



BY IMPERIAL DECREE



Excellence without equal . . . and how it happens

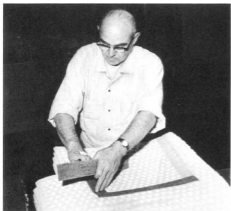


A NEW KIND OF AUTO PLANT FOR DETROIT

Imperial, Chrysler Corporation's all-out bid for a bigger share of the class market, moves into its own plant. Its unusual production line is upsetting a long Detroit tradition . . . and receiving some of the classic crafts of auto-making.



Every "seam" on an Imperial Royal Coach Body is filled with pure solder instead of soft, impermanent "body putty." It is then buffed satin-smooth. In a finished Imperial, it is impossible to see where body panels join.



The preformed foam rubber seat and back pads of an Imperial are reinforced with tough "stitching strips" so that stitches and tufting buttons won't pull through or loosen.



Imperial primer coats are wet-sanded by hand so that the finish coats of enamel become almost a part of the metal itself . . . and take a deep luminous gloss that needs no waxing for up to three years.



Imperial engineers invented a huge high-precision gauge in which Royal Coach Bodies are checked for dimensional accuracy. The gauge checks dimensions at 150 different critical points on the body-shell so doors and other components will later fit precisely.



This "on line" hurricane hurls tons of water on every Imperial. High-pressure nozzles, aimed from every angle, test the weather-tightness of windows, doors, trunk and hood. Only a cloudburst of 250 inches of rain per hour could equal the punishment of this test.

An Imperial starts life as raw sheet steel and a chassis, much as any other car does.

It is the patient care, the prideful craftsmanship, the critical testing and inspection lavished on its building which make this one motorcar different from all others.

This undeviating excellence shows, of course, in the finish of an Imperial, the precise fitting of all the parts you can see . . . in its driveability, its wonderful comfort . . . its unmatched spaciousness.

But, it is present, as well, in all the hidden recesses of this great vehicle . . . in its luxurious seats, inside the engine and its gears . . . in the sturdiness of its welds . . . in parts and places you will never see, and never have to think about.

On these pages we illustrate and describe a very few of the scores of operations which are unique to the crafting of an Imperial . . . some of the nearly six hundred tests and inspections undertaken in the Imperial plant alone, to make this car the most carefully built and most thoroughly inspected one of its time.



The rich wool broadcloth upholstery of an Imperial seat unit is not only meticulously fitted by expert tailors, but is steam shrunk to the seat so it will not sag or pull out of shape.



Every Imperial body must pass this brightly illuminated inspection station before going on for further assembly. The trained inspector's only job is to see that the final enamel coats on your Imperial are without flaw.



No Imperial is "OK TO SHIP" until it has undergone . . . and passed . . . an exacting road test supervised by an expert team of test pilots. Even with the hundreds of laboratory tests and factory inspections, actual road testing of every car remains the final positive proof of Imperial's excellence without equal.

IN mid-August, while the last of the 1958 Imperials were moving toward the end of a model year at the huge Chrysler plant on Detroit's east side, a minor miracle of logistics was taking place across town.

There, in a close-knit group of freshly restored buildings, a hand-picked force of veteran Chrysler production men with \$5 million worth of specially designed equipment were plotting a royal future for the Corporation's most aristocratic product.

From the outside, Imperial's new home is by no means unique. Its 48 acres of buildings and sidings and yards look about the same as half-a-dozen competing plants around town. But inside, a pleasant paradox has taken shape.

The deliberate pace

Here in Detroit, the heartland of automation, a place has been made for an encouraging number of the hand-crafts that fashioned the classic vehicles of yesteryear . . . and which are responsible for much of today's elegant custom coach work.

To keep the pace of recent multi-million car years, those patient hand-skills had to go. There was no time to hand-finish a body panel. No time to hand-stitch a seat bolster or stretch-fit a convertible top. But an Imperial moves along its unusual production line at a pace more deliberate than most of the industry's production men find acceptable. And there *is* time for the skills that can't be hurried. The great stroke is how comfortably they have been interwoven with the best of recent advances in automation.

Road-testing stages a comeback

The same dignified pace that allows time for patience also makes Imperial the most inspected, probed, prodded, tested car of the year. Spot-checking is forbidden. Every unit gets a thorough-going examination at thirty-two different points on the journey from raw metal stamping to gleaming LeBaron Silvercrest hardtop.

Every sub-assembly must bare itself to the same critical attentions before it joins the main stream of assembly. And the final blessing which each completed car must win is further delayed while a specially trained cadre of test pilots road-tests every Imperial.

Excellence without equal

The result is a car whose like hasn't been seen in recent memory . . . a car which benefits from the ingenious repetitive accuracy of precision tools, yet whose total excellence is, somehow, too fine to be entrusted entirely to machines. The advertising writer who coined "Excellence without equal" may well have forged more than a resounding alliteration.

You most certainly will want to have a leisurely look at this new Imperial . . . and plenty of time to drive it. Your Imperial dealer is ready to oblige . . . at your convenience.

And on your next trip to Detroit, save 90 minutes for a visit to the city's most unusual automotive plant.

Laborious hand-handing of its base-coat paints, individual fitting of doors, patient hand tailoring of interiors, a 75-man staff of quality control sleuths make Imperial the most carefully put together car of recent years. Road-testing, long out of fashion in Detroit, proves every 1959 Imperial.





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... a treasury of excellences

An automotive design so right that many cars, this year, attempt to imitate it.

Swivel seats which swing doorward to help you in and out, a long-felt need in this era of low car silhouettes... specially installed only in this fine car.

Leg-room for easy lounging... head-room for sitting imperially straight... and broad high doors to let you in and out with dignity.

Auto-Pilot, which reminds you of speed limits and holds a steady pace, without a touch of the accelerator. Imperial alone, among fine cars, offers you this choice.

A totally new engine designed to deliver more thrust with fewer revolutions, slower piston strokes, less friction, less noise, less fuel.

A suspension system unique in auto design... which gives Imperial a poise and a handling stability that soft coils or complex air systems have yet to equal.

Hand-crafted interiors wrought in glove-soft leathers, classic broadcloths, sculptured jacquards... in colors and combinations that are fashion news this year.

New enamels which stay lustrous up to three years with no more than a casual washing. Chrome accents almost totally indifferent to weather and aging.

A new plant equipped around a concept of quality control unique in the motor world... to make Imperial the most carefully built motor car of its time.

Drive it for sixty minutes. Meet excellence face to face.
FINEST PRODUCT OF CHRYSLER CORPORATION

IMPERIAL

... excellence without equal