

CHRYSLER

Events

MARCH, 1957

*Your date with distinction*  
the **IMPERIAL**  
*for 1957*





*this is the car that expresses*

*your taste for individuality*



The Imperial is different . . . created for someone like you.  
Its original beauty and amazing performance are unique. No other car made  
in this country or abroad approaches the Imperial's individuality.  
Its superb styling displays the balanced beauty and integration of line  
characteristic of classic art, sculpture and architecture . . .

with refinement of detail and fresh, dynamic outline that distinguish  
the Imperial at first glance . . . The Imperial reaches a new peak  
in automotive progress with its power, riding comfort and ease of operation.  
Brilliantly conceived, it's a car we know you want to meet  
and drive—the finest automobile in the world.



*imagine an* **IMPERIAL** *in your driveway*

Always poised for action, the Imperial incorporates the vitality of motion in its graceful lines. Its dramatic concept of the Forward Look includes many design features that instantly identify it as an Imperial: curved windshield and rear window that give the upper structure a long, unbroken curve from front to rear . . . richly appointed, roomy interior . . . gun-sight taillight, now integrated with the center, upswEEPing rear fenders . . . new simulated rear deck fire mount . . . massive bumper design . . . dual headlights optional on all models . . . Just looking at the Imperial is a pleasure. Many have called the new Imperial "the most beautiful car ever designed."



THE IMPERIAL GROWS BOLD



Interior of the Imperial Four-Door Southampton is typical of the beautiful custom design of the Imperial line of cars.

*get in, look it over*

Slide behind the wheel of an Imperial. [Notice that it's recessed and padded for your safety.] See the rich interior appointments . . . fine fabrics and leathers . . . deep-pile carpeting . . . colors carefully coordinated . . . impeccable taste throughout with the unique Imperial touch. This interior has the elegant, spacious atmosphere of an exclusive clubhouse . . . and you'll feel a sense of belonging.



THE IMPERIAL FOUR-DOOR SOUTHAMPTON



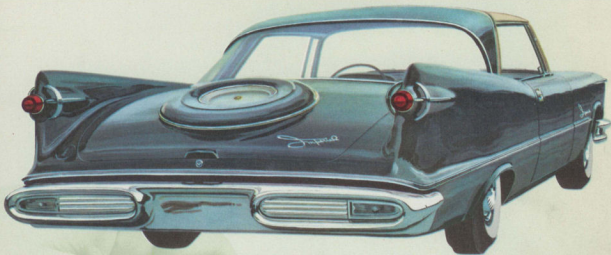
THE IMPERIAL TWO-DOOR SOUTHAMPTON



THE IMPERIAL CROWN CONVERTIBLE

Under the Imperial's hood crouches a mighty 325-horsepower FirePower engine. Your touch on a button calls it to life, selects the driving range for the amazingly smooth and fast Torqueflite transmission... the finest automatic transmission yet developed by automotive engineers. You'll cruise effortlessly along at highway speeds... pass nimbly and safely with a surge of power... Sharp curve in the road! You round it neatly with fingertip pressure on the steering wheel activating the Full-Time power steering... The silky efficiency of an Imperial in action is a joy to experience.

*take a ride... it's an invitation to adventure*



No description can do justice to the 1957 Imperial, the most beautiful car in the world. We will be happy to place an Imperial at your disposal, so you can learn first hand the pleasure of driving it. Call us today for an appointment.

## **FELZ MOTOR SALES, INC.**

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