

YOUR FIRST LOOK AT THE TOTALLY NEW IMPERIAL

World Premiere: October 4

On October 4, a totally new concept of the modern luxury car will arrive in the showroom of your local Imperial dealer. ☛☛ This is the new look of that car: beautifully proportioned. Quietly elegant. Simple and timeless in design. ☛☛ Everything about it will reveal automotive thinking on the grand scale. It will be America's most spacious motorcar. It will be the quietest car built in this country. And it will be the most capable road car of luxury caliber.

The Incomparable IMPERIAL



The totally new Imperial will be offered in four models: the Crown Four-Door shown here, a Crown Convertible, the famous Imperial LeBaron—and a new Crown Coupe which raises the “personal car” concept to full-scale luxury. ☛☛ Each model has a custom interior appropriate to its own individual personality, in a wide range of color schemes. ☛☛ If this is your year to invest in a new fine car, we invite you to inspect first the quiet world of The Incomparable Imperial for 1964.