

Announcing Birmingham's newest Chrysler-Imperial-Plymouth-Valiant Dealer

BIRMINGHAM CHRYSLER-PLYMOUTH, INC.

910 S. Woodward Avenue

Birmingham, Michigan



PAUL HERPOLSHEIMER, JR.
President-General Manager



PAUL HERPOLSHEIMER III
General Sales Manager

From the acknowledged luxury of Imperial, to the stylish value of Valiant, we are firmly convinced no automotive manufacturer invests his products with more traditional excellence than does Chrysler Corporation. That is why we choose to represent Chrysler Corporation in the sales and service of the

refreshingly new 1962 Chrysler, Imperial, Plymouth and Valiant. We believe you will find our new sales and service facilities in keeping with this noteworthy corporate tradition. You will also find it evident in our attitude toward you, whether you now own a Plymouth, Valiant, Chrysler or Imperial, or plan to own one this year. In either case, we

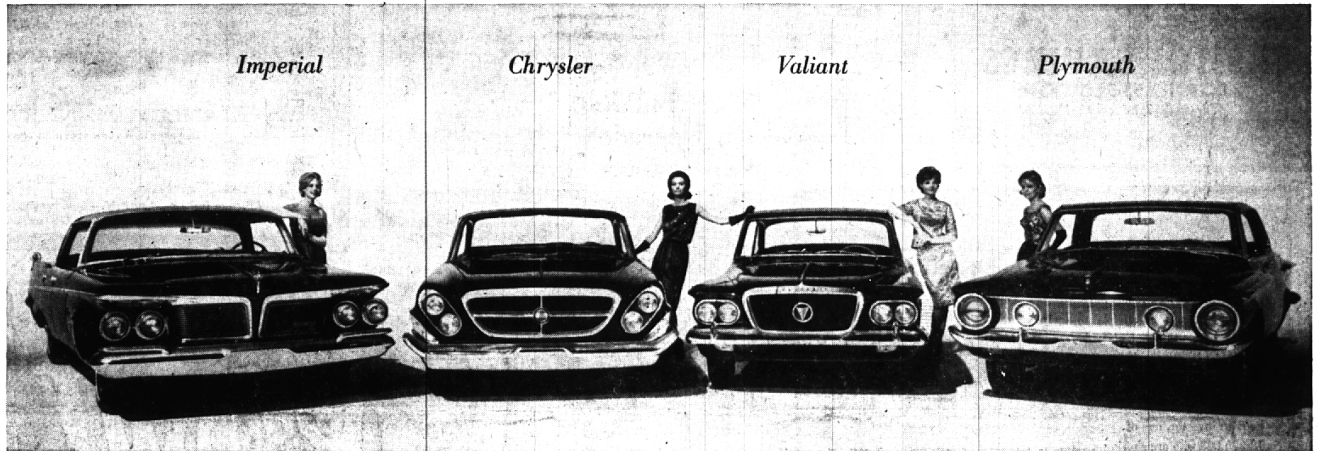
invite you to visit us at your earliest convenience—examine our facilities—and indulge in the exciting revelation of a demonstration drive in either a '62 Chrysler, Imperial, Plymouth or Valiant — each quality-engineered by Chrysler Corporation. Plan to come in and "get acquainted" this week!



JUNE SHEPPARD
Secretary-Treasurer



ANNE CHARNEY
Office Secretary



OUR PLEDGE TO YOU: "Whatever our duties in our dealership, each of us will devote every effort to merit your confidence through ethical sales practices, and by rendering dependable and economical service."



PAUL HEINSOHN
Sales Representative

"Next to yourself, we are interested in your car more than anyone else in the world."

Just satisfied will not be enough — it is our intention that you will be well pleased with our WORK and PRICES!

THEFORE WE HAVE:

- **FACTORY TRAINED TECHNICIANS**
Who know your car—and how it operates
- **THE LATEST TIME-SAVING EQUIPMENT**
Permits more accurate work at a saving
- **"SERVICE WHILE-YOU-WAIT"**
If you so desire we will do smaller jobs "at once"—and get you on your way.
- **COMPLETE SERVICE FOR YOUR CAR**
Regardless of your need—we do it.
- **PICK-UP and DELIVERY SERVICE**
We prefer that you see our shop—but if it's more convenient for you we will pick-up your car and deliver it.



WAYNE MULYAIN
Sales Representative



FLOYD (BEAU) REYNOLDS
Service Dept. Manager

TO ASSURE FAST, TOP QUALITY SERVICE AND SAVE YOU TIME, EXTRA EXPENSE AND ANNOYANCE . . .

OUR PARTS DEPARTMENT CARRIES A COMPLETE STOCK OF

GENUINE FACTORY

PARTS AND ACCESSORIES FOR ALL CHRYSLER CORP. CARS

**CHRYSLERS
DODGES
DESOTOS
PLYMOUTHS
VALIANTS**

IF YOU NEED IT—



C. R. GOODMAN
Parts Dept. Manager

WE'LL HAVE IT!

A FINE SELECTION OF SHARP, LATE MODEL

USED CARS

ARE COMING INTO OUR INVENTORY AS A RESULT OF OUR SPECIAL

NEW CAR INTRODUCTORY DEALS . . .

- | | |
|-------------------------|------------------------|
| 1960 Imperial 2 dr. | 1958 Olds. 98 Holiday |
| 1960 Valiant wagon | 1958 Chev. Imp. 2 dr. |
| 1960 Valiant 4 dr. | 1958 Plymouth Blvd. |
| 1959 DeSoto F.F. 4 dr. | 1958 Ford C5 Wagon |
| 1959 Mercury Mont. | 1958 Chev. Yoeman |
| 1959 Pontiac S.C. 4 dr. | 1958 Plymouth wagon |
| 1959 Olds. 88 2 dr. HT. | 1957 Plymouth Blvd. |
| 1959 Chev. Park. Wagon | 1957 DeSoto F.F. 4 dr. |
| 1959 Plymouth Fury | 1957 Ford Country |
| 1959 Ford Gal. 4 dr. | 1956 Imperial |
| 1959 Plymouth 2 dr. | 1956 Buick Spec. |
| 1958 DeSoto F.F. 4 dr. | 1955 Cadillac 62 |

AS NEAR AS YOUR PHONE



Four Trunk lines to reach us promptly:

- MI 7-3211
- MI 7-3212
- MI 7-3213
- MI 7-3214

For your convenience
DIRECT — NO TOLL
Detroit line
566-4675

May we Suggest?
— Jot our phone number down in your phone register.



JOSEPH WIERBICKI
Sales Representative



CURTIS BLAIR
Service Technician



SAM PANTOZZI
Service Technician



WILLIAM WALLACE
Service Technician



CARL HACKMUTH
Service Technician



WILLIAM DEVIER
Detailing Specialist



J. C. McDONALD
Maintenance



ALLEN HILL
Maintenance