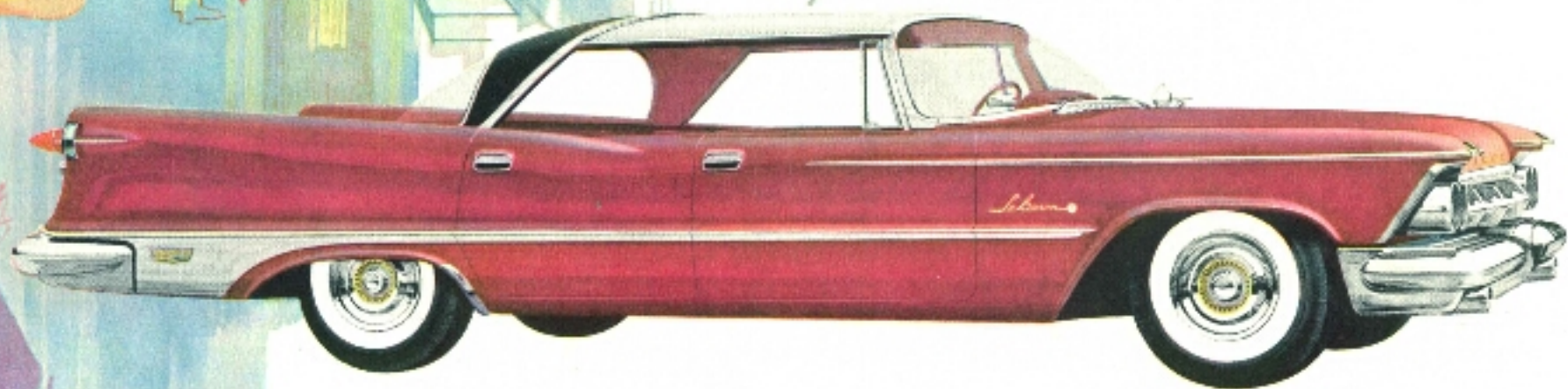
So we invite you to consider -

the qualities which give Imperial supremacy -
in *your* kind of fine car!



SUPREMACY—in exquisite artistry

- *The person of achievement who seeks beauty—whether it be in an exhibit of modern abstractions, or in a collection of fine Old Masters—finds deep satisfaction in contemplating the sleek elegance of Imperial.*



Imperial LeBaron four-door Southampton with Silvercrest Landau Roof

of styling and design

Many people look to Imperial as the fine car which most nearly expresses their zest for the best in life.

Like yourself, these people are individualists—always ahead of the crowd—refusing to follow others blindly. Appropriately, they identify themselves with the motorcar which is widely recognized as being consistently foremost in the fine-car field—the pace-setter of automotive excellence.

Independent automotive authorities publicly acknowledge this leadership of Imperial. One of them writes, "Imperial . . . the finest car made in America . . . with the looks which many camps are copying."

So if you are one of those independent people who choose their fine car on merit alone, take a long look at Imperial, from all angles. See if *you* aren't attracted!

• Imperial



The other two fine cars

for that Imperial touch of distinguished identity . . .



"Gon-sight" taillights—distinctive!



Curved side windows—exclusive!



Headlight grouping—deeply sculptured!

for that Imperial look
of assured originality . . .

The Silvercrest Landau roof—a textured black canopy that sweeps up and forward to a point on the gleaming stainless-steel roof.

If you like an invigorating yet tasteful change from the traditional, this is a feature you'd like on your next fine car. It's available only on Imperial.

and customized comfort

Ideally, your next fine car should come as close as possible to providing "living room" comfort. Imperial does this.

In the driver's compartment, Imperial provides more head-room, shoulder-room, and slide-in room between driver and steering wheel, than either of the other two fine cars.

In the passenger compartment, only Imperial gives you seat cushions that enclose deep coil springs of the same type used in your fine living-room furniture. This makes an important difference in comfort for those Very Important Persons who ride in the rear.

The trunk of the Imperial is higher, wider and deeper than that of either of the other two fine cars. And only Imperial has deep-pile carpeting in the trunk.

There are many other examples of Imperial leadership—some quite subtle. They usually come as pleasant surprises as the Imperial miles roll by.

• Imperial



The other two fine cars

Swivel Seats . . .

. . . that swing you in and out of the front compartment, *gracefully!* Entering or leaving your car is accomplished in one easy, continuous motion.

Here is just the kind of extra consideration that you'd expect from Imperial—the car that, more than any other, is designed with driver and passengers in mind.



In the fine-car field, only Imperial offers you swivel seats!

easiest entry and exit!

Imagine yourself in the top picture . . . getting in or out of your new Imperial, easily and naturally. Imperial is wider at the belt molding—where your knees swing out. It's also higher at hat level than either of the other two fine cars.

In the bottom photos, notice the corner posts that obstruct knee movement. Lower entrance height also makes entry and exit more awkward.

The rear entrances of Imperial are larger than the other two cars, giving your passengers easier and more gracious entry and exit.

SUPREMACY—in sheer delight of

- *The thrill of controlling a champion that's responsive to your slightest change of will—the relaxed enjoyment of smooth, quiet motion—that's all yours in an Imperial.*



Imperial Crown Convertible

ride and handling

When you take the wheel of an Imperial, you immediately sense its superior control of ride and handling . . . on boulevards or turnpikes . . . on twisting mountain roads or washboard side streets.

That's because only Imperial gives you Torsion-Aire Ride, widely recognized as the finest automotive suspension system available. This means a car that doesn't lean on sharp curves, that holds to the road for safe control. It means a car that doesn't nose-dive in a fast stop or squat in fast acceleration.

To these riding qualities add the near-effortless handling of Imperial's Power Steering, and you have the finest ride and handling of any car on the road today.

yours to enjoy—America's finest roadability!



on rough roads . . .

Imperial smooths out the bumps and chuck-holes and stays on an even keel. A test drive of all three fine cars will prove to you that Imperial eliminates the pitch and bounce experienced with the other two.



on corners and curves . . .

Imperial stays virtually level. On sharp turns, passengers are not tossed to one side. Rear wheels stay "magnetized" to the road. So choose the curve of your choice . . . and see how Imperial excels all others!

the triumph of Torsion-Aire suspension!

An unsurpassed combination of comfort, stability and ride control—that's Imperial's Torsion-Aire. At the front are modern torsion-bar springs, the most effective type of auto spring known. At the rear is a specially designed leaf spring and strut suspension. Both are exclusive with Imperial in the luxury class. Together, they provide the most level ride in motordom.

Imperial Suspension



Conventional Coil-Spring Suspension



The other two luxury cars have conventional coil springs at both front and rear. These have noticeably less stability than Torsion-Aire suspension. They simply do not provide the sure ride control—at all speeds, under all conditions—that Imperial owners have come to expect as normal in fine cars.

SUPREMACY— in eager performance

- *You don't have to be an engineer to appreciate the integrity of thinking that goes into an Imperial. Its spirit of automotive perfection is readily apparent whenever you drive it.*

The Chrysler-produced Jupiter missile is indicative of the superb engineering that is characteristic of all Chrysler products—particularly Imperial. A Jupiter missile provided the first stage of the rocket which placed Pioneer IV in orbit around the sun.

Imperial Crown two-door Southampton

and quiet efficiency

With Imperial, you'll discover obedient new power for safe passing . . . feather-touch responsive power for city driving . . . smooth, quiet power for effortless highway cruising.

The Imperial V-8 engine is *all-new* . . . the only really new engine in the fine-car field. As an indication of its efficiency, this new engine delivers 350 horsepower, as much as any car in the fine-car field—yet weighs 101 pounds less than the previous record-making Imperial engine. It produces *more torque per pound than any other American automobile engine!* And you get more smooth, quiet power with fewer engine revolutions.

Teamed with TorqueFlite, America's finest automatic transmission, Imperial's new engine provides a dynamic new driving experience, *deserved* by those who want the very best in motoring performance.

smooth power equal to every need . . .



for safe highway passing—

you can count on Imperial's sure, responsive power to get you back on the safe side of the road in the shortest possible time.



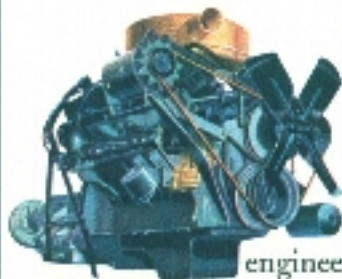
on steep hills—

there's a new driving thrill in store for you, as Imperial levels off the grades—with plenty of emergency power to spare.



Sweepstakes Winner 3 times—
Mobilgas Economy Run

Imperial's engine-and-transmission efficiency is well proved by the fact that Imperial won the over-all Sweepstakes Honors in the famous Mobilgas Economy Run for the past three years. Imperial scored higher on efficient use of fuel than all other entrants—including luxury cars and small cars!



engineered for
sophisticated power!

The superbly smooth, quiet performance of the Imperial engine is derived from many advanced features, such as . . . extra-sturdy crankshaft support with deep-skirt block . . . finely balanced crankshaft, pistons and rods . . . superior combustion-chamber design . . . faster-acting automatic choke . . . high-velocity, series-flow cooling. No other engine combines so many engineering refinements.

SUPREMACY— in safety...in

- *The enjoyment of long journeys, completed with maximum safety and minimum strain—this is one of the deep satisfactions, the intangible dividends, that are a part of Imperial ownership.*



Imperial Custom Four-door Sedan

SUPREMACY—

in sovereign assurance of leadership



You'll be proud of the way others admire your Imperial and its more eloquent testimony as to your way of life. You'll relish the prestige of owning the most eminent of fine cars.

You'll enjoy the poised elegance that suggests achievement rather than tradition. You'll know that Imperial's classic beauty will be in style for as long as you wish to drive it. You and your guests will relax more in its roomy comfort . . . so thoroughly safe . . . so completely convenient. You'll take more delight in its sure handling, its brilliant response, its utter reliability.

You'll feel more confident of the worthy investment you've made, because of Imperial's matchless integrity of design and manufacture. And you'll know why so many Imperial owners spontaneously endorse Imperial as the finest automotive expression of their way of life.

May we suggest . . .

That you personally investigate all three fine cars. Try them, drive them, ride in them—Imperial welcomes comparison. Then judge for yourself.

That you begin by contacting your Imperial Representative—an expert consultant on luxury motorcars. He'll be happy to arrange a demonstration of what may well be your next fine car . . . Imperial!

SUPREMACY-

in your
kind of
fine car!



I M P E R I A L

THE FINEST PRODUCT OF THE CHRYSLER CORPORATION