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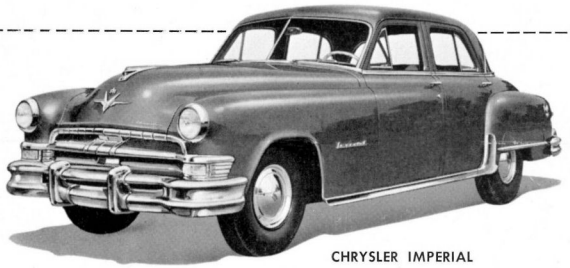
# Chrysler Imperial Advantages over Lincoln Cosmopolitan

The Chrysler Imperial 6-Passenger Sedan belongs with the finest cars manufactured by the Chrysler Corporation. By the same token, the Lincoln Cosmopolitan Sedan is the finest car made by the Lincoln-Mercury Division of the Ford Motor Company. For that reason, these cars are natural competitors.

The purpose of this bulletin is to provide you with the facts that prove how the Chrysler Imperial leads the Lincoln Cosmopolitan in providing the outstanding benefits that people expect from a luxury automobile.

After your customers learn about Imperial comfort leadership . . . the amazing performance of the FirePower engine . . . the many advantages of Fluid-Torque Drive (available at extra cost) . . . plus other desirable Chrysler benefits—a decision to buy Chrysler Imperial rather than Lincoln Cosmopolitan should be an easy one.

So, provide your Lincoln-exposed prospects with the comparative facts in this bulletin—then back up the facts with a complete demonstration.



CHRYSLER IMPERIAL

LINCOLN COSMOPOLITAN

**These Comparative Facts Prove Chrysler Leadership in Providing the Finest in Luxurious Motoring**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# Body styling and dimensions

The difference in styling between the Imperial and the Cosmopolitan, in our opinion, represents one of Chrysler's major advantages over Lincoln. However, because appreciation of styling is largely a matter of opinion, we will discuss only the concrete benefits derived from Chrysler design.

First of all, the Cosmopolitan is "pontoon-sided," adding considerably to over-all width, which cuts down on maneuverability, especially in traffic. Also, the integral rear fenders of the Cosmopolitan are more costly to repair or to replace than the bolted-on fenders of the Imperial.

Lincoln styling still includes a rear quarter window in sedan models. That means that there are no ventilating wings in the rear doors. Instead, when rear-seat occupants wish an additional supply of fresh air, they must turn awkwardly and reach "across shoulder" to open the quarter window, which serves as a vent wing. Chrysler styling does not impose such inconvenience.

Another Chrysler advantage that stems from styling is greater visibility. Chrysler's chair-height seats and greater glass area are two of the main contributors to this advantage. The Chrysler driver sits high enough to gain full advantage of the larger windshield and larger rear window. (Chrysler windshield area 876.4 sq. in.; rear window 886.1 sq. in. Lincoln windshield area 833 sq. in; rear window 861 sq. in.)

A Chrysler advantage is the convenient placement of the spare tire. In Chrysler, the spare is positioned vertically and can be rolled out without trouble or effort. However, in the Lincoln Cosmopolitan, the spare is stowed flat, under a loose shelf within the luggage compartment. As a consequence, when the tire is changed, all the contents of the luggage compartment must be removed before the spare is accessible.

As one example of Chrysler luxury that is not offered by Lincoln, consider the front seat folding center armrest. This divides the generously proportioned front seat—converting it into two matching armchairs. Lincoln provides a center folding armrest only in the rear compartment. Also, both the Chrysler front and rear center armrests are double width; Lincoln Cosmopolitan's is considerably narrower.

Notice in the dimension table the relationship between over-all length and wheelbase of the two cars. The Imperial has a 6½" longer wheelbase than the Lincoln Cosmopolitan, yet is 9⅞" shorter in over-all length! This means a larger comfort zone for the passengers, yet easier parking and "garaging" for the driver.

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## Dimension Comparison

Because the Chrysler is more compact in over-all length and over-all width than the Lincoln Cosmopolitan, it offers easier maneuverability and easier handling. And Chrysler has accomplished this without sacrificing passenger comfort. There is a legroom advantage in front, and seats are higher, both front and rear. In fact, the Chrysler is roomier than the Lincoln on every dimension listed, *except* cushion width.

A feature that prospects in the Chrysler Imperial-Lincoln Cosmopolitan price class should be able to take for granted is ease of entry and exit. Yet, a look at the table shows that Lincoln door-opening height and door swing leave much to be desired when compared with the generous Chrysler door openings. The hinging of the Lincoln doors serves to exaggerate an already awkward entry-exit problem. When both Lincoln right-hand doors are open simultaneously (when loading or unloading at the curb), the opening between the doors is not sufficient to permit front and rear seat occupants to pass through at the same time.

Chrysler's legroom and seat cushion height advantages, of course, are two more important contributions to passenger riding comfort.

| | Chrysler Imperial | Lincoln Cosmopolitan |
|---|---|---|
| Wheelbase | 131½" | 125" |
| Over-all length | 212⅝" | 222½" |
| Over-all width | 75¾" | 78¼" |
| Seat cushion width | | |
| —front | 58" | 58⅜" |
| —rear | 59" | 61⅜" |
| Seat cushion to floor | | |
| —front | 15⅛" | 12¼" |
| —rear | 16" | 12½" |
| Legroom, front (range) | 38¾" to 43" | 38⅛" to 41½" |
| rear (range) | 40½" (fixed) | 38⅜" to 41 11/16" |
| Door opening height | | |
| —front | 44" | 40½" |
| —rear | 43½" | 40 7/16" |
| Door swing—front | 39¾" | 35" |
| —rear | 31" | 28½" |

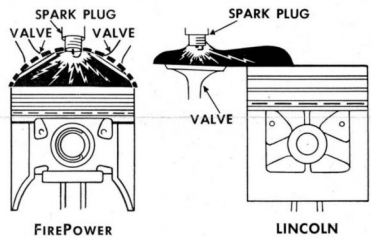
# Engine

The Chrysler FirePower engine has a great many advantages over Lincoln's V-8, L-Head engine. However, in terms of benefits to the car owner, the two major advantages are these: (1) outstanding power and performance; (2) a design that allows the engine to burn non-premium fuel with good results instead of premium fuel required by most other engines. The latter advantage comes from an inherently high "mechanical octane" rating brought about by a combination of factors described in the following paragraphs.

On the basis of efficiency alone, consider these facts: the FirePower engine develops 26 more horsepower (180) than the Lincoln (154). And when horsepower per 1000 pounds of car weight is calculated for the two cars, Chrysler leads Lincoln by the impressive margin of 41.3 to 34.3. In addition, Chrysler's maximum torque in pound-feet is 312 at 2000 r.p.m., while Lincoln's is only 275 at 1800 r.p.m.

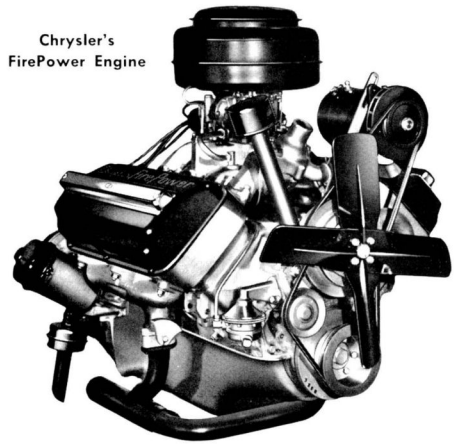
Although there are many contributing factors, the ones most instrumental in bringing about the marked superiority of Chrysler FirePower over the Lincoln engine are the hemispherical combustion chamber, the unique overhead valve arrangement, and the remarkable "free breathing."

In the two sketches below, compare combustion chambers. Notice the irregularity of the Lincoln combustion chamber. This gives resultant irregularity to the burning pattern of the fuel-air charge. Compare this with the hemispherical combustion chamber of the FirePower engine.




The hemispherical combustion chamber affords the outstanding benefits of overhead, laterally placed valves. With the large, well-cooled valves placed on either side of a centrally located spark plug, the flame requires shorter travel to completely burn the fuel-air charge. Also, the igniting of the fuel-air mixture is more directly over the center of the piston. Another important factor is that the shape of the chamber eliminates the formation of "hot spots" that are a major cause of pre-ignition.

Chrysler's FirePower Engine



In connection with combustion chambers, it should also be noted that the FirePower engine has a compression ratio of 7.5 to1, while Lincoln's is only 7.0 to1.

One of the other big Chrysler advantages over Lincoln is in the design of the exhaust system. FirePower's exhaust system is particularly free of restrictions which can cause back-pressure and consequent loss of power. Also, Chrysler takes the exhaust from each cylinder through its own port into a manifold which connects *independently* to the exhaust tube. Lincoln, however, draws off the exhaust gases into a manifold for each cylinder bank through three, not four, exhaust ports —Lincoln provides only one port for the two center cylinders in each bank. Then, Lincoln's left manifold is connected to the right, thereby permitting the possibility of a back-pressure condition, before being swept out into the exhaust line.

It is this combination of *design* features—particularly the combustion chamber shape, and mechanical features contributing to a cool-running engine—that provides the high "mechanical octane" mentioned above. In other words, FirePower design makes it possible to achieve results with ordinary non-premium grade gasolines that can be approached in other engines only by using premium grade fuels.

# Chassis

Like the body and engine, the Chrysler chassis gives you still more opportunities to sell advantages and benefits over the Lincoln Cosmopolitan.

The Cyclebond brake linings, for instance, enable you to discuss the pioneering and development work of Chrysler Corporation engineers, as well as the direct benefits of the brake linings themselves. The facts are that Cyclebond brake linings wear longer than riveted linings, and are less likely to provoke drum scoring.

Another Chrysler brake advantage is that of brake lining area—201 square inches to 196 square inches for Lincoln. Reducing this to sedan weight per square inch of brake lining surface, Chrysler again leads with only 21.6 pounds to be stopped by each square inch of lining, compared to 22.9 pounds on the Cosmopolitan.

In addition, all Imperial models have the Vacu-Ease power braking unit, which operates on engine vacuum to effectively reduce pedal pressure. This means easier control and greater braking safety. The Lincoln Cosmopolitan has no such device.

Chrysler's braking is better in still another way—the independent parking brake. Because it operates on the propeller shaft, the Chrysler parking brake is a separate brake system. Thus, the Chrysler driver has the added safety of *two* brake systems for emergency usage. Lincoln's parking brake, however, functions on the two rear-wheel service brakes.

## CHRYSLER ELECTRIC AUTOMATIC WINDOW-LIFTS

Both the Chrysler Imperial and the Lincoln Cosmopolitan provide automatic window lifts as standard (no extra cost) equipment. Both feature individual window control, as well as the remote control panel located at the driver's left for the operation of all four windows. However, the big difference is in the actuating mechanisms; Chrysler window lifts are operated by individual electric motors; Lincoln window lifts are operated by a single hydraulic pump.

To the owner, this difference means that the Chrysler system is less subject to trouble because it is simpler and more positive. A failure of the Lincoln pump could paralyze all four windows. Also, the Chrysler system should be less costly to service than the more complicated Lincoln system.

## CHRYSLER FLUID-TORQUE DRIVE

Chrysler's unique combination of torque converter and hydraulically operated automatic transmission is available as an extra-cost option for less than the Lincoln buyer must pay for Hydra-Matic drive!

Fluid-Torque Drive, like Chrysler's Fluid-Matic Drive, affords freedom from shifting, greater flexibility and maneuverability, plus acceleration and performance that must be experienced to be appreciated

With either Fluid-Torque Drive (available at extra cost), or with Fluid-Matic (standard), the Chrysler owner has complete driver control at all times. The clutch pedal gives the driver absolute control for jockeying about in close quarters. And the driver has full control of the automatic shift—from first to second or from third to fourth—by backing off, momentarily, on the accelerator pedal.

The Lincoln Hydra-Matic, on the other hand, provides neither of these benefits. There is no clutch pedal; and the transmission is such that it shifts according to previously determined conditions, not necessarily when the driver so desires.

## CHRYSLER HYDRAGUIDE (Power-Assisted) STEERING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Even with the car at a standstill
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Tell your prospects
about Chrysler's new HYDRAGUIDE
(power steering)
Chrysler Bulletin No. 3

**Refer to Ross Roy Retail Salesman's Bulletin No. 3 for the full story of Chrysler Hydraguide Steering.**

Here is a new and important aid to driving ease, convenience and safety. The Hydraguide steering unit (available at extra cost) relieves the driver of four-fifths of the effort ordinarily expended in steering. This amazing new feature is not available to the Lincoln prospect at any price.

Because the Hydraguide unit does the work, the ratio of the steering gear can be lowered. This makes a difference, too—with Hydraguide, the steering wheel can be spun *by finger tip* from extreme left to extreme right in only three and a half turns of the wheel. Lincoln steering linkage, without any power unit, is geared to require 5 turns from right to left.

It is Chrysler's lower steering gear ratio, together with the power unit, that makes Hydraguide steering so easy, so responsive, so direct.

Hydraguide also provides added safety benefits that Lincoln cannot equal. During steering emergencies—when driving on deeply rutted roads; when a tire fails; or when the front wheels strike some obstruction in the roadbed—Hydraguide enables the driver to stay on his course *without* the wheel-fight normally expected in such conditions.