

IMPERIAL





A NEW TRADITION BEGINS . . . BY IMPERIAL DECREE

Be prepared for a clean break with the past when you inspect Imperial for 1959. For in all this fine car's fresh loveliness, there isn't a trace of ponderous bulk or excessive chrome contortion that weighs so heavily on tradition-bound cars.

Imperial craftsmen have achieved a new massive look in grille-work and bumper design without losing the feel of simple elegance. Notice the graceful new sweep molding . . . the regal canopy effect of new Silvercrest roof . . . the new medallion that unmistakably identifies Imperial's famed Flight-Sweep deck lid.

Inside this motorcar, you marvel at the precise fit of the coachwork, the jeweled finish of every appointment. And fine fabrics and leathers offer a striking, yet tasteful departure from the commonplace.



Supple Imperial leather in your choice of *four* lovely color shades captures the youthful "top-down" mood of this Imperial Crown Convertible.



THE IMPERIAL CUSTOM 4-DOOR SOUTHAMPTON WITH NEW SILVERCREST LANDAU ROOF



THE IMPERIAL CROWN CONVERTIBLE



ELEGANCE WEDS EAGERNESS . . .

BY IMPERIAL DECREE

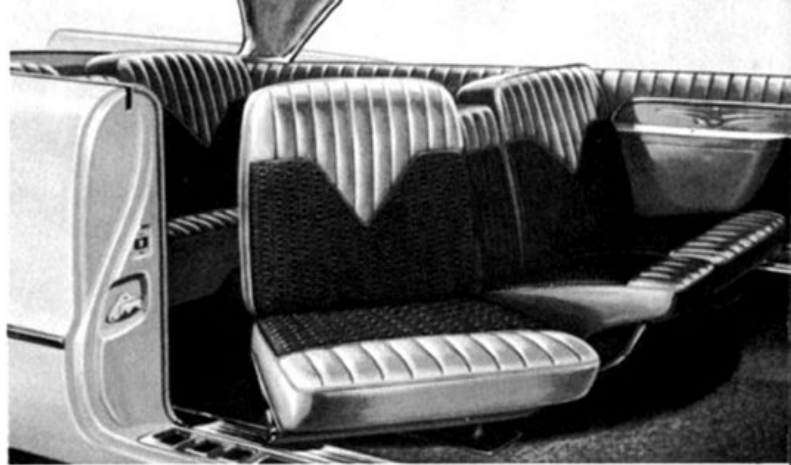
If you can get your fill of just *looking* at these three incomparable Imperials, pick out the one that suits your fancy and ease behind the wheel for a rewarding mile or two.

Imperial's new engine—a more compact power plant than its predecessors but with greater performance at ordinary driving speeds—responds to your toe-touch with incredible smoothness and silence. And you ride proudly poised and *perfectly level* on boulevard or back-country trail—thanks to a new air-assisted torsion bar suspension. This optional Imperial innovation unites the positive control of torsion bars and the infinite softness of air suspension into a single new system.

And when you ease through traffic with no more than a touch of the wheel . . . when you discover that this heroically proportioned Imperial is obedient even to the gentlest of women . . . you'll know why we say elegance weds eagerness by Imperial decree.

New Swivel Seats swing gracefully out to meet you. Slip into the seat, swivel into position, and the seat automatically locks in place. You seat yourself as easily as you would in your favorite easy chair. And alighting is every bit as graceful. No other car in Imperial's class offers this new optional feature.

This Imperial Le Baron interior invites you to express one of today's most elegant fashions. Seat cushions are carefully stitched to create the impression of individually tailored seats and are fitted out in the finest wool broadcloth. You may select your Imperial LeBaron interior from 23 combinations in supple metallic leathers, heavy silks, and fine wools.





IMPERIAL CUSTOM 2-DOOR SOUTHAMPTON