



**THE PEOPLE OF...**

These are IMPERIAL days! □ Never before in the history of the automobile business has there been a greater opportunity to **sell THE INCOMPARABLE IMPERIAL**. □ Experience has shown that IMPERIAL Dealers, and their top sales management, are the greatest influence for **more IMPERIAL sales**. We suggest you use **your influence** with your entire sales staff, plus all of the IMPERIAL Marketing Programs—the “Gilt Edge” mailing lists, the IMPERIAL Owner Follow-Up Program, and the Slide Film Comparisons. □ Start January 1st, 1965 and pull out all the stops to create IMPERIAL sales. □ **This solid selling approach** can be your ticket to meet the people of Japan on the . . .

(Top left)  
Many modern Japanese industrial workers return to tradition in the privacy of their homes. TV and chopsticks symbolize the cultures that meet and coexist in their homes.

(Lower left)  
Traditional signs and decorations hover over shops in Tokyo's bustling Ginza district—but the dress of modern day shoppers shows the American influence prevalent today.

(Center)  
In the countryside the western influence has not been as strong and tradition reigns. Here, a Japanese wife is shown in the long robes of old, wooden “zoris” and the young lady has the same.

(Upper right)  
With little available cultivatable land, Japan must make maximum use of every available acre. Rice is the mainstay of the Japanese diet and rice is not an easy crop to mechanize. Women are still called upon to implant each rice stalk. Long, back bending work to say the least.

(Lower right)  
In city schools you'll find the modern. In rural schools the old. Here are a group of happy “Westernized” Tokyo first grade schoolgirls. The faces may be a bit different but the smile of children is universal—no matter what the dress.



IMPERIAL  
ORIENTAL RENDEZVOUS

**IMPERIAL DIVISION**



**CHRYSLER**  
**MOTORS CORPORATION**